Strategy
2025-2030





This strategy builds on the achievements of the period 2019 to 2024, when we established our 'one club philosophy'; moved into a new home and grew to host 51 teams. We remain committed to our club values, and this new Strategy explains how we intend to achieve our vision of 'Inspiring Everyone to Play and Love Sport'.

Leckhampton Rovers Values

- **Inclusive** – we recognise and embrace diversity
- **Respect** – we promote considerate behaviour to all
- **Safety** – we prioritise the physical, digital and emotional health of all of our members
- **Fun** – we encourage everyone to find enjoyment through sport , always putting children first
- **Environmentally aware** – we prioritise sustainability in all of our activities
- **Outward looking** – we build strong partnerships to help us learn and to help communities develop

Key Aims

1. Grow our provision inclusively, responsibly and in a financial secure manner
2. Engage and develop a volunteer community to support growth and retention
3. Extend high quality facilities to support growth
4. Continue to develop green credentials
5. Enhance our social impact and community activities

Aim 1 Grow our provision inclusively and responsibly

- Continue to increase youth/ children's football provision in all categories (including futsal)
- Grow adult football to 3 teams; enhance retention through new structure for U16s+; develop new forms (eg walking football) where demand allows
- Establish a women's football team, competing in local leagues
- Establish a disability/wellbeing football offer
- Retain status as an England Accredited 3* Community Club
- Target Annual Revenues to exceed Annual Expenditure by 5%; and additionally maintain £40,000 as cash reserves to ensure ongoing resilience.

Aim 2 Engage and develop a volunteer community

- Initiate succession planning for Board of Trustees, including training for key roles
- Establish high quality 'onboarding'/induction programmes for all members and participants
- Develop a volunteering programme, to engage additional support for club activities in all age groups
- Deepen one-club philosophy through effective communication and regular events and meetings
- Continue to develop outstanding coach education programme in partnership with e-CAN.



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Aim 3 Extend high quality facilities to support growth

- Continue to develop Burrow's Field as a high quality hub for football, cricket and community activities
- Establish long-term partnerships with the University of Gloucestershire, High School Leckhampton and Cheltenham Cricket Club to ensure security of tenure
- Secure new partnerships to support increased demand for training and pitches (eg Bournside School, Naunton Park, Shurdington Rovers, Southside FC)
- Lobby for the further development of 3G astroturf provision in South Cheltenham
- Ensure that facility development reflects future demand (for example in relation to changes in playing formats for youth football).

Aim 4 Continue to develop outstanding green credentials

- Minimise carbon footprint of facilities controlled by LRFC
- Work with partners to initiate sustainability interventions (eg Sustainability Trail, Tree planting)
- Develop environmentally friendly food production and food waste policies for The Dugout
- Maximise opportunities for environmentally friendly kit supply, recycling and sharing
- Set, measure & benchmark LRFC carbon footprint

Aim 5 Enhance our social impact and community activities

- Work with community partners to develop social impact programmes (eg Junior Park Run, fitness activities, wellbeing activities)
- Promote equitable and democratic opportunities for all members – prioritise representative structures and processes for young players (eg form a Youth Council or Committee)
- Set, measure & benchmark social action interventions

Enablers

These aims will be enabled by our contribution under our 'pillars'. Each pillar will be led by a Trustee with specific measures to develop their area of responsibility.

- Communication and digital development
- Community development
- Facilities
- Youth/children's football development (including coach education)
- Adult football
- Women's and Girls football
- Funding
- Sustainability/social impact

The pillars represent strategic work that is in addition to the core administrative roles required to maintain our charitable status – for example Chair, Treasurer, Secretary and Welfare.

