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**Club Development Plan Template**

**Introduction**

The Club Development Plan Template below has been designed to assist you to develop a plan and strategy for the development and progression of your aquatics club.

Developing a good quality plan that sets the future direction of your club is one of the most important things you can do. Effective planning needs to be a shared process that involves the entire club, in order to gain varied views and opinions, as well as the full club consensus on the best approach of taking the club forward. This template is designed to support you in this planning process.

This template is simply a guide and your club should complete what you feel is relevant to you and the proposed future developments of the club. The sections included in this template are typically those that appear in most club development plans, however you may wish to add new sections, that you feel are necessary to include, in order to develop your club. You may even wish to use one table only, to list your objectives, activities etc. – rather than a separate table for each area.

Your Club Development Plan should be a “living document,” that is regularly reviewed and implemented by the club. However, over the course of a club development plan’s lifespan (e.g. 3-5 years), club priorities can change and the plan should be adapted to reflect those changes.

It is recommended that the Club Development Plan be regularly reviewed at every club committee meeting, to ensure that the plan is being adhered to and advanced.

**Club Development Vision & Objectives**

The first stage of club development planning is to understand exactly what you hope to achieve. Ask yourself and others what you would like to do, where and what position you would like to see the club in 3 – 5 years’ time.

By completing the sentence below, it will be easier for your club to focus your ideas into a clearly defined vision

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| --- |
| **[Club Name] Vision is:**  |

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**SWOT Analysis**

Before starting your Development Plan it is important to take into account the factors that influence the club internally and externally. The easiest way to do this is to complete a SWOT analysis. This will clearly identify the following:

**Strengths** - internal attributes and resources that support the club to achieve successful outcomes.

**Weaknesses** - internal attributes resources that work against the club to achieve successful outcomes.

**Opportunities** - external factors the club can capitalize on or use to its advantage.

**Threats** - external factors that could jeopardize the club

By completing a SWOT analysis you will be able to identify what it is your club needs to develop in order to achieve its full potential.

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| --- | --- | --- |
| **I****N****T****E****R****N****A****L** | **STRENGTHS** | **WEAKNESSES** |
|  |  |
| **E****X****T****E****R****N****A****L** | **OPPORTUNITIES** | **THREATS** |
|  |  |

**What are strands?**

The strands are areas of the club where you wish to improve or target over the period of the Development Plan (e.g. over the next year, three years five years.) They reflect the analysis you do that starts with creating a vision, a role statement and a mission statement, and then your analysis of your environment, strengths, weaknesses, opportunities and threats.

As a club you will only need to identify the strands that you wish to work on and develop. This may mean that only 3-5 are relevant to your own club, you may also have other strands in which you wish to develop. Below is a list of examples:

| **Strands** |
| --- |
| Club Administration & Governance  |
| Club Links (e.g. School Club Links, Youth Organisations etc |
| Facility & Equipment  |
| Workforce Development (Coaches, Teachers, Officials, Volunteers etc) |
| Facility & Equipment |
| Communication & Social  |
| Increasing Participation & Membership at the Club / Recruitment  |
| Aquatic Planning |
| Funding & Finance |

| **Strand 1:** |
| --- |
| **Aim:** |
| **Objective**(What needs to be done?) | **Responsibility**(The people responsible for delivering or who can assist) | **Timescale**(When will you complete your objective?) | **Finance**(How much is it going to cost?) | **Update**(Is it on-going, completed etc.) |
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