



## Creating a Club Development Plan

A club development plan is an important asset to help a club plan for the future. It is a strategic document that allows your club to plan for the short, medium and long term. This ever-evolving document will continually develop alongside your club.

Below are some tips to help you and your club to create a bespoke club development plan.

### 1. Who?

Think about who should be involved in the process of creating a club development plan. Most clubs will involve their committee but also include some other members who have expertise in certain subjects. For example, a parent of a member might work in marketing and be useful to the club.

The planning committee should consult with:

- Existing members of the club
- Coaches in the club
- Parents of youth members
- Staff from the Irish FA (Club Development Officer, Volunteer Development Officer or Regional Grassroots Development Officer)
- Local authority sports development staff

### 2. Current landscape

Before sitting down to write the club development plan your group will find it useful to conduct a SWOT Analysis.

A SWOT analysis is a useful tool to understand the strengths, weaknesses, opportunities and threats of your football club.

**Strengths:** What unique selling point does your club have? What makes it stand out from the crowd?

**Weaknesses:** What can you improve as a club?

**Opportunities:** What good opportunities can you identify? Try to be realistic and consider the resources/budget that you have available.

**Threats:** What obstacles do you face?

After conducting the SWOT analysis, speak to club members about it whether through meetings or in informal one-to-one chats. You may also want to speak to someone from the Irish FA, Sport NI or local authority sports development staff to get some feedback.

### 3. Where do you want to go?

In our Irish FA club development plan template we have a section on club vision. Your vision is what you want the club to look like, i.e., 'A club that provides playing opportunities to males and females of all ages and all abilities'.

Try and keep these objectives realistic. In our club development plan we have broken it down into:

- Volunteer development
- Club development
- Facility development
- Participation
- Coach development
- Marketing

This will allow you to keep your objectives specific, measurable, achievable, realistic and timed.

When writing the plan, review the SWOT analysis, the breakdown of people that you have in the club and the vision for the future. This will help you shape the future of your club.

### 4. Regularly review

As mentioned previously the club development plan is an ever-evolving document as many things will change over time.

It is important as a club that this document doesn't just sit on a shelf or in a computer folder after it is complete, but is shared throughout your club. Organisations are more successful when everyone knows where they are going and how they are going to get there.

Bring out your club development plan at committee meetings so you can track your progress and identify if you need to amend anything.

