



Club History

Formed in 2002 the Football Club Broughton (FCB) was set up initially as a service dedicated to Broughton School but which has evolved into an SFA Centre. Our core focus being primary school children with a secondary focus on high school pupils.

We began with 2 registered SFA coaches, enthusiastically supported by 6+ parents and have grown to 8 qualified coaches including 1 dedicated female coach.

We set out our vision, strategy and plans for the future of the club, some of which we have achieved, some we are working towards and some we have surpassed. We are incredibly proud that the club is going from strength to strength.

FCB - FOOTBALL CLUB BROUGHTON **“The Bears”**

OUR VISION

To create an inspirational environment which children aspire to be part of, where they are able to grow and develop through the promotion of healthy, exercise, teamwork and fun.

OUR GOALS

- To attract a mixed audience with a weekly target attendance of 30 children
- To create an identity
- To engage greater parental involvement
- To be financially sustainable
- To provide a talent pool for local football clubs

OUR STRATEGY

- To become an integrated part of the Broughton School Curriculum
- A structured training and development plan
- A cohesive, visible marketing programme
- Engage greater community participation
- Generate sustainable revenue streams

OUR VALUES

- Accountability
- Passionate
- Desire to learn and develop
- Integrity
- Team orientation

OUR MARKETING PLAN

- Advertises in the Peeblesshire News
- Lads vs Dads monthly fixtures
- Match reports in the Peeblesshire News
- Tournaments involving other villages
- Games vs other schools
- Link with government & school curriculum
- Visibility within all Broughton amenities
- Sponsorship
- Feeder for local football teams

OUR OPERATIONAL PLAN

- Attract female coaches
- Ensure all supporting parents are exposed to Early Touches programme
- Weekly coaching
- Monthly Lads vs Dads matches
- Village tournaments
- Enter an under 9's team into the Borders League

BENEFITS TO BROUGHTON SCHOOL

- Aligns to Curriculum for Excellence
 - Successful learners
 - Confident individuals
 - Responsible citizens
- Effective contributors to society
- Provides a unique point of difference
- Offers a tangible added value service to the children

BENEFITS TO THE CHILDREN

- Healthy exercise
- Learn and develop new skills
- Promotes well-being and respect
- Forge and develop new friendships
- Fosters teamwork
- Provides an additional outlet for ambition and achievement
- Facilitates development of social skills

BENEFITS TO THE COMMUNITY

- Healthy exercise for their children in a safe and secure environment
- Quickly integrates new people
- Acts as a network catalyst
- Attracts people from outside Broughton
- A core pillar of a stable community
- Acts as a stimulus for the community to work together
- Provides a unique point of difference for the village

FUNDING

- 2 x £20 payments for a full year, in return for:-
- Weekly coaching (March - November)
- Fully equipped facilities
- Monthly games vs parents
- Awards (weekly and annually)
- Tournaments (involving other villages)
- Fun day event in June
- Personalised waterproof jacket