

*Insert club logo
here!!!*

Development Strategy & Recruitment Plan for A.N.Other AFC 2007 - 2011

VISION

A.N.Other AFC has a vision:

Insert Club Vision Here

What is the Ethos of the Club?

Delete all blue italics when writing you plan. These are just guide notes.

This is a vital question and one that should be thought about carefully. There could be many answers to this question:

- *Is your club about development of junior players?*
- *Is your club a community club that aims to use hockey as a way of including children or adults from hard to reach areas of the community?*
- *Is your club mainly focused on performance/elite AFL?*
- *Does your club just play AFL for fun?*
- *Does you club encompass some or all of the above?*



Where are we now?

Insert here a detailed picture of what the club currently looks like in terms of players, competition levels at all age groups, facilities, volunteer numbers, roles, etc.

This should include any strengths and weaknesses identified and opportunities and threats facing the club.

Refer to the “Guide to Producing a Club Development Strategy and Action Plan” for an extended list of what to include in this section



Please see page for a summary of glossary and terms.

The sub headings and examples are suggestions and should be expanded and deleted as appropriate to your club. Please add more lines in each section where you have other objectives you want to add. **REMEMBER...**these are long term as well as short term objectives and you can leave the fine detail to the action plan for that year!

1.0 Developing the Playing Programme

No	SUB HEADING	OBJECTIVES	WHEN	WHO	RESOURCE	ACHIEVEMENT INDICATORS	REVIEW
	Junior Competition	<i>e.g., in your review of the clubs competitions, do you provide competition for all age groups and both genders? Is there a local development league you would like to enter?</i>					
	Adult Competition	<i>e.g., Are there large gaps between your teams at adult level which would benefit from being closer together to help player transition, i.e., promotion/relegation possibilities?</i>					
	Training	<i>e.g., is your training equitable? Would you like to set up an academy session for talented young people? Are there too many/too few players to enable effective coaching?</i>					

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2.0 Developing People/Volunteers

No	SUB HEADING	OBJECTIVES	WHEN	WHO	RESOURCE	ACHIEVEMENT INDICATORS	REVIEW
	Players	<i>e.g., Do you have a fair and transparent pathway within the club for selection? Are your selection policies developmental in ethos? What do you need to ensure that each player gets individual feedback? Do you actively nominate players to representative pathways? How can you recruit more players at various age groups? Have you thought about the upper age groups i.e. veteran players?</i>					
	Coaches	<i>e.g., How many coaches do you feel your club needs? How many do you want to get qualified? Could you set up a mentoring system to move coaches up through the levels? Are there workshops and other training your coaches could attend?</i>					
	Umpires	<i>e.g., How many new level 1 umpires do you want to qualify each year? Can you run a Foundation Umpire Award or Leadership Award to get young people or parents involved and on the ladder? Are you actively involved with your young umpire action group? Do you provide umpires to the regional neutral schemes?</i>					

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	Admin	<p><i>e.g., Do you need more administrators? Is there training you can give? Have you thought about running a leadership award to get more people involved at the bottom of the ladder? Can you put a mentoring scheme in place so that when a person steps down a replacement is ready to fill the gap?</i></p>					
	Volunteer Coordination	<p><i>e.g., Do you have someone or a group in place that purely coordinates volunteers who, when a job comes up finds someone skilled enough to do it? Are there better ways of working? Do you reward your volunteers? Are there local and national awards that you could nominate to? Does this group have links to the local volunteer officer at the Local Authority or County Sport Partnership? Do you have job descriptions for all your positions in the club? Could you develop a knowledge bank of all the skills within the club so that you know who to approach if the club needs a specific skill? Have you thought about running leadership awards for your juniors and parents as an introduction to volunteering (coaching, umpiring and or admin/management)</i></p>					
	General members	<p><i>e.g., Do you collect their personal information in the most effective way? Can members be made to feel</i></p>					



		<p><i>more part of the club? Are these members all part of the knowledge bank? You may have skills within the general membership that would be useful to the club. Are your participation figures representative of your local population? Do you want to increase the amount of members from under-represented groups such low income, BME, disability? Is there funding from local pots to help you do this?</i></p>					
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3.0 Policy Development

No	SUB HEADING	OBJECTIVES	WHEN	WHO	RESOURCE	ACHIEVEMENT INDICATORS	REVIEW
	Legal	<i>e.g.,</i>					
	Admin	<i>e.g.,</i>					
	Equity	<i>e.g. What is the club policy on sending committee members on equity training? Do you have targets for this? Has the club adopted an Equity Policy?</i>					
	Welfare	<i>e.g. Has the club identified long term aims? Has the club adopted all the appropriate policies regarding safeguarding and protecting children and young people, CRB checking, etc? Have the policies been implemented and if not, how will they</i>					



		<i>be? Are there targets for training each year for new welfare officers, managers, coaches, etc?</i>					
	Ethics	<i>e.g., Has the club adopted a Code of Ethics?</i>					

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4.0 Facility & Equipment Development

No	SUB HEADING	OBJECTIVES	WHEN	WHO	RESOURCE	ACHIEVEMENT INDICATORS	REVIEW
	Club House	<i>e.g., Do you have appropriate changing facilities for male, female and juniors? Do you want to improve the facilities within a club house perhaps in terms of a kitchen, bar, seating areas, making it child friendly, conference facilities, etc? Do you want a club house? Can you form a link with a local sports club to become a multi sports club? Do you need to acquire land or apply for planning permission?</i>					
	Coaching and Playing Kit	<i>e.g., Do you have enough kit for your needs? Are there funding pots locally you can apply for to buy new kit, balls, cones, etc? Could you apply to Barclays Spaces for Sport or something similar? Could this be linked to sponsorship?</i>					

5.0 Finance Development

No	SUB HEADING	OBJECTIVES	WHEN	WHO	RESOURCE	ACHIEVEMENT INDICATORS	REVIEW
	Day to Day	<i>e.g., Are subscriptions and match day fees efficiently collected? Do you want to create a finance team to assist the treasurer? Is there scope to move to electronic payment? Is money collected handled and banked in the most efficient way to gain the most amount of interest possible?</i>					
	Fundraising & Sponsorship	<i>e.g., Do you have set areas that funding is needed that you want to develop, such as equipment replacement funds? Do you want to attract sponsors for each team, match day ball sponsors, banner sponsors, etc? Do you want to develop a list of official suppliers to provide their products free or at a reduced rate?</i>					
	Marketing	<i>e.g., Do you have a marketing plan? Do you want to target certain businesses in the area for sponsorship? Do you want to create a sponsorship document to give to all your members to hand in to their work in search of sponsorship? Do you want to develop a website for the club? How aware of your club is the local community? Do you have a brand? Who in your club works in marketing? Could you get them to train some volunteers or create a marketing team?</i>					



6.0 Developing the Club PR & Communication

No	SUB HEADING	OBJECTIVES	WHEN	WHO	RESOURCE	ACHIEVEMENT INDICATORS	REVIEW
	Players	<i>e.g., Could you develop an online forum? Do you want to develop a newsletter? Could communication of selection be improved?</i>					
	Parents	<i>e.g., Do you send letters home to parents about what is going on at the club? Do you actively ask them for help? Are there other formats you could adopt to communicate more effectively?</i>					
	Members	<i>e.g., How do you keep in touch with them? Can this be improved? Do those that are occasional players or ex players who are just social members keep in contact with the club?</i>					
	Public	<i>Do you have a press officer? Could you improve and increase links to local media? How easy is it to access your website if you are not a member? Are there non-member areas to encourage the public to view your site? Are there other areas of the community where you can build brand awareness such as sport centres, schools, youth centres, etc?</i>					



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7.0 Developing the Social Aspect

No	SUB HEADING	OBJECTIVES	WHEN	WHO	RESOURCE	ACHIEVEMENT INDICATORS	REVIEW
	Building a Family Environment	<i>e.g., Do you have family days were kids are encouraged to attend and try out? Are the facilities you use child friendly? Could you set up a crèche for players with children to allow the adults to play?</i>					
	Improve Relations Between Teams and Sections	<i>e.g., Do you plan specific social events at the beginning of the year to ensure that the club is fully integrated? Do you want to set up a social committee/group whose responsibility is to organise events and fundraisers?</i>					

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8.0 Developing Links

No	SUB HEADING	OBJECTIVES	WHEN	WHO	RESOURCE	ACHIEVEMENT INDICATORS	REVIEW
	CSP & LAs	<i>e.g., Could the club be more active within the local CSN or SPAA? Are there links to the specific club support officers at the CSP which may include coaching, volunteering, etc?</i>					



	County and Regional Player pathways	<i>e.g., Could the club improve links with the representative structures? Are players regularly sent for assessment and development? Are coaches and umpires put forward for development at a higher level than the club? Do you facilities that could be used?</i>					
	FE and HE Links	<i>e.g., Are there local colleges and universities that the club can link with? If a link already exists, can this be reviewed and extended? Could you use student placements for physio, nutrition, coaching, umpiring, sport science, etc?</i>					
	AFL:Britain, Regional Associations and other partners	<i>e.g., Do you have a facility that could be used for coaching and umpiring courses? Is your club as active as it could be in its local region? Does your club want to become more involved with national and regional associations? Could you host meetings, etc? Do you want your facility to be used for national competitions or internationals? Do you want to have representatives on AFL:Britain working groups?</i>					

9.0



No	SUB HEADING	OBJECTIVES	WHEN	WHO	RESOURCE	ACHIEVEMENT INDICATORS	REVIEW

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10.0

No	SUB HEADING	OBJECTIVES	WHEN	WHO	RESOURCE	ACHIEVEMENT INDICATORS	REVIEW



11.0

No	SUB HEADING	OBJECTIVES	WHEN	WHO	RESOURCE	ACHIEVEMENT INDICATORS	REVIEW

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GLOSSARY

BME	Black & Minority Ethnic
CSL	Club School Link
CSN	Community Sport Network (the name for SPAAs in the majority of the country)
FE	Further Education
HE	Higher Education
SPAA	Sport & Physical Activity Alliance (the name for CSNs in the North West)
SSP	School Sport Partnership