

Deal Town Football Club (2001) Ltd.

St. Leonards Road | Deal | Kent | CT14 9AU

01304 375623 | www.DealTownFC.co.uk

Season 2024/2025



Deal Town FC History

Originally known as Deal Cinque Ports FC the club was formed in the early 1900s, changing its name in 1920 to Deal Town FC. Deals' first matches were played in the Thanet League and the East Kent League.

In 1909 they joined the Eastern section of the Kent League. Following the disbanding of the Kent League in 1959, Deal became founder members of the Aetolian League. 1963 saw Deal elected to the Southern League, but after a torrid three seasons they moved onto the Greater London League. The 71/72 season saw the club return to the Kent League. Deal's first Kent League championship came in 53/54, then after a long wait, the second was achieved in 99/00. They have been runners-up on two occasions, 88/89 and 98/99.

Another trophy to come the way of the club was the Greater London League cup which they won in 67/68, meanwhile in 59/60 Deal finished as Aetolian League runners-up.

The club has reached the Kent League (now Southern Counties East Football League [SCEFL]) cup final on five occasions. Their first Final appearance came in 57/58 when they overcame Margate. Deal won their second League Cup in 81/82, this time defeating Erith & Belvedere. Their third appearance in the Final was 93/94, when they lost to Ramsgate. The Club lifted the cup for the third time in 98/99, defeating VCD Athletic. In 99/00, they reached the final, but did not contend it.

The club has also made five appearances in the Kent FA Senior Trophy Final. Deal were beaten finalists in 82/83, going down to Southern League Fisher Athletic. There was further heartbreak in the 90/91 final, this time having to settle for second best against Hythe Town. However, it was a case of third time lucky in 94/95 as Deal finally captured the trophy, defeating Folkestone Invicta in a penalty shoot-out following a 2-2 draw. 99/2000 saw Deal lift the trophy for the second time when they beat Chatham 5-1. The club also reached the final in 2023, but lost to Punjab United.

1997 saw the appointment of a new Chairman, in Roy Smith, whose ambitions both on and off the field lifted the Club. His decision to appoint a full-time manager in Tommy Sampson for the beginning of the 1998 season soon bore fruit. 98/99 saw the club achieve their best season. Apart from the successes of the first team, the Reserves won the League championship for the first time and were beaten finalists in both the League Cup and the Kent FA Intermediate Cup; this was, however, surpassed the following season. As well as their domestic achievements, Deal Town become the first team from Kent to lift the FA Vase, with their 1-0 victory at Wembley Stadium



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against Chippenham Town in front of a crowd of 20,083; the second biggest in the history of the competition. Before the start of the 00/01 season, Tommy and the Vase winning players left the club and so it was a case of rebuilding the team and consolidating under new manager Dave Dadd. Dave stepped down to become assistant manager after one year to be replaced by Simon Bryant, who led the team to creditable third & fourth place finishes in his two seasons in charge, before moving to Herne Bay.

With the majority of players leaving the club, it was again a case of rebuilding and consolidating. This time it fell to Derek Hares, who was promoted to first team manager at the start of the 03/04 campaign, and he remained in-situ until resigning in October 2013. Albie Barker became our next manager, until he resigned in January 2014 to be replaced by Paul Murray. Paul stood down to be replaced by Darren Anslow for the start of the 14/15 campaign, only for Darren to leave in early September; Dave Johncock then taking over until January 2015. Derek Hares took over the hotseat once more with Paul Murray as his assistant, and Steve King as coach.

After a long period of un-rest, season 15/16 saw us finish in ninth position in the table; a top half finish and an improvement on previous seasons; For the majority we had struggled as a bottom-half team for over ten years. We had a very good run in The FA Cup, finally bowing-out 2-1 to St Albans (away) in the second qualifying round. Along the way we had beaten Horsham and Whitstable Town. We also had a good run in The FA Vase, before losing to a strong Kidlington side in Oxfordshire. All in all a good season both on and off the pitch, with our new Clubhouse also now up and running.

The 16/17 season was slightly disappointing in that we finished in 13th place, four places lower than the previous season, although it looked as though it was going to be significantly worse. The 4-2 home defeat to Erith Town at the end of January left the Hoops in 18th position in the table and facing a relegation battle, but the players responded by losing only two of their remaining 15 league games to ensure another mid-table finish.

17/18 saw improvement and a seventh-place finish before finishing 11th in 18/19. The following season ended early due to Coronavirus pandemic but not before The Hoops were able to embark on an impressive FA Vase run that only ended at the fifth round stage. For those that were there to see the penalty shoot-out win at Binfield, the memories will long live on.

The 20/21 campaign also ended before it really got started, as Covid once again curtailed another season. In 21/22 the Hoops finished in 4th place, but the club also began building its infrastructure. For the first time we introduced a women's side to the club and, ahead of the 22/23 season our reserve team was re-introduced. It was immediate success for the women, being promoted within the South East Counties Women's Football League. At this same time, Derek Hares then stepped aside from the first team as Steve King took over the reigns, leading the club to 3rd place in 22/23, just one point off Phoenix Sports in the second-placed play-off position; impressively we were only three points off champions Erith & Belvedere. Not only did the 22/23 season see the re-launch of our U18 side too but our the reserves boasting a League and Kent FA Intermediate Cup double, of which they retained the following season.



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With an average crowd of 630 now coming through the Charles Ground in 23/24, we experienced one of our best seasons to-date. Having started poorly, with just one point from a possible nine, Deal Town went on to clinch the SCEFL title at home to near-by neighbours Lydd Town on the 13 th April 2024 with a 3-1 victory (and four games to go). The turning point, undoubtedly this season, being our 4-2 away victory over pre-season favourites Faversham Town, just before the turn of 2024. Notwithstanding an impressive FA Vase run which saw us defeat Bridgewater United on penalties, we took in excess of 400 supporters to Lincoln United. Unfortunately, we lost the quarter-final tie on penalties but performed heroically on the day. Impressively, the club broke its' home league attendance record three times this season; 1,086 vs Glebe (23/03/24), 1,422 vs Lydd Town (13/04/24) and finally on the last game of the season as we welcome 1,598 vs Stansfeld (27/04/24).

Into the 2024/2025 season and we see a return to Step 4 of the National League System, for the first time since 1963.



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