**Template Club Development Plan Format**

NAME OF CLUB

Club Development Plan

[Date from – to] (ideally 2-5 years)

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| CLUB BACKGROUND AND INTRODUCTION |
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| CLUB VISION |
| A picture of the clubs desired future or where the club wants to be.Example:A high quality junior club who maximise the potential for young athletes to participate and excel in sport. |

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| CLUB MISSION |
| The purpose of the club or what you want to achieveExample:To provide opportunities for young people to participate in NAME OF SPORT, develop their skills and attain the full sporting potential. |

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| CLUB VALUES |
| The principles of the club and how you act to work towards achieving your visionExamples:* An open and inclusive club, welcoming all.
* Valuing the contribution of the clubs volunteers.
* Responsive to the needs of club members.
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| CLUB S.W.O.T ANALYSIS  |
| STRENGTHS | WEAKNESSES |
| * E.g. Effective club management structure in place.
* E.g. Large junior membership.
* E.g. High quality outdoor facility available for club and community use.
 | * E.g. Communication to members and parents/guardians.
* E.g. Lack of qualified coaches for junior coaching sessions.
* E.g. No provision for indoor training.
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| OPPORTUNITIES | THREATS |
| * E.g. Make better use of club website.
* E.g. Upcoming NGB coach education programme.
* E.g. New community centre recently opened locally with small indoor sports hall, could act as indoor training venue for some activities.

*A S.W.O.T. analysis provides a useful starting point for your club development plan as it shows the clubs current position, enabling you to plan an informed and realistic way forward.*  | * E.g. Poor attendance at club events due to lack of awareness.
* E.g. Junior members leaving club to access higher quality coaching elsewhere.
* E.g. Negative experiences of sport for young members training outdoors in cold conditions and an end to participation as a result.
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Example - **CLUB MANAGEMENT**

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| **Aim** |
| * Insert club management aim/s.

E.g. To manage the club in an effective and efficient manner. |

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| **Objective**  |
| * E.g. To improve communication with members and parents.
* Objective 2
 | * Objective 3
* Objective 4
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**Action Plan**

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| --- | --- | --- | --- | --- | --- |
| **Objective**(what needs done) | **How**(how you intend to achieve objective) | **Who**(responsibility) | **When**(timescale) | **Finance**(cost - if any) | **Completion**(month & year completed) |
| E.g. Improve communication | Form a club e-mailing list data-base | PR and Web Officer | By November 2009 | None | To be added on completion |
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Example – **COACHING**

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| **Aim** |
| * Insert coaching aim/s.

E.g. To provide high quality coaching for junior members. |

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| **Objective**  |
| * E.g. To have a level 2 qualified coach for each junior section.
* Objective 2
 | * Objective 3
* Objective 4
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**Action Plan**

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| **Objective**(what needs done) | **How**(how you intend to achieve objective) | **Who**(responsibility) | **When**(timescale) | **Finance**(cost - if any) | **Completion**(month & year completed) |
| E.g. Have a level 2 coach for each junior section | Non-level 2 junior lead coaches to attend NGB level 2 coach course | Youth Coordinator and relevant coaches | By September 2009 | £600 | To be added on completion |
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Example – **CLUB FACILITIES**

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| **Aim** |
| * Insert club facility aim/s.

E.g. To provide members with high quality and appropriate facilities. |

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| **Objectives**  |
| * E.g. Secure an indoor venue for junior winter training.
* Objective 2
 | * Objective 3
* Objective 4
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**Action Plan**

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| --- | --- | --- | --- | --- | --- |
| **Objective**(what needs done) | **How**(how you intend to achieve objective) | **Who**(responsibility) | **When**(timescale) | **Finance**(cost - if any) | **Completion**(month & year completed) |
| E.g. Indoor venue for junior winter training | Block book sports hall in local community centre (Nov – Mar) | Club Secretary | By July 2009 | £500 | To be added on completion |
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| **CLUB PRIORITIES****(as identified in the development plan)** |
| * Priority 1
* Priority 2
* Priority 3
* Priority 4
* Priority 5
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| **CLUB COMMITTEE AND COACHES** |
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