

Example of Good Practice

When completing your Club Development Plan, make sure you are SMART

- **S**pecific (specify what the club wants to achieve)
- **M**easurable (is the club able to measure whether it is meeting the objectives or not?)
- **A**chievable (are the objectives achievable and attainable?)
- **R**ealistic (can the objectives realistically be achieved the objectives with the resources it has?)
- **T**imed (when does the club want to achieve the set objectives?)

The following Club Development Plan is split up into 6 sections which cover all aspects of development at your club;

1. Coach Development

Examples;

Development of current coaches at your club (Continued Professional Development Courses)

Bridging across to new UKCC qualifications

Bringing new coaches into your club

2. Volunteer Development

Development of volunteers at your club (Recruit, Reward, Retain)

3. Facility Development

Development of your ground (new club house, new changing facilities, drainage of pitch etc)

4. Junior Development

Development of your junior section (Number of teams etc)

5. School – Club links

Development of school to club links (linking with local primary and secondary schools)

Using your ground for local school festivals

6. Club Management

Structure of your club (new steering groups, recruitment of new committee members etc)

1. Coach Education

Objective	Where are you now	Where you want to be	How will you get there	Who is responsible	Target date	Evidence
<i>1.1 Increase number of Qualified coaches at club</i>	<i>Only 1 coach has been on UKCC level 2</i>	<i>2 qualified coaches per age group</i>	<i>Organise/link into local UKCC level 1 & 2 courses</i>	<i>Coach Liaison officer</i>	<i>Sept 2008</i>	<i>Copy of certificates</i>
1.1						
1.2						
1.3						
1.4						

2. Volunteer Development

Objective	Where are you now	Where you want to be	How will you get there	Who is responsible	Target date	Evidence
<i>2.1 Increase number of volunteers who have attended SPC course</i>	<i>CWO has attended SPC course</i>	<i>2 volunteers (other than CWO) to attend SPC course</i>	<i>Attend local SPC course (book through RFL)</i>	<i>Club Welfare Officer (CWO)</i>	<i>Nov 2008</i>	<i>Copy of certificates</i>
2.1						
2.2						
2.3						
2.4						

3. Facility Development

Objective	Where are you now	Where you want to be	How will you get there	Who is responsible	Target date	Evidence
<i>3.1 Drain the pitch during off season</i>	<i>5 matches cancelled this year due to waterlogged pitch</i>	<i>Pitches to be drained during off season, and for no matches to be called off due to waterlogged pitch</i>	<i>Apply for funding to support drainage costs. All club volunteers to help with ground work</i>	<i>Groundsman Funding Officer All volunteers</i>	<i>Sept 2008</i>	<i>Pitch drained</i>
3.1						
3.2						
3.3						
3.4						

4. Junior Development

Objective	Where are you now	Where you want to be	How will you get there	Who is responsible	Target date	Evidence
<i>4.1 Increase number of Junior teams at club</i>	<i>U8's U11's U15's</i>	<i>U8's U9's U12's U16's</i>	<i>Start a new U8's next season, advertise for new U8's coach and Team manger</i>	<i>Coach Liaison officer</i>	<i>Sept 2008 (new season)</i>	<i>Team registered in local league</i>
4.1						
4.2						
4.3						
4.4						

5. School – Club links

Objective	Where are you now	Where you want to be	How will you get there	Who is responsible	Target date	Evidence
<i>5.1 Increase number of school – club links</i>	<i>No formal school – club links</i>	<i>Formalise links with 2 local primary schools</i>	<i>Link U8's coach to school and run 4 weeks coaching sessions - sign S-C link agreement with schools</i>	<i>U8's Head Coach and Team manager</i>	<i>Oct 2008</i>	<i>Signed School – Club link form</i>
5.1						
5.2						
5.3						
5.4						

6. Club Management

Objective	Where are you now	Where you want to be	How will you get there	Who is responsible	Target date	Evidence
<i>6.1 Start a separate junior steering group</i>	<i>Only full club committee (involving OA)</i>	<i>Have a junior steering group to deal with Junior issues, and to feed into the Club committee</i>	<i>A rep from each junior age group to attend junior Steering group</i>	<i>Club secretary Junior secretary</i>	<i>Aug 2008</i>	<i>Minutes from meeting</i>
6.1						
6.2						
6.3						
6.4						