ENGLAND ATHLETICS

CLUB TEMPLATE

CLUB DEVELOPMENT PLAN

> Refer to the **'Factsheet: Creating a Club Development Plan'** when completing this document

Published Date:

Action Review Date:

Plan Review Date:

Written and Agreed by:

Club Vison

- Develop a shared vision for the club that is not only shared by the club committee, but by its members and partners and clearly identifies your purpose
- Involve as many people as you can in the creation and then the implementation of the vision

Our club vision is...

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Club Values

- What top three values do the club want to present to their members and local community?
- Be unique and memorable; highlight what makes the club different and why it matters
- Be inspiring; look to appeal and engage people

Our club values are...

Key goals for the next 3-5 years?

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Where are we now?

What is the current situation of the club? Consider:

- what you offer to members, players and participants
- membership numbers and whether these are on the up, in decline or steady
- your volunteers and paid workforce resources, their numbers and skill sets
- your facilities
- your financial situation
- who you work with

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Review of the last 1-2 years (include any successes, new initiatives, or challenges)

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SWOT Analysis

Please enter below the Strengths, Weaknesses, Opportunities and Threats that your club faces:

Strengths	Weaknesses

Opportunities	Threats

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Club Development Plan Template

Every club's development plan should be different, as it should be specifically tailored to meet the needs and requirements of that individual club. These are the recommended themes, however clubs can decide on the themes most relevant for them.

Theme: Governance					
Objective (what needs to be done)	Tasks/Activities (how you intend to achieve your objective and what specific actions need to be undertaken)	Responsibility (the people responsible for delivering or who can assist)	Timescales (when you will complete your objective)	Finance (how much it is going to cost)	Progress Status

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Theme: Leadership					
Objective (what needs to be done)	**Tasks/Activities** (how you intend to achieve your objective and what specific actions need to be undertaken)	**Responsibility** (the people responsible for delivering or who can assist)	**Timescales** (when you will complete your objective)	**Finance** (how much it is going to cost)	**Progress Status**

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	Theme: Financial management				
Objective (what needs to be done)	**Tasks/Activities** (how you intend to achieve your objective and what specific actions need to be undertaken)	**Responsibility** (the people responsible for delivering or who can assist)	**Timescales** (when you will complete your objective)	**Finance** (how much it is going to cost)	**Progress Status**

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Theme: Welfare					
Objective (what needs to be done)	**Tasks/Activities** (how you intend to achieve your objective and what specific actions need to be undertaken)	**Responsibility** (the people responsible for delivering or who can assist)	**Timescales** (when you will complete your objective)	**Finance** (how much it is going to cost)	**Progress Status**

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Theme: Places (Facilities)					
Objective (what needs to be done)	**Tasks/Activities** (how you intend to achieve your objective and what specific actions need to be undertaken)	**Responsibility** (the people responsible for delivering or who can assist)	**Timescales** (when you will complete your objective)	**Finance** (how much it is going to cost)	**Progress Status**

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Theme: Athlete and runner offer					
Objective (what needs to be done)	**Tasks/Activities** (how you intend to achieve your objective and what specific actions need to be undertaken)	**Responsibility** (the people responsible for delivering or who can assist)	**Timescales** (when you will complete your objective)	**Finance** (how much it is going to cost)	**Progress Status**

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		Theme: Performance and pathways			
Objective (what needs to be done)	**Tasks/Activities** (how you intend to achieve your objective and what specific actions need to be undertaken)	**Responsibility** (the people responsible for delivering or who can assist)	**Timescales** (when you will complete your objective)	**Finance** (how much it is going to cost)	**Progress Status**

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Theme: Volunteers					
Objective (what needs to be done)	**Tasks/Activities** (how you intend to achieve your objective and what specific actions need to be undertaken)	**Responsibility** (the people responsible for delivering or who can assist)	**Timescales** (when you will complete your objective)	**Finance** (how much it is going to cost)	**Progress Status**

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Theme: Marketing & Communication					
Objective (what needs to be done)	**Tasks/Activities** (how you intend to achieve your objective and what specific actions need to be undertaken)	**Responsibility** (the people responsible for delivering or who can assist)	**Timescales** (when you will complete your objective)	**Finance** (how much it is going to cost)	**Progress Status**

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Theme: Sustainability and wider impact					
Objective (what needs to be done)	**Tasks/Activities** (how you intend to achieve your objective and what specific actions need to be undertaken)	**Responsibility** (the people responsible for delivering or who can assist)	**Timescales** (when you will complete your objective)	**Finance** (how much it is going to cost)	**Progress Status**