

ASTLEY & TYLDESLEY

Cycling Club

CLUB DEVELOPMENT PLAN

2017 – 2020

Updated March 2020

VISION

- To develop as a leading cycling club, in terms of off-track facilities, provision & organisation
- To become a leading cycle speedway club in the U.K, in terms of on-track racing results

AIMS

- To have effective organisation and management
 - To have excellent facilities
 - To provide appropriate equipment
- To provide high quality officials and support team
 - To develop effective recruitment of riders
 - To achieve on track excellence
- To provide a range of off track leisure activities

OBJECTIVES

- To recruit, retain and develop volunteer club members
 - To maintain and improve club facilities / status
 - To maintain and purchase club equipment
 - To have qualified officials and support team
- To maintain and develop links with local schools / clubs / organisations
 - To recruit, retain and develop riding club members
- To develop and extend a range of off track leisure activities

OBJECTIVE 1: To recruit, retain and develop volunteer club members

| No | Action | 2017 | 2018 | 2019 | 2020 | Measurement | Key Partners | Cost | Outcomes |
|-----|--|------|------|------|------|--|--|---------|--|
| 1.1 | Recruit and retain active Club Committee Members <ul style="list-style-type: none"> Ensure all Club Committee posts are filled Be pro-active in identifying potential Club Committee members Ensure all Club Committee postholders carry out their duties as per Job Descriptions Review annually the appropriateness of Committee structure and Job Descriptions and amend as required | Y | Y | Y | Y | Check against structure at AGM Make contact with new and existing members Evaluate past year's performance at AGM Evaluate past year's performance and identify future needs at AGM | A&T Club, Inspiring Healthy Lifestyles (IHL), Wigan Council for Voluntary Service (CVS), British Cycling (BCF), Wigan Borough Community Partnership (WBCP) | £50 pa | Effective and efficient management and development of the club |
| 1.2 | Recruit and retain officials / helpers <ul style="list-style-type: none"> Ensure all Match Day and Club Event posts are filled, preferably in advance Be pro-active in identifying potential officials and helpers Ensure all officials and helpers carry out their duties as per Task Descriptions Review annually the appropriateness of Match Day and Club Event posts and Task Descriptions and amend as required | Y | Y | Y | Y | Check at each Match or Event Make contact with new and existing members Evaluate performance at each Match or Event Evaluate past year's performance and identify future needs at AGM | A&T Club, IHL, CVS, BCF, WBCP | £50 pa | Effective and efficient delivery of club activities on Match Days and at Club Events |
| 1.3 | Provide appropriate membership services <ul style="list-style-type: none"> Registration of members Collection of fees due Payment of fees incurred Maintenance of club accounts Issue of bi-monthly and weekly newsletters & club information Respond to communications received Issue communications as necessary | Y | Y | Y | Y | Secretary's records Treasurer's records Treasurer's records Treasurer's report to monthly Cttee meeting Secretary's records Secretary's records Secretary's records | A&T Club | £500 pa | Club members fully aware of what is happening within the Club, by reading and acting upon information issued |

| No | Action | 2017 | 2018 | 2019 | 2020 | Measurement | Key Partners | Cost | Outcomes |
|-----|---|------|------|------|------|---|--|---------|--|
| 1.4 | Provide appropriate training for Committee / officials / helpers <ul style="list-style-type: none"> ● Identify training needs for each postholder from Job Descriptions ● Provide appropriate training ● Ensure that volunteers have an up to date DBS clearance | Y | Y | Y | Y | Check with each postholder No. of staff / volunteers qualified No. of volunteers with DBS clearance | A&T Club, BCF, IHL, Sport England, Greater Sport | £500 pa | Committee, officials and helpers trained to carry out their Club duties |
| 1.5 | Hold a minimum of 9 committee meetings each year <ul style="list-style-type: none"> ● Chairman or Secretary to call meetings at regular intervals, as necessary ● Committee members to attend and actively participate in meetings ● Secretary to compile & issue minutes of meetings to club membership ● Hold an AGM | Y | Y | Y | Y | Notification to members of meetings to be held No. of successful meetings organised No. of meeting minutes issued Staging of meeting | A&T Club | £90 pa | Effective and efficient management and development of the club |
| 1.6 | Hold a minimum of 3 social events each year <ul style="list-style-type: none"> ● Reward volunteers and riders at End of Season Presentation & Social Event ● Stage social event(s) during the year ● Stage Fund raising events for specific goals (e.g. Australia trip Nov. 2020) | Y | Y | Y | Y | Staging of event No. of events staged Sum of funds raised | A&T Club | £300 pa | Recognition and reward for club volunteers, officials and riders Opportunity for club members to mix socially Meeting of fund raising target |
| 1.7 | Organise leisure cycling sections <ul style="list-style-type: none"> ● Provide Mixed Off Road section ● Provide Mixed Road section | Y | Y | Y | Y | No. rides organised No. participants No. club members | A&T Club, BCF, IHL, WBCP | £100 pa | Development of club to become multi-disciplinary and more inclusive |

OBJECTIVE 2: To maintain and improve club facilities / status

| No | Action | 2017 | 2018 | 2019 | 2020 | Measurement | Key Partners | Cost | Outcomes |
|-----|--|------|------|------|------|--|---|---------|--|
| 2.1 | Maintain facilities, track and surrounds <ul style="list-style-type: none"> Weekly maintenance Preparation for major events Annual maintenance | Y | Y | Y | Y | Inspection by Referee / Coaches Inspection by Referee / Event Manager Work parties organised by Facilities Manager | A&T Club | £500 pa | Well prepared & maintained race track and surrounds, to satisfaction of riders, officials and spectators |
| 2.2 | Complete track site re-development <ul style="list-style-type: none"> Complete external perimeter fencing Upgrade floodlights and site lighting Upgrade electricity supply Plant trees next to perimeter fencing Install guard rails on seating Install permanent flag posts Install awning to catering cabin roof Concrete pits area, with drainage Purchase additional container, for clubroom, spinning bikes storage, girls changing rooms Arrange additional car parking Replace existing containers, as necessary Install new kitchen | Y | Y | Y | Y | All works completed to Club's satisfaction | Wigan MBC, BCF, IHL, Coalfields Regeneration Trust (CRT), Sport England, Viridor, Rotary Club, A&T Miners' Welfare Club (MWC) | £50,000 | Professionally designed and constructed modern facility that meets current and future needs of the Club |
| 2.3 | Secure and maintain club sponsors, partners, advertisers <ul style="list-style-type: none"> Obtain a minimum of £1,000 pa club sponsorship, partnership, advertising | Y | Y | Y | Y | Value of sponsorship received | Local companies / organisations | £50 pa | Contribution to Club kit and travel costs |
| 2.4 | Secure and maintain match sponsors <ul style="list-style-type: none"> Obtain a minimum of £200 sponsorship per major event staged | Y | Y | Y | Y | Value of sponsorship received | Local companies / organisations | £10 pa | Contribution to Staging fee and cost of awards |

| No | Action | 2017 | 2018 | 2019 | 2020 | Measurement | Key Partners | Cost | Outcomes |
|------|---|------|------|------|------|---|---|--------|--|
| 2.5 | Secure and maintain links with local community <ul style="list-style-type: none"> Pro-actively publicise Club Staff display stands at seminars, exhibitions etc Presentations to groups / organisations | Y | Y | Y | Y | Press releases, issue of flyers, leaflets Presence at seminars, exhibitions Presentations made No. of successful links made No. of new members, users, spectators | Wigan MBC, Rotary Club, IHL Sports Development Unit (SDU), SL, WBCP, Atherton & Tyldesley Sports Association (ATSA) | £50 pa | Increased awareness of Club's activities by local community. More users, members, spectators, volunteers |
| 2.6 | Secure funding from grants <ul style="list-style-type: none"> Identify areas requiring funding Identify funding opportunities Make funding applications Deliver improvements with funding received | Y | Y | Y | Y | Development Plan Funders' websites Development Officer Reference to Funding Application | BCF, IHL, Sport England, CRT, Rotary Club, Wigan MBC, Viridor | £50 pa | Development of Club |
| 2.7 | Secure funds from fundraising initiatives <ul style="list-style-type: none"> Secure income from match day raffles, draws, football cards Secure income from other initiatives, e.g. sponsored rides, supermarket bag packing, collection tin | Y | Y | Y | Y | £100 target met £500 target met | A & T Club A & T Club, Local shops | £50 pa | Contribution to Club development |
| 2.8 | Retain Go-Ride and Clubmark status <ul style="list-style-type: none"> Complete re-accreditation process Ensure relevant posts are filled by qualified volunteers | Y | Y | Y | Y | Validation by external Sport England Assessor | BCF, Sport England | £10 pa | Quality status of club retained |
| 2.9 | Maintain Northern Regional Centre status <ul style="list-style-type: none"> Satisfy BCF of continuing suitability | Y | Y | Y | Y | Endorsement by BCF | BCF | £10 pa | Quality status of club retained |
| 2.10 | Maintain Grade 'A' International status <ul style="list-style-type: none"> Satisfy BCF of continuing suitability | Y | Y | Y | Y | Meet criteria set by BCF | BCF | £10 pa | Quality status of facilities retained |

| No | Action | 2017 | 2018 | 2019 | 2020 | Measurement | Key Partners | Cost | Outcomes |
|------|--|------|------|------|------|---|------------------------|-----------------------------|---|
| 2.11 | Promote a national or international championship <ul style="list-style-type: none"> Apply to promote a major event Promote a major event | Y | Y | Y | Y | Allocation by BCF Endorsement by BCF | BCF | £200 per event | Successful promotion of a major event to satisfaction of BCF, riders, officials, spectators |
| 2.12 | Maintain and develop website <ul style="list-style-type: none"> Renew hosting annually Update content weekly Review site layout annually Replace existing website | Y | Y | Y | Y | Continuation of website No. of visitors to website Relevance of content Ease of use, no. users | A&T Club | £1,500 to replace website | A vehicle to positively promote the club |
| 2.13 | Maintain and develop social media sites <ul style="list-style-type: none"> Update content on Facebook page Update match footage on Youtube site Post content on Twitter page Post content on Instagram page | Y | Y | Y | Y | Topicality of content No. of matches, views No. of tweets, followers No. of posts, followers | A&T Club | £50 pa | Vehicles to positively promote the club |
| 2.14 | Secure revenue from refreshment sales <ul style="list-style-type: none"> Provide match day catering Provide match day programmes Organise match day raffles / draws | Y | Y | Y | Y | Income received that is at least 100% above expenditure Income received Income received | A&T Club | £50 pa | Provision of catering that makes a contribution to Club running costs |
| 2.15 | Secure and maintain media and other publicity <ul style="list-style-type: none"> Make contact with sports reporters / website editors Issue regular press releases | Y | Y | Y | Y | Contacts developed Nos. Issued | Media, BCF, | £10 pa | Positive promotion of the Club and activities |
| 2.16 | Secure and maintain long term lease for site <ul style="list-style-type: none"> Maintain 25 years lease | Y | Y | Y | Y | Provision of lease | A&T Club, Wigan MBC | £150 pa, plus initial costs | Secures site for Club to develop facilities & activities |

OBJECTIVE 3: To maintain and purchase club equipment

| No | Action | 2017 | 2018 | 2019 | 2020 | Measurement | Key Partners | Cost | Outcomes |
|-----|--|------|------|------|------|--|---|---|---|
| 3.1 | Secure, maintain & manage club equipment <ul style="list-style-type: none"> Maintenance of track maintenance equipment (e.g. brushes, roller, hosepipe, lawnmower, strimmer) Maintenance of match day equipment (e.g. starting gates, flags, P.A. system, gazebos) Maintenance of catering equipment Maintenance of office equipment (e.g. laptop, printer, camcorder) Purchase & maintenance of defibrillator Purchase & maintenance of electronic timing system | Y | Y | Y | Y | Availability of equipment Availability of equipment Availability of equipment Availability of equipment Availability of equipment | A&T Club, IHL, Wigan Council The Deal, Brighter Borough Funds, CVS | £500 pa | Well prepared & maintained race track & equipment, to satisfaction of riders, officials and spectators |
| 3.2 | Secure, maintain & manage club kit <ul style="list-style-type: none"> Arrange purchase of racing jerseys Maintenance of club racing jerseys Arrange purchase of racing trousers Maintenance of club racing trousers Purchase of tracksuit tops, hoodies Purchase of club officials clothing Maintenance of club officials clothing | Y | Y | Y | Y | Purchase of jerseys Availability of jerseys Purchase of trousers Availability of trousers Purchase of tops Purchase of clothing Availability of clothing | A&T Club, Sponsors | £1,500 to purchase set of racing jerseys once every 3 years | Well turned out riders and officials, to satisfaction of riders, officials and spectators |
| 3.3 | Secure, maintain & manage club bikes <ul style="list-style-type: none"> Maintenance of stock of 50 club bikes, of varying sizes Maintenance of club helmets & gloves Maintenance of 8 spinning bikes Secure grants to replace equipment, as required | Y | Y | Y | Y | Availability of bikes Availability of helmets & gloves Availability of bikes Purchase of bikes | A&T Club, IHL, Wigan Council The Deal, Brighter Borough Funds,, CVS | £500 pa | Stock of well maintained bikes, helmets & gloves for use by club members, newcomers and external groups |

OBJECTIVE 4: To have qualified officials and support team

| No | Action | 2017 | 2018 | 2019 | 2020 | Measurement | Key Partners | Cost | Outcomes |
|-----|--|------|------|------|-------------|--|---|------------------------------|--|
| 4.1 | Have minimum of 4 BCF qualified Referees <ul style="list-style-type: none"> Retain referees | Y | Y | Y | Y | Availability of referees | A&T Club, BCF | £10 pa | Provision of qualified referees to officiate matches |
| 4.2 | Have minimum of 1 qualified Welfare Officer <ul style="list-style-type: none"> Retain Welfare Officer | Y | Y | Y | Y | Availability of Welfare Officer(s) | A&T Club, BCF, IHL | £10 pa | Provision of qualified Welfare Officer to ensure safeguarding within the Club |
| 4.3 | Have minimum of 4 coaches qualified as BCF Level 2 Cycle Speedway Coaches <ul style="list-style-type: none"> Complete Level 2 Cycle Speedway coaching course | | Y | Y | Y | Level 2 Cycle Speedway coaching certificate | BCF | £500 per course | Provision of more coaches to deliver planned increase in Club activities |
| 4.4 | Have minimum of 6 volunteers qualified in first aid <ul style="list-style-type: none"> Renew first aid qualification | Y | Y | Y | Y | First Aid certificate | IHL, Greater Sport | £50 per course every 3 years | Retention of qualified first aiders to deliver activities |
| 4.5 | Utilise sports coaches to undertake outreach work <ul style="list-style-type: none"> Develop links with coaching agencies Recruit 6 sports coaches to deliver coaching programme Coaches to deliver sessions in schools and at track during weekdays | | | | Y Y Y | No. of contacts No. of coaches recruited No. of sessions delivered | BCF, IHL, Wigan & Leigh College, SL, Active Synergy | £5,000 pa | Increased numbers & levels of participation in club activities |
| 4.6 | Recruit specialists e.g. psychologist, nutritionist, physiotherapist, masseur, physiologist, mechanic, analyst <ul style="list-style-type: none"> Develop links with specialist agencies Recruit 1 new specialist pa to support Club as available | | | | Y Y | No. of contacts No. of specialists recruited | Bolton University Salford University BCF, Wigan & Leigh College, SL, Active Synergy | £1,000 pa | Provision of specialist support to improve cyclists' performance & reduce injuries |

OBJECTIVE 5: To maintain and develop links with local schools / clubs / organisations

| No | Action | 2017 | 2018 | 2019 | 2020 | Measurement | Key Partners | Cost | Outcomes |
|-----|--|------|------|------|------|---|-------------------------|--------|---|
| 5.1 | Develop / maintain links with local high schools <ul style="list-style-type: none"> Contact with Heads of P.E. Run taster sessions at school or at track Secure and maintain new Satellite Club link | Y | Y | Y | Y | No. contacts made No. sessions held No. sessions held | Schools, BCF, IHL | £50 pa | Expansion of Club's networks, to raise awareness of Club's activities. Increased no. of members, users. |
| 5.2 | Develop / maintain links with local primary schools (via ATSA) <ul style="list-style-type: none"> Contact with ATSA organiser Run taster session at track Organise ATSA inter schools competition at track | Y | Y | Y | Y | No. contacts made No. sessions held No. competitors | Schools, BCF, IHL, ATSA | £50 pa | Expansion of Club's networks, to raise awareness of Club's activities. Increased no. of members, users.. |
| 5.3 | Develop / maintain links with cycling clubs / organisations (e.g. Singletrack MTB, Mid-Lancs BMX, Bolton Hot Wheels CC, North Cheshire Clarion CC, Scouts, Manchester Velodrome) <ul style="list-style-type: none"> Contact with Club officials Run taster sessions at track Club riders to participate in other disciplines, either as tasters or competition | Y | Y | Y | Y | No. contacts made No. sessions held No. events attended | Clubs, Organisations | £50 pa | Expansion of Club's networks, to raise awareness of Club's activities. Increased no. of members, users. Our members to experience other cycling disciplines |
| 5.4 | Stage Cycle Speedway Coaching / Activity Days in conjunction with: British Cycling Holiday Programmes; North West Go-Ride Cycling Clubs; Cycling Development North West <ul style="list-style-type: none"> Contact with Organisers Run taster sessions at track Organise North West Youth League round at track | Y | Y | Y | Y | No. contacts made No. sessions held No. competitors | BCF | £20 pa | Expansion of Club's networks, to raise awareness of Club's activities. Increased no. of members, users. |

| No | Action | 2017 | 2018 | 2019 | 2020 | Measurement | Key Partners | Cost | Outcomes |
|-----|---|------|------|------|------|--|--|--------|---|
| 5.5 | Develop / maintain links with Inspiring Healthy Lifestyles to increase usage of track & surrounding areas by other groups, e.g. disability cycling, local schools <ul style="list-style-type: none"> • Contact with IHL officials • Run taster sessions at track • Run leisure rides in surrounding areas • Holiday programmes • Organise Women on Wheels event | Y | Y | Y | Y | No. contacts made No. sessions held No. rides held No. of schools formally linked Attendance at trials & competition | IHL | £20 pa | Expansion of Club's networks, to raise awareness of Club's activities. Increased no. of members, users, school links. |
| 5.6 | Develop / maintain links with other organisations, to enable usage by our members of their facilities (Howe Bridge Leisure Centre, Pelican Centre, Leigh Spinners Mill) <ul style="list-style-type: none"> • Contact with officials • Training sessions at venue • Storage of equipment at venue | Y | Y | Y | Y | No. contacts made No. sessions held No. items stored | IHL, Pelican Centre, Leigh Spinners Mill | £50 pa | Expansion of Club's networks, to enable our members to use other local facilities, to complement ours. |

OBJECTIVE 6: To recruit, retain and develop riding club members

| No | Action | 2017 | 2018 | 2019 | 2020 | Measurement | Key Partners | Cost | Outcomes |
|-----|--|------|------|------|------|--|---------------------------------------|-----------|---|
| 6.1 | Recruit new riders and retain existing riders <ul style="list-style-type: none"> Increase riders attending club training sessions Increase number of riders registered as club members | Y | Y | Y | Y | Aggregate numbers in training register Number of club members | IHL, Schools, BCF, A&T, Cycling Clubs | £50 pa | Raise club profile. Increase membership levels each year |
| 6.2 | Stage club activities at Gin Pit <ul style="list-style-type: none"> Organise activities at Gin Pit to cater primarily for new and young riders (Go-Ride Grands Prix, A&T League) Increase nos. of riders competing | Y | Y | Y | Y | Provision of competition Aggregate numbers competing | IHL, Schools, BCF, A&T, Cycling Clubs | £50 pa | Raise club profile. Increase no. of competitors each year. Development of racing strength |
| 6.3 | Compete in Manchester League <ul style="list-style-type: none"> Club riders to compete in events (senior & junior categories) Increase nos. of riders competing | Y | Y | Y | Y | Final ML table Aggregate numbers competing | A&T Club | £200 pa | Raise club profile. Increase no. of competitors each year. Development of racing strength |
| 6.4 | Compete in North & Scotland League <ul style="list-style-type: none"> Enter teams to fulfil fixtures & be competitive (1st, 2nd & 3rd teams) Enter teams in Fours & Junior Leagues Increase nos. of riders competing | Y | Y | Y | Y | Final NL table Final tables Aggregate numbers competing | A&T Club | £500 pa | Raise club profile. Increase no. of competitors each year. Development of racing strength |
| 6.5 | Compete in British Youth & Junior League <ul style="list-style-type: none"> Club riders to compete in events (junior categories) Increase nos. of riders competing | Y | Y | Y | Y | Final BYJL table Aggregate numbers competing | A&T Club | £1,000 pa | Raise club profile. Increase no. of competitors each year. Development of racing strength |
| 6.6 | Win a local junior team competition <ul style="list-style-type: none"> Club to win a Manchester League junior competition | Y | Y | Y | Y | Final results | A&T Club | £50 pa | Raise club profile. Final result reflects an improved Club |

| No | Action | 2017 | 2018 | 2019 | 2020 | Measurement | Key Partners | Cost | Outcomes |
|------|--|------|------|------|------|---|--------------------|---------|---|
| 6.7 | Win a local senior team competition <ul style="list-style-type: none"> Club to win a Manchester League senior competition | | | Y | Y | Final results | A&T Club | £50 pa | Raise club profile. Final result reflects an improved Club |
| 6.8 | Win a regional junior team competition <ul style="list-style-type: none"> Club to win a North & Scotland League junior competition | Y | Y | Y | Y | Final results | A&T Club | £50 pa | Raise club profile. Final result reflects an improved Club |
| 6.9 | Win a regional senior team competition <ul style="list-style-type: none"> Club to win a North & Scotland League senior competition | Y | Y | Y | Y | Final results | A&T Club | £50 pa | Raise club profile. Final result reflects an improved Club |
| 6.10 | Win a national junior team competition <ul style="list-style-type: none"> Club to win a British junior competition | | | | Y | Final results | A&T Club | £100 pa | Raise club profile. Final result reflects an improved Club |
| 6.11 | Win a national senior team competition <ul style="list-style-type: none"> Club to win a British senior competition | | Y | Y | Y | Final results | A&T Club | £100 pa | Raise club profile. Final result reflects an improved Club |
| 6.12 | Finish in the top 8 of the British Club Championships <ul style="list-style-type: none"> Compete in a minimum of 4 categories | | Y | Y | Y | Final BCC table | A&T Club | £500 pa | Raise club profile. Final result reflects a stronger Club |
| 6.13 | Develop Women's racing <ul style="list-style-type: none"> Support our members racing in British Women's League Establish Women's and Girls' teams within the Club | Y | Y | Y | Y | No. members competing No. events contested | IHL, A&T Club, BCF | £50 pa | Raise club profile. More inclusive club by increasing no. of women/ girls competing |
| 6.14 | Compete in Regional Test Team matches <ul style="list-style-type: none"> Support our members racing in Battle of Britain matches Increase number of members selected for North & Scotland teams | Y | Y | Y | Y | No. members competing | A&T Club | £50 pa | Raise club profile. Development of our members by racing at a higher level |
| 6.15 | Compete in British Championships <ul style="list-style-type: none"> Support our members racing in British Championship events | Y | Y | Y | Y | No. members competing and medals won | A&T Club | £50 pa | Raise club profile. Development of our members by racing at a higher level |

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|------|--|---|---|---|---|--------------------------------------|---------------|---------|---|
| 6.16 | Compete in International Championships <ul style="list-style-type: none"> Support our members racing in World and European Championship events | Y | Y | Y | Y | No. members competing and medals won | A&T Club | £500 pa | Raise club profile. Development of our members by racing at a higher level |
| 6.17 | Develop Leisure Off Road Section <ul style="list-style-type: none"> Organise leisure off road rides Increase number of members | Y | Y | Y | Y | No. rides held No. members | IHL, A&T Club | £50 pa | Raise club profile. Increase membership levels |
| 6.18 | Develop Leisure Road Section <ul style="list-style-type: none"> Organise leisure off road rides Increase number of members | Y | Y | Y | Y | No. rides held No. members | IHL, A&T Club | £50 pa | Raise club profile. Increase membership levels |
| 6.19 | Compete in other Cycling Disciplines <ul style="list-style-type: none"> Encourage our members to compete in other cycling disciplines (e.g. cyclo-cross, closed circuit, track races) wearing A&T club colours | | Y | Y | Y | No. members competing | A&T Club, BCF | £10 pa | Raise club profile. Development of our members by racing in different cycling disciplines |

Author – Mike Hack.

Date of Last Update – 26/03/20