



Sports Development Plan – EXAMPLE

Heading: Marketing						
Objective: To develop a range of marketing initiatives, aimed at increasing the profile and public awareness of the club						
Objective	Process	Key Partners	Lead Person	Timescale		Finance Inc Exp
3.1 Enhancement of the club notice board	<ul style="list-style-type: none"> • To update the information sheets on the board • To include new photographs • To update the board on a monthly basis 	N/A	Marketing Officer	Year 1	N/A	Cost of new board? Stationary Photo's Cost??
3.2 Development of portfolio of high quality photographs	<ul style="list-style-type: none"> • To employ a local photographer to produce the photo's 	Local photographer	Marketing Officer	Year 1	N/A	£300 for photographer
3.3 To ensure regular articles are included in the local papers	<ul style="list-style-type: none"> • Contact local press • To include 6 articles per year 	Local Press	Marketing Officer	Year 1	N/A	N/A



Sports Development Plan - EXAMPLE

Heading: Coaching, Training and Support						
Aim: To develop a coaching, training and support programme for all club coaches, administrators, officials and other volunteers						
Objective	Process	Key Partners	Lead Person	Timescale		Finance Inc Exp
1.1 To increase the number of qualified coaches	<ul style="list-style-type: none"> • 5 people to attend a level 1 course • 2 people to attend a level 2 course • 1 person to attend a level 3 course 	NGB Sports Dev Local NGB Rep	Coaching Co-ordinator	Year 1	N/A	Cost of courses
1.2 To increase the number of qualified officials	<ul style="list-style-type: none"> • 6 people to attend level 1 referees course • 2 people to attend level 2 referees course 	NGB Sports Dev Local NGB Rep	Coaching Co-ordinator	Year 1	N/A	Cost of courses
1.3 To increase the number of people attending generic training	<ul style="list-style-type: none"> • 10 members to attend Child Protection Training • 6 people to attend a Disability Awareness course etc etc 	NGB Sports Dev Local NGB Rep	Coaching Co-ordinator	Year 1	N/A	Cost of courses



Sports Development Plan - EXAMPLE

Heading: Current and Future Use						
Aim: To increase membership at the club and widen the membership base						
Objective	Process	Key Partners	Lead Person	Timescale		Finance Inc Exp
2.1 To increase the number of women involved in coaching, or administration at the club	<ul style="list-style-type: none"> • Offer suitable coaching courses • Allow training in administrative duties to be made available to them • Advertise for more women to join the club 	NGB Sports Dev Local NGB Rep Sports Coach UK	Coaching Co-ordinator And Committee	Year 1 of plan	N/A	Cost of courses
2.1 To organise a number of taster days for women to attract new members to the club	<ul style="list-style-type: none"> • To organise a "Come and Try it day" • Advertise day at appropriate venues to attract women 	Local NGB Rep Sports Dev Community Groups	Womens Development Officer	Year 1	N/A	Refreshments Advertising
2.2 To increase the membership of people with disabilities	<ul style="list-style-type: none"> • To offer x number of taster sessions for people with disabilities 	Local Disability Rep Sports Dev Local NGB Rep	Club Committee Disability Dev. Officer?	Year 2	N/A	Refreshments Advertising



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