

# **BROUGHTY UNITED YOUTH FOOTBALL CLUB**

## **STRATEGY PLAN**

**2025-2030**





# INTRODUCTION

Our 2025–2030 Strategy Plan was developed through extensive consultations, including surveys of key stakeholders—players, parents, and coaches; an all-coaches meeting, and collaborative discussions between our trustees.

As we start this journey, our goal remains the same: to cultivate a lifelong passion for football and community spirit while ensuring every member of Broughty United feels supported, valued, and inspired. This strategy reflects the collective aspirations of our club, setting the foundation for success over the coming years.



Guided by our vision, mission and values and structured around our six key pillars —this strategy outlines our roadmap to enhance player development, strengthen community ties, and ensure operational resilience.

By fostering excellence in coaching, building a sense of belonging, and embracing sustainable practices, we aim to solidify our legacy as a cornerstone of the community. Our coaches provide positive role models who inspire confidence, respect, & teamwork. Through mentoring our players, they foster resilience & personal growth, shaping strong, supportive young men and women who carry these values into their lives & communities.



**Quality is at our heart. We follow best practice in everything we do, keep our promises and embrace change.**

## **Vision**

To inspire and empower young people to grow as individuals and players, fostering teamwork, respect, and a lifelong love for the game.

## **Mission**

To provide a supportive and inclusive environment where young players develop their skills, confidence, and character. Through exceptional coaching and a focus on sportsmanship and inclusivity, we aim to nurture each player's potential while fostering lasting friendships and a lifelong love for football.

## **Values**

Our club ethos is about promoting togetherness, friendship and support within a safe and friendly community environment, that promotes good behaviour, good sportsmanship, respect for each other, coaches, supporters and opposition.

***We are about kids playing football.***





# OUR CLUB

**“Our commitment to youth football in Dundee is second to none, and our contribution to young people remains our greatest achievement.”**

**George Ferguson Honorary Life President.**

-  Broughty United Boys Club was formed in March 1973 by two 15-year-old boys from Grove Academy. Initial help was provided by Broughty YMCA, and then Broughty United Amateurs with whom we maintain close links. Our name was changed to Broughty United Youth Football Club to include girls in the game.
-  We have had success over the years having won various leagues and trophies including the Scottish Cup. In November 2010, we received the Scottish Football Association 'Community Club' award, and we now hold SFA Platinum Club status under their Quality Mark Scheme. This is the highest level in Scottish grassroots football. It is not a one-time award, and the club has to maintain its standards in order to remain at this level.
-  In 2019, we proudly became a Scottish Charitable Incorporated Organisation (SCIO), regulated by the Scottish Charity Regulator (OSCR), underlining our commitment to the community. Our core purpose is the advancement of public participation in sport, specifically focusing on children and young people.
-  We currently have 19 teams/age groups and around 350 players, playing football at Fun Fours and up to 11-a-side's at U18s. We compete in the Dundee and District Youth Football Association leagues, the SYFA Cup Competitions and are active members of Dundee East Community Sports Club.

**Platinum Club  
Status**



**19 Teams**



**350+  
Players**



**Community Club  
Award**





# OUR PILLARS



Our strategic plan is built on six interconnected pillars

Facilities

Sustainability

Relationships

Fundraising

Social Media

Development



# FOOTBALL DEVELOPMENT

## Football Development Vision

We are committed to an inclusive pathway for players of all abilities, focusing on skill development, teamwork, and a love for the game.



## Player Development

Players progress from the Football Academy through Fun Fours, Super Fives, 7-a-side, 9-a-side, and finally, 11-a-side from U13 to U19. With initiatives like “homework” for younger players and flexible team groupings based on ability (aligned with the SFA’s “Neymar’s” initiative), we promote inclusivity and skill-appropriate challenges.



## Coaching Excellence

Head coaches must achieve SFA Level 1.3, assistants Level 1.2, with support to pursue UEFA C Licences and beyond. A structured curriculum with tailored session plans ensures consistency. New coaches will be mentored by experienced ones. We will encourage senior players (16+) to take coaching courses help with coaching younger teams.



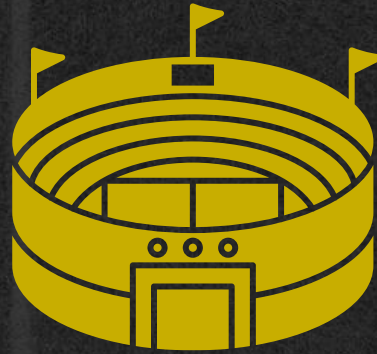
## Building Tradition & Opportunity

We’ll maintain two teams per age group (Pumas & Panthers) and add a third (Jaguars) when possible. Partnering with Dundee East Community Sports Club, we’ll create pathways into amateur, junior, and senior football. Broughty United ensures players and coaches grow, excel, and sustain their passion for football.





# RELATIONSHIPS



## Dundee East Community Sports Club

As founding members, we rely on their facilities, contributing a large percentage of their pitch hire income. This mutually beneficial partnership strengthens both charities and is essential to the success of our football and community initiatives.



## Volunteer Development

Volunteers are crucial to our club. A structured plan will provide training, support, and recognition to enhance their contributions.



## Sponsor Development

We'll build lasting partnerships with businesses that align with our values, ensuring mutual benefits through a sponsor management plan.



## Parent and Alumni Engagement

We'll encourage parent involvement in coaching and events and developing an alumni network will keep former players engaged in coaching, mentoring, and club administration.

**Strong partnerships are our success, supporting our mission and strengthening the wider community.**



# FACILITIES

Guided by feedback from members, coaches, and parents, we aim to create a dedicated community facility that supports football development and strengthens local ties.

## Orchar Park Clubhouse

A multifunctional clubhouse will serve as a storage space, café, meeting venue, and social hub. Developed in phases, it will foster a welcoming environment for players, families, and the community.

## Future Vision

Our membership of Dundee East CSC and new developments in Monifieth (2 miles from central Broughty Ferry) and Drumgeith (3 miles) are not suitable to address our latent demand for astro-turf slots in our community. Recognizing this need, we plan to transform the bowling green into an astro-turf pitch, enabling year-round football.

## Dundee East Community Sports Club

We will actively contribute to Dundee East's facility plans, ensuring mutual benefits.

## Training Facilities for Young Players

To provide a safe, accessible space for young players, we plan to upgrade the bowling green into a dedicated training area.

## Pitch Improvements

To enhance training and match quality, we'll involve members in maintaining pitches. Plans include a showcase 7-a-side pitch, a 7s/9s pitch, a grass training area, and portable goals, with seating overlooking the bowling green.





# SUSTAINABILITY

## Governance and Leadership



Strong governance and a clear succession plan for the Board of Trustees, ensuring consistent leadership and vision. We will encourage coaches and parents to take active roles in the charity's management to help build a pipeline of future leaders.

## Environmental Sustainability



We are dedicated to minimizing our environmental impact and leading by example. This includes practical steps such as installing energy-efficient LED lighting, implementing a structured recycling and composting programme and transitioning to a single-use plastic-free environment.

## Sustainable Operations



We will integrate sustainability into daily activities through digital tools, eco- friendly transport options, and sustainable procurement, including Macron Eco Fabric kits. Our partnerships with KitAid and No Boots No More will support kit reuse.

## Continuous Improvement



We will regularly assess and adapt our sustainability practices, staying updated on new technologies and best practices. By embedding sustainability in governance, operations, and the environment, we will create a lasting positive impact for the club, community, and planet.

**By embedding sustainability into governance operations, and the environment. Broughty United creates a lasting positive impact for the club, community, and the planet.**





# FUNDRAISING



## Local and National Funding

- **Tiered fundraising strategy;** local business sponsorships, national and regional grants.
- **Utilise platforms** such as: Crowdfunder and JustGiving.
- **Key partnerships:** Dundee City Council, the SFA and other sports organisations will also be a priority.



## Member and Community Engagement

- **Events:** Fun days, Christmas parties, and tournaments.
- **Focus:** Fostering belonging, and equitable resource distribution.



## Innovative and Digital Fundraising

- **Tools:** online raffles, virtual challenges, and interactive campaigns.
- **Goal:** Financial resilience and sustainability.

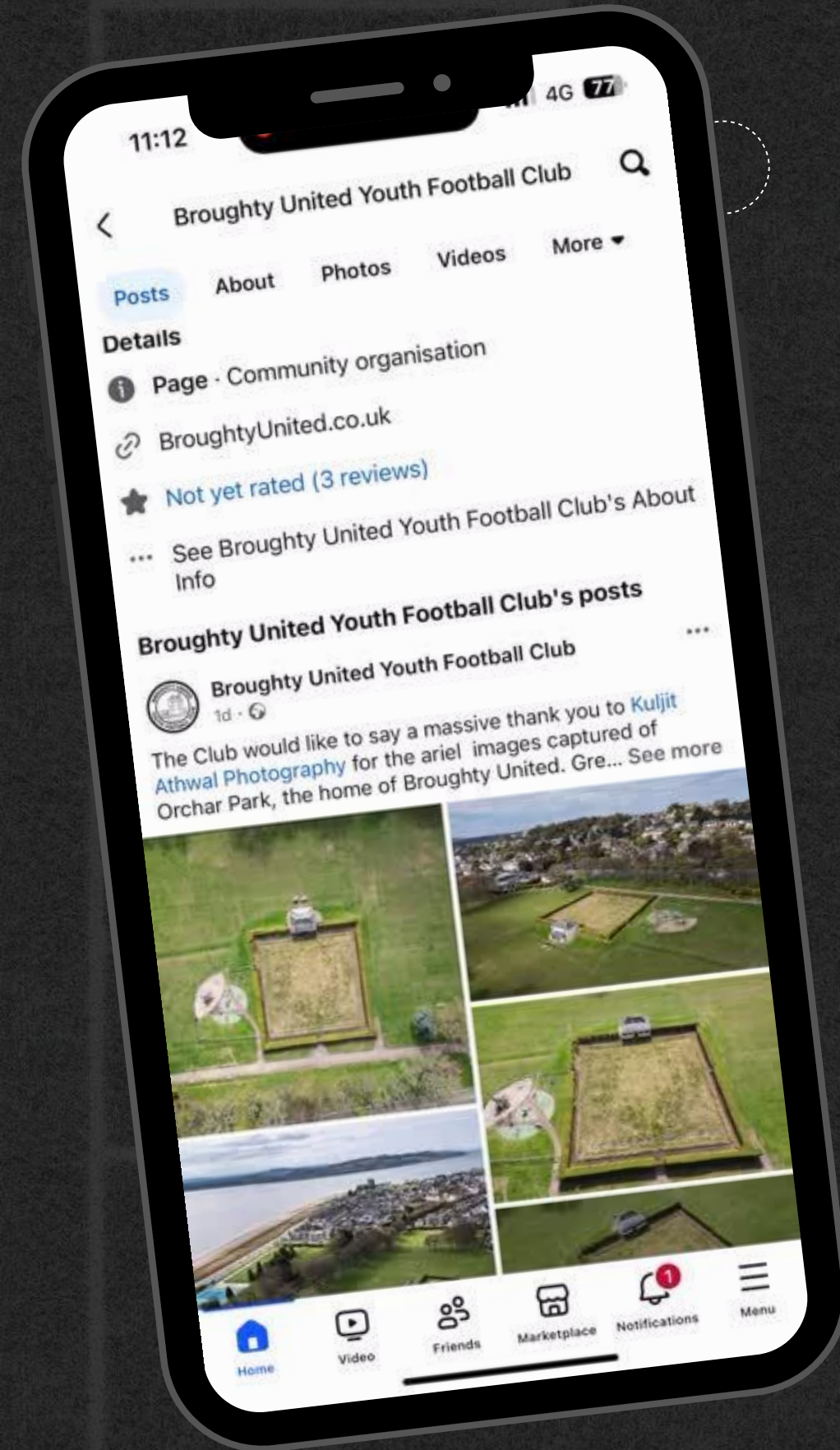
By diversifying efforts and focusing on sustainability, Broughty United Youth Football Club SCIO aims to foster talent, build a vibrant football community, and secure financial resilience.





# SOCIAL MEDIA

Social media is an essential tool for engaging with stakeholders, including players, parents, sponsors, and the wider community. Our strategy involves utilising multiple platforms to ensure timely, relevant, and engaging communication.



## Website & Facebook

Our website, [broughtyunited.co.uk](http://broughtyunited.co.uk), will host key information such as policies, fixtures, and contacts. Updating it for better usability is a priority, with Facebook as our main platform for news, events, and match reports. Weekly Facebook updates and quarterly website reviews will ensure content stays current.

## Expanding Reach

We will explore TikTok, Instagram, and Snapchat to connect with younger audiences through match highlights, training clips, and behind-the-scenes content, boosting visibility & community engagement.

## Social Media Coordinator

An older player or players will manage social media content, ensuring timely updates and creative engagement while gaining valuable skills.

## Sponsor Communication

A dedicated sponsor management plan will keep sponsors updated and engaged, strengthening these vital partnerships.





