**Template 16: Club development plan**

***Name of Club***

***date (2015 -2017)***

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| **Club BACKGROUND AND INTRODUCTION** |
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| **CLUB VISION** |
| **A picture of the club’s 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 S.W.O.T ANALYSIS** | |
| **STRENGTHS** | **WEAKNESSES** |
| ***Examples***  *Large junior membership.*  *High quality event areas available for club use.* | ***Examples***  *Communication to members and parents/guardians.*  *Lack of qualified coaches for coaching sessions.* |
| **OPPORTUNITIES** | **THREATS** |
| ***Examples***  *Make better use of club website.*  *New parkrun at local park* | ***Examples***  *Poor attendance at club events due to lack of awareness.*  *Members leaving club to access higher quality coaching elsewhere.* |

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 2015* | *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 members)* |

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| **Objective** | |
| * *E.g. to have a level 2 qualified coach for each club night* * 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 club night* | *Non-level 2 club night lead coaches to attend NGB level 2 coach course* | *Volunteer Coordinator and relevant coaches* | *By September 2015* | *£1000* | *To be added on completion* |
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Example – **EVENTS**

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| **Aim** |
| * Insert club event aim/s.   *(e.g. To provide members with a range of high quality competitive events)* |

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| **Objectives** | |
| * E.g. deliver summer series * 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) |
| *Coordinate summer event series* | *Identify and arrange access to event venues* | *Fixture Secretary* | *By April 2015* | *£500* | *To be added on completion* |
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| **YEAR \_\_\_\_\_ PRIORITIES** |
| * *Priority 1* * *Priority 2* * *Priority 3* * *Priority 4* * *Priority 5* |