**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 achieve  Example:  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 vision  Examples:   * 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. |
| 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. |

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 |

**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 |

**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 |

**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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