



Example Template Club Development Plan

EXAMPLE FOOTBALL CLUB

Club Development Plan

[2018 – 2023] (ideally 3-5 years)

Club BACKGROUND AND INTRODUCTION

Should include:

1. Introduction to the Club
2. Club background and History
3. Current Situation (Teams, Members, Facilities, Committee / Board etc)
4. Purpose of the Business Plan
5. Conclusions

CLUB VISION

Succinct and concise statement of the Club's vision for the future.

Example:

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

CLUB MISSION

Detailing the Club's mission

Example:

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

CLUB VALUES

A number of key Club values and principles which underpin all its activities and service provision.

Examples:

- An open and inclusive club, welcoming all.
- Valuing the contribution of the clubs volunteers.
- Responsive to the needs of club members.

IDENTIFIED NEED

Contextual information to place actions and activity provision in the future.

- Socio-economic information
- Consultation and evidence based
- Audits and benchmarking
- Strategic Relevance

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 junior 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. Up coming governing body 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. 	<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 else where. • E.g. Negative experiences of sport for young 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.



CLUB AIMS AND OBJECTIVES

CLUB AIMS AND OBJECTIVES	
Aim 1	Objectives: A list of SMART (Specific, Measurable, Achievable, Realistic and Timebound) objectives
Aim 2	Objectives
Aim 3	Objectives
Aim 4	Objectives
Aim 5	Objectives



Example - **CLUB MANAGEMENT**

Aim	
<ul style="list-style-type: none"> Insert club management aim/s. E.g. To manage the club in an effective and efficient manner. 	

Objective	
<ul style="list-style-type: none"> E.g. To improve communication with members and parents. Objective 2 	<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. Improve communication	Form a club e-mailing list data-base	PR and Web Officer	By November 2009	None	To be added on completion



Example – **COACHING**

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

Objective	
<ul style="list-style-type: none"> E.g. To have a level 2 qualified coach for each junior section. Objective 2 	<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. 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



Example – **CLUB FACILITIES**

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

Objectives
<ul style="list-style-type: none"> E.g. Secure an indoor venue for junior winter training. Objective 2 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 junior winter training	Block book sports hall in local community centre (Nov – Mar)	Club Secretary	By July 2009	£500	To be added on completion

CLUB PRIORITIES

(as identified in the development plan)

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

CLUB CONTACTS

Chair –Name
Chair@exampleclub.com
123 456 789

Secretary – Name
Chair@exampleclub.com
123 456 789

Treasurer – Name
Chair@exampleclub.com
123 456 789

