

Club Action Plan

Club Development is essential for all clubs to consider. It helps the club to be proactive and plan for their future. It grows the sport naturally from the bottom up and makes sure that Touch in Scotland exists for years to come. By adopting a development focused culture a club can ensure they consider the elements necessary to the clubs growth and expansion. It helps clubs identify challenges in advance and therefore plan action to avoid getting into difficulty in the first place. On a more general level, all businesses and services should plan to run and manage their activities effectively.

The STA Club Development Programme is a commitment; - a commitment to holistically and genuinely grow the sport. It requires volunteers from the club to look at the full spectrum of activities that should be organised by clubs and asks you to develop these activities. It is challenging and will require support and dedication by all it's members.

This action plan is designed to assist clubs put the necessary building blocks in place. These are across three main areas, Youth Development, Management Structures and Senior Activity. It is meant to be a basic action plan, to help clubs ensure they have effective structures in place that can be built upon in years to come. To use this action plan effectively, clubs should go through the plan in a committee or general club meeting:

- Agree the actions to be undertaken (WHAT)
- Identify the Who, Where, When areas
- Identify costs involved
- Share the plan within the club
- Ask people to take responsibility for small areas
- Link with your RA for help with training, funding and identify common regional themes which can be tackled on an area basis with other clubs

Clubs should work through the plan across a year. It can be added to as new and different opportunities arise. Support for implementing the plan is available through the STA or certain Local Authority Sport Development or Club Development officers. RA's should also be providing a certain level of support to clubs in return for their affiliation fee.



Management Structures

Aim	What	Who	Where	When	Cost	Evaluation
Ensure club is properly constituted	<ul style="list-style-type: none"> Obtain copy of sample STA constitution Either adapt existing or adopt STA version at AGM 					
Ensure all committee roles are defined and filled	<ul style="list-style-type: none"> Identify roles required (STA Dev Strategy) Agree roles and job descriptions Identify volunteer for each role Conduct induction for each role (STA support from Development Director) Identify succession procedure for club 					
Adopt and Implement appropriate Child Protection Policy and procedures	<ul style="list-style-type: none"> Obtain copy of STA templates Discuss at committee meeting Adopt Implement procedures – player registration and checking of volunteers, coaches 					
Access Funding for Youth	<ul style="list-style-type: none"> Apply to local authority Awards for All Grant 					

	<ul style="list-style-type: none"> • Apply to STA Legacy monies 					
Plan for the Future	<ul style="list-style-type: none"> • Hold consultation meetings for all club members • Develop a three year development plan • Consult with members externally • Develop a one year specific action plan • Liaise with your RA and STA Development Strategy targets • Develop a membership scheme with benefits for age-graded sections 					
Maintain accurate records	<ul style="list-style-type: none"> • Identify a treasurer and secretary • Manage accounts • Keep minutes of meetings 					

Youth Development

Aim	What	Who	Where	When	Costs	Evaluation
Provide weekly training sessions for juniors	<ul style="list-style-type: none"> • Access equipment • Identify venue and times • Book facilities 					
Ensure quality junior sessions are run	<ul style="list-style-type: none"> • Identify qualified coaches • Plan season of activity to ensure progression • Evaluate each session • Identify assistant coaches (parents, Master level players) • Link with RA's for coach education and training opps 					
Provide information about the club to players and parents	<ul style="list-style-type: none"> • Adapt STA Parent Welcome Pack for club • Adapt STA Player Welcome pack for club • Ensure distributed to all 					
Gather information about participants	<ul style="list-style-type: none"> • Develop a club registration process • Ensure all young people complete registration form 					
Advertise Youth Section and sessions	<ul style="list-style-type: none"> • Develop posters and flyers for sessions • Distribute to club cluster schools 					

	<ul style="list-style-type: none"> • Develop a small marketing plan incorporating annual sports events you can target for distribution and give out information 					
Involve parents in the club	<ul style="list-style-type: none"> • Make part of condition of club membership • Identify person for managing parents • Develop parent rota • Implement 					
Organise social activity once a term	<ul style="list-style-type: none"> • Identify date • Identify activity • Organise • Advertise 					
Communicate regularly with all members	<ul style="list-style-type: none"> • Develop a newsletter or communication system – facebook page etc • Identify children’s rota to collate information and produce newsletter/blurb for Facebook/photos 					

Senior Activity

Aim	What	Who	Where	When	Cost	Evaluation
Provide training for all members	<ul style="list-style-type: none"> Identify venue and time Identify coaches Advertise Link with RA for Regional training and opportunities 					
Attract new members	<ul style="list-style-type: none"> Develop promotional material Distribute to appropriate venues and leagues/websites facebook Develop welcome pack 					
Enter appropriate competitions	<ul style="list-style-type: none"> Pre season Season Off season training 					
Organise Volunteer system or Mentor scheme for continued club development	<ul style="list-style-type: none"> Develop Volunteer policy (adopt STA policy) Develop scheme to attract and retain past players as coaches and mentors Advertise scheme to parents, Master level players Benefits system/rewards 					
Organise Social Activities	<ul style="list-style-type: none"> Identify what is appropriate Consult on dates Organise 					