

[NAME OF CLUB]

Club Development Plan

[Date from – to] (ideally 2-4 years from final adoption)

CLUB BACKGROUND AND INTRODUCTION

Short intro on how the club relates to the community, club age, and specialities, etc.

CLUB VISION

A picture of the clubs desired future or where the club wants to be.

Example:

A high-quality club who maximise the potential for athletes to participate and excel in sport.

CLUB MISSION

The purpose of the club or what you want to achieve

Example:

To provide opportunities for people to participate in **Rowing**, develop their skills and attain the full sporting potential.

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.

CLUB S.W.O.T ANALYSIS	
STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ▪ E.g. Effective club management structure in place. ▪ E.g. Large membership. ▪ E.g. High-quality outdoor facility available for club use. 	<ul style="list-style-type: none"> ▪ 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
<ul style="list-style-type: none"> ▪ E.g. Make better use of club website. ▪ E.g. Rowing Ireland 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. ▪ E.g. Attract people from under-represented groups, such as rowers with a disability. 	<ul style="list-style-type: none"> ▪ 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 members training outdoors in cold conditions and an end to participation as a result.

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.

Example – COACHING

Aim
<ul style="list-style-type: none"> ▪ Insert coaching aim/s. <p style="text-align: center;">E.g. To provide high quality coaching for junior members.</p>

Objective		
<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> ▪ E.g. To have a level 2 qualified coach for each squad. ▪ Objective 2 </td> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> ▪ Objective 3 ▪ Objective 4 </td> </tr> </table>	<ul style="list-style-type: none"> ▪ E.g. To have a level 2 qualified coach for each squad. ▪ Objective 2 	<ul style="list-style-type: none"> ▪ Objective 3 ▪ Objective 4
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Action Plan

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 squad	Non-level 2 lead coaches to attend NGB level 2 coach course	Coach Coordinator and relevant coaches	By September 2022	£/€900	To be added on completion

Example – CLUB FACILITIES

Aim
<ul style="list-style-type: none"> ▪ Insert club facility aim/s. <p style="text-align: right;">E.g. To provide members with high quality and appropriate facilities.</p>

Objectives	
<ul style="list-style-type: none"> ▪ E.g. Secure an indoor venue for winter training. ▪ E.g. Prepare to accommodate members with a disability. 	<ul style="list-style-type: none"> ▪ Objective 3 ▪ Objective 4

Action Plan

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 winter training	Block book sports hall in local community centre (Nov – Mar)	Club Secretary	By July 2020	£/€900	To be added on completion
E.g. Facilities for members with a disability	Plan for work to allow potential members with a disability to have full use of the club	Management Committee with external advisor	By Mar 2021	€500 (Plan only)	tbc

CLUB PRIORITIES

(as identified in the development plan)

- Priority 1
- Priority 2
- Priority 3
- Priority 4
- Priority 5

CLUB CONTACTS

It is important that the plan be prepared as a working document, with good involvement by the club membership; that the club committee uses it as an agenda; and that progress is reviewed regularly.

For a specific Club Framework for Safeguarding Standards in Sport please see Clubmark Templates.