

NB The information below can be used generally as a guide while compiling a Club Development Plan for the whole club – from participation levels, to facilities, to coaches training and the skills level of committee members.

A club should not simply copy and paste this document - For the purposes of Monaghan Sports Partnership funding support, only submit information in plan format that is specific to the funding you are applying for

Why draw up a Club Development Plan?

There are some very important reasons why clubs should have a development plan in place:

- When applying for funding, including a club development plan will greatly enhance any application as it will demonstrate that a club is organised and that any funding received is part of a long term and sustainable scheme.
- It will help clubs to decide what they want to apply for funding for - what areas within the club that need strengthened.
- It will help a club to become stronger as it will help to identify weak areas in the club and give rise to thoughts on how to improve them.
- It will help the club to work towards the same goals rather than everyone working in different directions.

Drawing up this plan needn't be a long or complicated process - involve as many people as possible to the views of all involved in the club.

The following is a suggested template for a club development plan - if there is anything else that you would like to add in, feel free and likewise if you feel that there are sections or questions that aren't relevant to you, leave them out.

There are three main steps:

1. Where is the club now?
2. Where does it want to go?
3. How is it going to get there?

SECTION 1: WHERE IS THE CLUB NOW?

COACH EDUCATION

How many coaches are there in the club and what levels are they qualified at?	Level 0 / Foundation Level Level 1 / Level 2 /Level 3
How many of these coaches actually work within the club?	Level 0 / Foundation Level Level 1 / Level 2 / Level 3
Are they paid for their work?	YES/NO
Who do they coach?	Youth /Adults /New Members
Does the club provide financial help to those wishing to train as coaches or to upgrade their qualifications?	YES/NO

EQUIPMENT

What equipment does the club own?	
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What equipment does the club use that belongs to someone else?	
What state of repair is the equipment in?	
What is the usage of the equipment?	

FACILITIES:

What facilities does the club use?	
How long have they used them?	
Is there a cost for hiring the facilities and if so - how much?	YES / NO
What is the state of repair of the facilities?	
Is the facility shared?	YES / NO
How many courts are available?	
What other facilities are there?	

OFFICIALS:

Number of the following	Volunteers
Club Officials - Posts that are currently filled	Chairperson Treasurer Secretary Senior/youth Coach PRO Club Children's Officer Fundraising Co-ordinator Others:
How long are people typically left in these posts?	

RECRUITMENT:

How many members are there in the club?	Youths: 18 - 25: 25 - 45: 45-65: 65+: No. of Males: No. of Females: Disabled:
How does this compare with previous years?	
Does the club actively recruit members?	
If YES - How?	
How does your membership compare now with previous years?	
How are newcomers welcomed to the club?	
How well is the club known in the locality? Is it promoted in any way?	
Can the club cater for the disabled?	YES/NO

COMMUNITY LIAISON:

What links does the club have with local schools?	
Are you in contact with your Local Sports Development Officer or Local Sports Partnership (if there are any in the area)?	YES/NO
Do you know what funding is available in the locality	YES/NO

and how to access it?	
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PERFORMANCE AND EXCELLENCE:

Do you know of any talent in the club?	YES/NO
Do any members represent County/Province at any level?	YES/NO How Many:
Does the club help talented participants gain access to more coaching?	YES/NO
Does the club have a development section which brings new members into the club to participate before becoming competitive?	YES / NO

COMPETITION:

Does the club run internal competitions?	YES/NO
What are the methods of selection of teams or individuals for competitions: Are they fair?	
What age groups does the club cater for	
What percentage of club members compete?	
Do you organise inter club leagues?	YES/NO

FINANCE

Are the clubs fees set at a realistic level?	YES/NO
How do the fees compare with 10 years ago?	
How could the club raise more money?	
How has the club raised money in the past?	

YOUTH:

Does the club have a youth section?	YES/NO
If not, could a youth section be run? Explain:	YES/NO
Has the club any qualified coaches to help youth?	YES/NO
What are the links with local schools?	

SECTION TWO: WHERE DOES THE CLUB WANT TO GO?

From the last section, it will be clear what areas in the club are weakest and therefore need improvement.

From this, imagine that funding is no object and come up with a wish list for your club.

This wish list will now be the basis of your club development plan.

However these wishes need to be prioritised.

Priority 1 - those elements that can be done immediately and for relatively little cost. For example:

- Introduce a welcome system for new members where a club member is assigned to look after them and answer their questions
- Make contact with your local Sports Development Officer and find out what services they offer that you can avail of or how you can work together

Priority 2 - actions will be those that will take longer to achieve or will require funding. For example:

- Apply for a grant to purchase new equipment. Secure resources from the club budget to part fund this.
- Set up fund raising event (quiz night, etc.) to cover various club activities.

SECTION THREE: HOW IS THE CLUB GOING TO GET THERE?

The most important aspect of ensuring that this plan achieves its targets is to set time limits by which tasks have to be completed – the WHEN, who's RESPONSIBLE and RESOURCES NEEDED are all important in ensuring the development of a club.

A club development plan will look like the following:

AREA OF WORK	WHEN	PRIORITY	RESOURCES NEEDED	WHO	COMMENTS
Coach Education: Three club members to qualify at introductory level	(Insert date)	1	Contact Provincial Committee to organise course at local level with other clubs	Club Secretary	
Apply for funding for new equipment	(Insert date)	1	Get relevant form and apply	Fundraising Co-ordinator Club Secretary Club Treasurer	Equipment needed for expansion of membership through coaching classes

Monitoring and Review:

With any plan it is important that there is ongoing monitoring and review to ensure that targets are being met and to allow for adaptation to circumstances that may arise after the drafting of the plan.

With this in mind the plan should be reviewed on a regular basis by the club committee to measure the progress that is being made.

How often you do this is up to the committee members but the priority one sections should be monitored regularly as a lot can be achieved early on.

Make sure that your areas of work are very specific to allow for easy monitoring - use numbers instead of general terms such as:

- Introduce 10 new members to the club by (Insert date) (specific) *rather than*;
- Invite more people to join the club (unspecific)

Don't worry if some tasks are not being completed within the allotted time scale - other factors will turn up that can sometimes slow progress down or sometimes a task that you think won't take long may require more time than allowed for.

Your development plan should be an ongoing process - the work load will decrease as your club becomes more organised and developed but development must always take place. You must ensure that those new initiatives that you try that work are continued.

Remember - it's the club's plan and the club's future - it therefore needs to involve the whole club.