

CLUB LIFE

Empower, Engage, Sustain

Writing a Club Action Plan – thinking beyond tomorrow!

Does your club have a club development plan?

Why not use this very simple action plan template to plan all your clubs activities for the year, or even better work out where you want the club to be in the 3 years time and try and work backwards.

If you would like more help on developing a club action plan please contact info@hockeywales.org.uk , speak to one of our Hockey Agents or a Regional Manager (all contacts can be found on the Hockey Wales website)

First steps to developing an action plan is to decide, as a club, which areas you would like to focus on. Here are some suggestions.

- Development (Juniors)
- Development (Adults)
- Marketing and Communications
- Policies and Procedures
- Team Hockey (Mens, Ladies, Juniors / Indoors or Outdoors)
- Workforce (Umpiring, Coaching and Volunteering)

Once you have decided which areas you would like to focus on over the next year (or longer) have a collective club discussion of ‘what success’ would look like at the end of your agreed timescale.

For example. “by the end of next year we would like to have an external coach working with our Ladies first Team”

Next you will have to try and work out what steps you need to take along the way to get there (this is where you may want to call on some help). Use the following table to help you plan your strategy!

Have a look at the following plan which brings this example to life!



For more information, visit:

www.hockeywales.org.uk/play/club-life



Year 1 & 2 Aspiration	Action	Resource	Who	When
External Ladies First Team Coach	1. Decide what the role of the new coach will be	1. To be done at Club Committee meeting	1,2&3 Led by Club Chairman with Committee support	1&2 – June
	2. Draw up a Job Description for the Team Manager	2. To be done at Club Committee meeting		
	3. Agree how the position will be funded	3. Consult with members to increase membership fees to cover costs		3 – July Committee meeting
	4. Advertise in paper, twitter, Hockey Wales www.	4. No resource needed all free advertising	4 to be done by marketing coordinator	4 – July & August
	5. Interview for position	5. No resource required	5. Chairperson and first team captain	5 – end August

Some top tips on writing a Club Action Plan

1. Make sure the Committee are fully involved in writing your action plan
2. Be realistic in what you can achieve in the timescales you have set
3. Always look for help – there are lots of people out there who will have experience of writing things like this
4. Always take time to review where you are against a plan
5. Give your members the opportunity to contribute as they may have some excellent ideas that may not have been thought of.
6. Don't be afraid to change your plans, or add anything extra in.
7. Publish your Action Plan and how you are progressing through it to your members.
8. Remember – be brave and try some new stuff!



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