

Preparing a Club Development Plan

Why?

- Set out the purpose and a vision for the club, translated into action over the next few years
- Review progress at each committee meeting and adjust actions as required
- Help with allocation of responsibilities to committee members and other volunteers
- Ensure that the club is functioning sustainably with regard to finances
- Ensure that the club is functioning sustainably with regard to volunteer support
- Ensure that the club is offering what members are wanting
- Demonstrate to external bodies (e.g. potential funders) that the club is organised
- Demonstrate to external bodies that the club has a vision

What Format?

- The plan should be setting out the club's vision for the next few years - suggest thinking 4/5 years ahead.
- Think about including a range of goals with different time-spans - short, medium and longer term.
- The plan can be rolling, and should be reviewed and updated at minimum annually.
- The choice of format for the document is yours, but some form of tabular structure will help with clarity
- Consider hosting the document on a shared Google Drive, or similar, so that all the committee can access, review and update
- You will need some key headings to guide each section - think What, How, Who, When, Measure
- E.g. We would like to Increase club junior membership (What); by offering Sat morning O at Woodlands school (How); led by A Coach with A Keen Parent (Who); over 2 blocks of 4 sessions autumn and spring (When); with aim of recruiting 5 new junior members per year (Measurable target).
- You could consider breaking the plan into sections linked to the structure of the club's main officials
- A traffic-light system is useful to monitor where progress is being made.
- If an activity consistently appears as "red", consider whether it is still a priority to include, then either action or delete.

Who?

- The club president or chair may wish to take a lead in preparing the club development plan, but all committee members should be engaged to ensure it reflects the objectives of their area, and is both realistic and achievable.
- Consider wider consultation with membership prior to preparing the plan.

Example

- See links to 3 different styles of plan

Tips

- Keep it simple - it will be harder to monitor and keep on track if you have too many planned outcomes
- Be realistic about what can be achieved given the club's resources (finance and volunteer support)
- Consult about content to ensure the direction fits with aspirations of the committee and wider membership
- Work back from the club's vision to help identify priorities
- Learn from others - look at other clubs plans (both orienteering and other sports)
- Focus and be specific about targets
- But be flexible to adapt to different situations and take advantage of opportunities
- Monitor progress and measure outcomes
- Celebrate success!