

SAMPLE CLUB DEVELOPMENT PLAN

CLUB DEVELOPMENT PLAN

There are three main steps:



STEP 1: WHERE IS THE CLUB NOW?

Useful to outline areas of weakness and strengths of the club, to notice which areas need to be improved. Which will be included in the development plan to set goals to improve the weaknesses.

COACH EDUCATION

How many coaches are there in the club and what levels are they qualified at?	Foundation/Introductory Level _____ Level 1 _____ Level 2 _____		
How many of these coaches actually work within the club?	Foundation/Introductory Level _____ Level 1 _____ Level 2 _____		
Are they paid for their work?	<input type="radio"/> Yes <input type="radio"/> No		
Who do they coach?	<input type="radio"/> Youth	<input type="radio"/> Adults	<input type="radio"/> New Members
Does the club provide financial help to those wishing to train as coaches or to upgrade their qualifications?	<input type="radio"/> Yes <input type="radio"/> No		

EQUIPMENT

What equipment does the club own?	
What equipment does the club use that belongs to someone else?	
What state of repair is the equipment in?	
What is the usage of the equipment?	

FACILITIES

What facilities does the club use?	
How long have they used them?	
Is there a cost for hiring the facilities and if so – how much?	<input type="radio"/> Yes <input type="radio"/> No
What is the state of repair of the facilities?	
Is the facility shared?	<input type="radio"/> Yes <input type="radio"/> No
How much space is available? How many tables could fit in?	
What other facilities are there?	

OFFICIALS

Number of the following	Volunteers _____
Club Officials – Posts that are currently filled	Chairperson _____
	Treasurer _____
	Secretary _____
	Senior/youth Coach _____
	PRO _____
	Club Children's Officer _____
	Fundraising Co-ordinator _____
Others _____	
How long are people typically left in these posts?	

RECRUITMENT

How many members are there in the club?	Youths: _____
	18 - 25: _____
	25 - 45: _____
	45-65: _____
	65+: _____
	No. of Males: _____
	No. of Females: _____
	Disabled: _____
How does this compare with previous years?	
Do the club actively recruit members?	
If YES – How?	

How does your membership compare now with previous years?	
How are newcomers welcomed to the club?	
How well is the club known in the locality? Is it promoted in any way?	
Can the club cater for the disabled?	<input type="radio"/> Yes <input type="radio"/> No

COMMUNITY LIAISON

What links does the club have with local schools?	
Are you in contact with your Local Sports Development Officer or Local Sports Partnership (if there are any in the area) or Local Council ?	<input type="radio"/> Yes <input type="radio"/> No
Do you know what funding is available in the locality and how to access it?	<input type="radio"/> Yes <input type="radio"/> No

PERFORMANCE AND EXCELLENCE

Do you know of any talent in the club?	<input type="radio"/> Yes <input type="radio"/> No
Do any members represent School/Club/	<input type="radio"/> Yes <input type="radio"/> No
Province at any level?	How Many: _____
Does the club help talented participants gain access to more coaching?	<input type="radio"/> Yes <input type="radio"/> No

COMPETITION

Does the club run internal competitions?	<input type="radio"/> Yes <input type="radio"/> No
What are the methods of selection of teams or individuals for competitions:	
Are they fair?	
What age groups does the club cater for	
What percentage of club members compete?	
Do you organise inter club leagues?	<input type="radio"/> Yes <input type="radio"/> No

FINANCE

Are the clubs fees set at a realistic level?	<input type="radio"/> Yes <input type="radio"/> No
How do the fees compare with 10 years ago?	
How could the club raise more money?	
How has the club raised money in the past?	

YOUTH

Does the club have a youth section?	<input type="radio"/> Yes <input type="radio"/> No
If not, could a youth section be run? Explain:	<input type="radio"/> Yes <input type="radio"/> No Why: _____ _____
Has the club any qualified coaches to help youth?	<input type="radio"/> Yes <input type="radio"/> No
What are the links with local schools?	

STEP 2: WHERE DOES THE CLUB WANT TO GO?

From the last section, it will be clear what areas in the club are weakest and therefore need improvement.

- Come up with a wish list for your club.
- This wish list will now be the basis of your club development plan. However, these wishes need to be prioritised.

PRIORITY 1:

those elements that can be done immediately and for relatively little cost. For example:

1. Introduce a welcome system for new members where a club member is assigned to look after them and answer their questions.
2. Make contact with your local Sports Development Officer and find out what services they offer that you can avail of or how you can work together.

PRIORITY 2

actions will be those that will take longer to achieve or will require funding. For example:

1. Apply for a grant to purchase new equipment. Secure resources from the club budget to part fund this.
2. Set up fundraising event (quiz night, etc.) to cover various club activities.