



## **Wimborne Athletic Club**

### Whole Club Plan

April 2014 to September 2017

Note: The term Athlete used throughout this document includes not only those individuals training and competing in a track and field setting, but also those members participating on behalf of the club in road running, cross county and sportsHall activities

It is proposed that the Development Plan cover a period of 3 full years (excluding current ending September 2014) as looking beyond that involves too much uninformed speculation.

The approach to the construction of this plan will be:

Step 1 – initial draft by a small working group comprising the club secretary, club chairman and a representative from the road running section (version 1)

Step 2 – distribution to the committee for comment and subsequent amendment (v2)

Step 3 – discussion and ratification of the plan at the February 2014 executive committee meeting (v3)

Step 4 – working group to prepare detailed action plan for circulation by end of February

Step 5 – Comments, suggestions etc to be exchanged during March with a view to finalisation by 31<sup>st</sup> March 2014.

Step 6 – post prominently on club website, invite member input and monitor as a regular agenda item in subsequent committee meetings

## **Executive Summary**

The WAC Development Plan has been compiled to give an understanding of where the club is at the time of writing and what path the club is proposing to take over the next few years. A development plan was constructed in 2012 and submitted as part of the Clubmark accreditation but this version attempts to define our goals in a clearer manner and inform an Action Plan which will provide more detail as to how, by when and at what cost such goals may be achieved.

The club has grown in both member numbers and the range of track & field and general running opportunities it provides. It will continue to offer many competitive opportunities while ensuring that those members who do not wish to compete enjoy the training experience and feel they are playing an active part in the club.

The plan contains a more ambitious capital strategy than has previously been the case as the committee recognises that a more substantive and well-equipped training base is essential to retain existing and attract new members.

The plan attempts to ensure that all sections of the club feel their contribution to the club's success is properly valued

## **1. Club Background Information**

Wimborne Athletic Club (WAC) was established in 1984 to cater for the athletics needs of Wimborne and surrounding areas. Some of the founder members are still active in the club and there are significant number of the committee and coaches that have given more than 10 years service to the club.

The club has over 300 members and competes in a numbers of leagues over a wide geographical area. Distinct areas of competition are:

- Track and field – all ages
- Road running – seniors
- Cross country – all ages
- SportsHall – 15 and under

We currently offer 5 club training sessions per week and operate year round.

Track and Field training is based at a local leisure centre with partial track facilities shared with a local senior school.

## **2. Club Values**

The club originally achieved Clubmark status in 2009 which was then renewed at the end of 2012. We have an equity policy and various codes of conduct all of which are available on our website.

- To offer a friendly and welcoming sporting environment to new members
- To ensure that the club employs an inclusive approach to all members
- To provide comprehensive training delivered by enthusiastic, competent and qualified coaches
- To optimise the abilities of and opportunities for all members
- To ensure that members of the club conduct themselves in a responsible manner and adhere to the rules and accepted practices in athletic competition
- To encourage both individual motivation and a Team ethos
- To actively promote fitness and healthy lifestyle within the community

## **3. Mission Statement**

WAC exists to provide competitive athletic and general running opportunities to people in Wimborne and surrounding areas. The focus is on fun and enjoyment to ensure that all abilities benefit from the experience.

## **4. Club Strategic Goals**

- Produce a recruitment plan that will target schools and key individuals in the community with a view to expanding membership
- To improve existing facilities and establish a more substantive base from which to operate. An opportunity could present itself if the community facility referred to in the Leigh Road New Neighbourhood and Sports Village comes to fruition

- To maintain the club's solid financial footing and re-invest growth funds into facility improvement for the benefit of existing and future members
- Explore opportunities and ideas which enable us to promote the club and attract funds
- To, in conjunction with other track users, work to develop the Ashdown Track as an attractive, properly maintained and organised venue for competitive athletics.
- Whilst the club is aware of the provisions of the East Dorset Core Strategy in respect of the Leigh Road New Neighbourhood and Sports Village to relocate Wimborne RFC and Wimborne Town FC, we feel that any provision for athletics is unlikely within the timeframe of this Development Plan.
- To ensure the club and its members operate in such a manner that ensures the continuation of its Clubmark accreditation
- To use all endeavours to optimise athlete development

## 5. Club Objectives

The key club objectives are listed under the following 5 development areas

- **People:** Athletes, Coaches, Officials and Volunteer development
- **Activities:** Training and Competition, Social
- **Welfare:** Equity, Medical and Safeguarding
- **Partners:** School and other community groups
- **Management:** Legal & Administration, Facilities/Equipment, Marketing and Finance

### 5.1 People

#### 5.1.1 Athletes

- Continue to grow the athlete numbers – Track & Field and Road Runners
- Recruit and retain more track and field athletes between the ages of 16 and 21 – possible source is private schools
- Offer opportunities for ex-athletes and sport-orientated individuals to come into athletics/running at a later age
- Encourage and remove barriers for athletes with mental or physical disabilities to participate
- Review the progress and development of Athletics 365 within the club and consider rollout to older athletes
- Continue to provide competitive opportunities to under 11 athletes via sportsHall and quadkids initiatives.

#### 5.1.2 Coaches

- Increased coaching coverage to adequately match training offered. Over the last two years the club has arranged additional training sessions which has put more pressure on coaching resources.
- Encourage and financially support coach education and development
- Recruit younger coaches (young leaders) for succession and development

#### 5.1.3 Officials

- Promote new blood into officiating by offering mentoring and related courses

#### **5.1.4 Volunteers**

- Encourage parental involvement in the clubs regular operational duties eg publicity, fundraising, club statistics. as well as assisting leaders and coaches
- Helping with tasks necessary to participate in or run an athletic meeting, cross country fixture or road race
- Encourage volunteers to support coaches in training and coaching activities.

### **5.2 Activities**

#### **5.2.1 Training**

- Offer appropriate training sessions to Beginners, Intermediate and Advanced athletes
- Ensure the correct balance between enjoyment and planned development at all training sessions
- Ensure that training sessions are planned and adequately staffed
- Facilitate athletes attending training sessions from outlying areas

#### **5.2.2 Competition**

- Offer opportunities for competition to a wide cohort of athletes with varying abilities
- Arrange and communicate viable transport opportunities to members to maximise attendance at outlying competitions
- Continue to organise and run the Wimborne 10 road race and consider involvement in other local races

#### **5.2.3 Social**

- Organise social events for the benefit of members to encourage family involvement in the life of the club
- Promote presentation events to acknowledge the various achievements of athletes, coaches and other volunteers
- Consider a fundraising event with across-the-club appeal

### **5.3 Welfare**

- Ensure adherence to the club's Equity policy
- Prioritise both the safety and medical wellbeing of the athletes
- Ensure that all coaches, assistants and regular volunteers are CRB cleared or self-certified if appropriate
- Ensure all codes of conduct are clearly reinforced and followed
- Ensure adequate numbers of first aid trained individuals at training sessions and competitions

### **5.4 Partners**

- Maintain and develop links with local schools as a source of athlete recruitment
- Maintain a good working relationship with the adjacent leisure centre and school, the local football club and the military authorities (Blandford camp) from both an operational and strategic standpoint
- Develop relations with local volunteer groups and actively promote the club in the community
- Maintain a dialogue with the local and county councils in regard to development initiatives and prospects of receiving appropriate grant monies

- Support and play an proactive part in the activities of the Team Dorset Athletic Network as well as the County Athletics and road running organisations
- Maintain good relations with England Athletics via the South-west regional coordinator to take advantage of courses and other opportunities

## 5.5 **Management**

WAC operates in accordance with its constitution and under the guidance of an elected executive committee. Other sub-committees eg coaching, road runners, have been formed to deal with more specific issues relating to such groups. The executive committee and it's appointed volunteers are there to:

- Ensure that club members are aware of the management structure of the club and afforded the opportunity to stand for office and/or attend committee meetings in order to air their views
- Ensure that regular committee meetings are convened to discuss the operational and strategic issues facing the club
- Ensure that the club acts in a legal and proper manner in conducting its affairs
- Ensure that the appropriate equipment purchased and used by the club is safe and well maintained
- Ensure that clear and accurate accounts are kept, regularly reported upon and audited and presented at the AGM
- Ensure that the club regularly communicates with its membership in all matters pertaining to athletics and running
- Ensure that the club maximises its profile in the local community and through the local press to promote its achievements and those of its athletes; this to be achieved in part by the implementation of a Marketing Strategy

## 6. **Membership**

### Membership Fees Structure

#### Membership Trends and Forecast

<b>Category and Cost pa</b>	Last Year	Current Year	Year 1	Year 2	Year 3
Junior - £26	95	121	128	135	143
Senior - £33	85	86	93	100	108
Family - £40 +	88	90	90	90	92
Associate -£10	7	7	7	7	7
<b>Total</b>	<b>275</b>	<b>304</b>	<b>318</b>	<b>332</b>	<b>350</b>

### Membership Summary

Our membership has grown significantly between summer 2012 and the end of 2013. We do not anticipate this trend continuing although small growth is forecast. New athletes tend to join the club under the age of 12 and over the age of 35 in the case of road runners. We have experienced growth over a 5 year period in the number of athletes joining the club from outlying (10 miles +) areas.

## 7. Financial Summary

	Y/e Sept 2013	Y/e Sept 2014	Y/e Sept 2015	Y/e Sept 2016	Y/e Sept 2017
<b>Income:</b>					
Subscriptions	7426	7800	8200	8650	9280
Competition travel charges	933	975	1000	1025	1050
Grants	1710	1000	1000	1000	1000
Training fees	7961	8070	8130	8200	8500
Other	1080	500	500	500	500
<b>Total Income</b>	<b>19110</b>	<b>18345</b>	<b>18830</b>	<b>19375</b>	<b>20330</b>
<b>Expenditure:</b>					
Hire charges	3586	3650	3730	3800	3900
Insurance	174	180	185	195	205
Trophies and social events	212	200	200	200	200
Transport and competition exps	4538	4650	4840	5000	5300
Website	611	600	600	600	600
Equipment - minor	649	500	500	800	600
Affiliations	3340	3500	3650	3750	3850
Office overheads	879	900	925	960	1000
Courses	880	600	800	600	800
<b>Total Expenditure</b>	<b>14837</b>	<b>14780</b>	<b>15430</b>	<b>15905</b>	<b>16455</b>
<b>Total Funds Balance:</b>	<b>18369</b>	<b>18434</b>	<b>16834</b>	<b>15304</b>	<b>17679</b>
<b>Capital – excl from expenditure</b>	<b>1500</b>	<b>3500</b>	<b>5000</b>	<b>5000</b>	<b>1500</b>

### Notes on financial projections

The club has seen a steady increase in funds over the last few years largely as a result of increases members and additional revenue from extra training sessions. There has been no increase in membership fees for 10 years and none is assumed over the period of this plan. The figures above assume that the club remains training at existing venues and continues to compete in the same or similar leagues.

WAC acknowledges the need to reinvest a proportion of it's funds for the benefit of its members. To this end it is proposed that we invest/commit a minimum of £15000 in capital schemes over the life of the plan whilst endeavouring to keep a sufficient working balance to sustain medium term continuity.

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#### Version control

Preliminary draft: GD 20th Jan 2014

Version 1 GD/PI/NS 23<sup>rd</sup> Jan 2014

Version 1.1 GD 24<sup>th</sup> Jan 2014 – includes membership stats, financials and commentary & executive summary

Version 2 distributed for approval at Feb 2014 committee meeting

Version 3 minor amendments discussed at the Feb 14 CM – circulated with minutes