CFF STADIA IMPROVEMENT FUND
MATCHDAY EXPERIENCES DEVELOPMENT PLAN
GUIDANCE

## INTRODUCTION AND PURPOSE

This document provides guidance for applicant Clubs for submitting a *Matchday Experiences Development Plan* ("Plan") as supporting information to their application to the Stadia Improvement Fund ("the Fund"), of which is managed by the Cymru Football Foundation ("CFF").

Clubs of whom produce a Plan are able to strategize and justify developments at their facilities over a defined period of time, allowing them to become more proactive towards the needs of their stakeholders rather than reactive against mandatory criteria requirements.

## CONSULTATION

Consultation with relevant stakeholders is a vital part of creating a Plan – in any grant funding programme, the Applicant should always commit to a consultation period with their beneficiaries. As the Fund aims to improve experiences for spectators as well as Players, Match Officials and other relevant Club members, it is important that the Club are fully aware of their needs.

### Surveying

A recommended tool for understanding the needs of these stakeholders is surveying. Clubs may use software such as *Google Forms* or *SurveyMonkey* or other tools that are available to survey stakeholders.

Questions may ask respondents to:

- rate the Applicant Club's infrastructure out of X;
- rate the Applicant Club's provision of refreshments out of X;
- comment on the quality of the overall matchday experiences;
- comment on how safe they feel at the Club's facility;
- recommend general improvements to the Club's facility;
- recommend general improvements to the Club's matchday operations.

It is important that the Club are able to capture basic information to accompany this data, such as the split between Male and Female respondents.

Results of consultation should be downloaded and presented within the Club's Plan. The Club should use the results from the survey to present a summary of their findings – this should support the general application.

### Example

*Club A expressed an interest to apply for the CFF Stadia Improvement Fund for dugouts, as thirteen-seater dugouts are required by license. The Club surveyed their spectators and players to review their needs, and it was revealed that the spectators felt the facility lacked security and atmosphere. The Club then submitted a Matchday Experiences Development Plan alongside a well-informed application – the application included the required dugouts, plus CCTV cameras and an improved PA system to cater for their spectator's recommendations.*

## CREATING A PLAN (STRATEGY)

Clubs may use any software that they deem necessary to create a Plan, though for ease of access, it is recommended that an Applicant Club use either Microsoft PowerPoint or Microsoft Word to create this document. Those with higher levels of digital competency may consider the use of AI tools and/or software that allows them to track progress over the course of multiple seasons.

Clubs should begin their Plan by providing an introduction, of which gives context into the Club's history, volunteers and players. Relevant leagues, geographical location, successes and limitations should be clear from this section.

Once the findings of the aforementioned consultation have been presented, Clubs may wish to present a critical summary of their current:

- experience provision for spectators, such as events pre-match, at half time and post-match;
- infrastructure provision for spectators, such as seating, clubhouses, fan zones, car parking
- infrastructure provision for Players, Coaches and Match Officials, such as floodlighting, pitch quality, dugouts and changing rooms;
- refreshment provision;
- WC provision;
- gate costs;
- safety and security infrastructure and procedures.

Then, informed by consultation, research, licensing criteria and quality of existing infrastructure, Club should present a summary of:

- any new matchday experience suggestions or infrastructure to provide a better atmosphere for spectators;
- any infrastructure improvements to provide a better experience for Players, Coaches and Match Officials;
- any new methods for providing refreshments, **or** any new refreshments;
- any planned increases or decreases to gate costs;
- any planned improvements to safety and security infrastructure or procedures.

Clubs may wish to present their planned improvements in year-by-year graphic.

## CHECKLIST

| Item | Complete |
|---|---|
| Introduction to the Club (basic context, teams, history) | |
| Summary of consultation undertaken (methodology) | |
| Key findings of consultation | |
| Assessment of current infrastructure and experience provision | |
| Planned improvements and justifications | |
| Predicted timeline for improvements | |
| Estimated costs for improvements, year by year (if known) | |
| Summary | |

**APPENDIX**

| | Men's Tier 1 | Men's Tier 2 | Men's Tier 3 |
|---|---|---|---|
| 'A' Criteria | 1,500 capacity<br>500 seats<br>2 Turnstiles<br>Obscure-view boundary fence (recommended 2m)<br>PA System<br>100m x 64m minimum pitch (105 x 68m recommended)<br>1.1m spectator fencing (with 1.5m minimum run-off, though 3m advised)<br>Warm-up area<br>13 Seat Dugouts<br>4th Official position with desk<br>5 Showers (H&A)<br>1 Private WC (H&A), new developments 3<br>20 Spaces for seating (H&A), new developments 25<br>1 Shower (Ref)<br>1 Private WC (Ref)<br>5 spaces for seating plus desk (Ref)<br>Female match officials' space<br>Wi-Fi<br>Emergency Medical Room<br>Doping Control Station<br>500 Lux Floodlighting<br>2 bus parking bays (teams and officials)<br>10 car parking bays (teams and officials)<br>20 car parking bays (VIPs)<br>Four sides' access for spectator standing or seating<br>Four sides' hardstanding<br>5% total capacity reservation for away segregation<br>Even distribution of flushing WCs with sinks<br>Disabled WC per 15 wheelchair users<br>Dedicated disability viewing area<br>50 VIP seats (split 30 H, 20 A)<br>Media room equipped with desks, power and Wi-Fi<br>TV Gantry (multi-camera TV unit with 1 3-seater commentary position)<br>Second TV commentary position near halfway line (3 seats)<br>One covered radio position (3 seats)<br>20 seat Press Box inc min 5 desks, power and Wi-Fi<br>Broadcaster OB Van Parking Area (hardstanding 100m2 area) | 750 Capacity<br>250 Seats<br>PA System<br>98m x 62m minimum pitch (105 x 68 recommended)<br>1.1m spectator fencing (with 1.5m minimum run-off, though 3m advised)<br>Warm-up area<br>13 Seat Dugouts (minimum 8 on first inspection)<br>4 Showers (H&A)<br>1 Private WC (H&A), new developments 3<br>18 Spaces for seating (H&A), new developments 25<br>1 Shower (Ref)<br>1 Private WC (Ref)<br>3 Spaces for seating (Ref)<br>Female match officials' space<br>Matchday Office with strong phone signal and/or Wi-Fi<br>Defibrillator<br>1 bus parking bay (teams and officials)<br>10 car parking bays (teams and officials)<br>10 car parking bays (VIPs)<br>Hardstanding (concrete, stone or tarmac) – one full length and one full width<br>Even distribution of flushing WCs with sinks<br>10 VIP seats (5 for visiting team officials)<br>Hospitality area for VIPs<br>Press box, central to the main stand<br>Press box: 10 covered seats – 5 of which equipped with desks | 500 capacity<br>100 Seats<br>PA System<br>98m x 62m minimum pitch (105 x 68 recommended)<br>1.1m spectator fencing (with 1.5m minimum run-off, though 3m advised)<br>Warm-up area<br>13 Seat Dugouts (minimum 8 on first inspection)<br>10 car parking bays (teams and officials)<br>10 car parking bays (VIPs)<br>Hardstanding (concrete, stone or tarmac) – one full length and one full width<br><br>Obscure-view boundary fence (recommended 2m)<br>Drainage system<br>Matchday Office<br>Defibrillator<br>Medical Room<br>250 Lux Floodlighting<br>Four sides' spectator standing or seating<br>5% total capacity reservation for away segregation<br>1 seated WC per 250 males (3 WCs)<br>1 urinal per 125 males (5 Urinals)<br>1 seated WC per 125 females (2 WCs)<br>Disability viewing area<br>Disabled WC (per 15 wheelchair users)<br>10 VIP seats (5 for visiting team officials)<br>Hospitality area for VIPs<br>Press box, central to the main stand<br>Press box: 10 covered seats – 5 of which equipped with desks<br>TV Gantry (3 seats for TV commentary)<br>1 Covered Radio commentary position (3 seats)<br>Post-match interview area<br>Broadcaster OB Van Parking Area (hardstanding 100m2 area) |
| 'B' Criteria | Control room<br>Segregated post-match congregation area for Players, Officials and Family<br>1 seated WC per 250 males (5 WCs)<br>1 urinal per 125 males (10 Urinals)<br>1 seated WC per 125 females (3 WCs) | 2 Turnstiles<br>Obscure-view boundary fence (recommended 2m)<br>Spare goalposts<br>250 Lux Floodlighting<br>Four sides' access for spectator standing or seating<br>5% total capacity reservation for away segregation<br>1 seated WC per 250 males (3 WCs)<br>1 urinal per 125 males (5 Urinals)<br>1 seated WC per 125 females (2 WCs)<br>Disability viewing area<br>Disabled WC (per 15 wheelchair users)<br>Press box' inclusion of power supply and Wi-Fi<br>Media Room with Wi-Fi and power supply<br>TV Gantry (3 seats for TV commentary)<br>1 Covered Radio commentary position (3 seats)<br>Post-match interview area<br>Broadcaster OB Van Parking Area (hardstanding 100m2 area) | |

***App.1***

*This is a chart of which details the A and B priority infrastructure for League Licenses from Tiers 1-3 (M). Please note, the A and B infrastructure may have been updated since this image was uploaded to this document, so Clubs are encouraged to always ensure to have read the most up to date licensing requirements for the relevant tier. This may not be an exhaustive list – plus, it does not include personnel.*

*Green: Eligible item via the CFF Stadia Improvement Fund; Red: Ineligible item. Any other items may be discussed with the CFF Programme Manager.*