**Basketball England Club Development Plan**

Each basketball club should have a development plan at the heart of their work throughout the year. A development plan can help a club over a short, medium and long period of time to ensure sustainability and facilitate improvement and expansion. A development plan helps to:

* Establish a baseline activity and situation within the club
* Shapes the future direction of the club
* Display aspirations to potential supporters, partners and funders
* Help maintain workforce to keep the club sustainable

Below is a template plan to use to create a development plan for your club. The sections included for areas to look at are (but not definitive):

* Governance – club structures, committees, processes
* Workforce Development – sustaining and CPD for coaches, qualifications for referees, table officials and volunteers
* Funding – membership structure, funding grants available to apply for, sponsors
* Competition – local league, national league, age groups, girls/women’s teams, CVL’s
* Participation – recreational sessions, pay and play, satellite clubs
* Marketing – promotion of club, social media, branding
* Community and Recruitment – outreach to support community needs, schools, other community group engagements

It is important to decide how long you want your development plan to be (e.g. long term = 3 years, medium = 1 year, short = 6 months). As a club, whatever is decided upon within the development plan, the SMART principle needs to be followed in regards to the outcomes, targets and actions:

* Specific
* Measurable
* Achievable
* Realistic
* Time specific

Keeping to the SMART principle will ensure that motivation to achieve is supported as opposed to striving for a goal that is not possible. This development plan is flexible and as a club, you can include or remove areas that are irrelevant to you. It is important to ensure that the development plan is constantly reviewed through the year to ensure that action is being taken in various areas. You can include this as a standard item on agendas at committee meetings.

**Date of Approved Development Plan :**

**Club:**

**Committee Members: Workforce:**

|  |  |
| --- | --- |
| **Role** | **Name** |
| President/Chair |  |
| Secretary |  |
| Treasurer |  |
| Safeguarding Officer |  |
| Fundraising Officer |  |
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| --- | --- |
| **Role** | **Names and Level/Role** |
| Coaches – L1 |  |
| Coaches – L2 and above |  |
| Table Officials – L1 |  |
| Table Officials – L2 and above |  |
| Referees – L1 |  |
| Referees – L2 and above |  |
| Team Managers |  |
| Other Volunteers (social media, gameday helpers etc) |  |

**Current Members:**

|  |  |
| --- | --- |
| **Total Members** |  |
| Seniors |  |
| Juniors (Under 18’s) |  |

**Basketball Sessions:**

|  |  |  |
| --- | --- | --- |
| **Day** | **Time** | **Type of Session – competitive/participation/pay and play etc** |
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| **Area** | **Outcome**  *(what you want to achieve)* | **Target**  *(how many/required number)* | **Cost**  *(how much)* | **Actions**  *(what will you do to achieve the outcome)* | **Who is Responsible**  *(organisations/staff/partners you can work with)* | **Completion Date**  *(When will the outcome be achieved)* | **RAG** |
| Governance |  |  |  |  |  |  |  |
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| Workforce Development |  |  |  |  |  |  |  |
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| Funding |  |  |  |  |  |  |  |
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| Competition |  |  |  |  |  |  |  |
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| Participation |  |  |  |  |  |  |  |
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| Marketing |  |  |  |  |  |  |  |
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| Community and Recruitment |  |  |  |  |  |  |  |
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**RAG – Red = Not Complete, Amber= On track, Green = Complete**

**Example:**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Area** | **Outcome**  *(what you want to achieve)* | **Target**  *(how many)* | **Cost**  *(how much)* | **Actions**  *(what will you do to achieve the outcome)* | **Who is**  **Responsible**  *(organisations/staff/partners you can work with)* | **Completion Date**  *(When will the outcome be achieved)* | **RAG** |
| Governance | Recruit a safeguarding officer | 1 | £30 | * Create job advert * Post advert on club noticeboard and social media * Set up training for new safeguarding officer | Chair  Secretary | 01/08/20 |  |
| Cashless payment system for pay and play attendees | N/A | £300 | * Explore options available for this service * Contact current bank to find out more * Attain 3 quotes for committee to agree upon * Liaise with company to set up system | Treasurer | 01/08/20 | Too expensive for club |
| Workforce Development | Upskill L1 Coach to L2 | 2 | £500 | * Meet with prospective coaches about L2 * Agreement with the coaches for minimum number of hours to coach * Contact BE, Region and Local League to find out about courses * Make payment and coaches to sign up | Head Coach  Treasurer | 01/01/21 |  |
| Funding | Attain a sponsor for the year | 1 | £60 | * Create various sponsorship packages (bronze, silver, gold) * Contact various local businesses * Set up a taster day for businesses | Treasurer/Fundraiser | 01/01/21 |  |