

DMVAC – Club Development Plan: for presentation to AGM – 21 March 2019

1. Our Aims

We aspire to be a highly regarded, socially inclusive community athletics club, with a strong competitive edge.

We are a membership-based club and our principal aim is to enable our members to gain the maximum enjoyment from athletics and running in a safe and healthy environment.

2. Background

We recognise that the way people participate in outdoor sports is changing and, in order to maintain a vibrant and growing membership, the club will strive to keep abreast of this evolving landscape using our members' skills and experience to enhance the club's offer.

We acknowledge that people participate in athletics/running for many reasons and the club will cater to these varying aspirations be they social, fun running or competing at local, regional or national levels.

3. Areas to focus on

We have identified five key areas on which to focus.

a. Membership satisfaction

We are an athletics club that is run by members for the benefit of our members. We therefore want to:

- Improve the way that the club meets the needs of its members so that we achieve a membership retention rate of over 90% whilst continuing to attract new members to maintain the overall membership level
- Use a range of platforms to improve communication to club members and members of the wider running community so that everyone is kept up to date with training sessions, events and what's going on
- Increase the number of club members who support the club by taking on volunteer roles, whether it's in a coaching capacity, leading runs during the week, managing junior and senior teams, helping at social events or getting involved in the management of the club through a role on the Club Committee
- Increase the opportunities for members to run with the club by adding additional club supported runs

b. Coaching

The club will develop a structured training system that will encourage and enable members to improve their skills at whatever level they are. Coaching sessions will be available to all members of the club and address the full range of needs be they competitive or "social" in nature. We therefore want to:

- Increase the qualified coaching capacity in the club to support all levels and ages
- Encourage more people to volunteer to support the qualified coaches in the club for example by taking running leader courses, specialising in specific disciplines (eg trail running, track athletics), qualifying as first-aiders and match officials, etc.

c. Competitions

Many of our members enjoy the team spirit and competitive element of being in events, and as a club we take pride in being competitive. We therefore want to:

- Increase participation across the club in events funded by the club
- Become consistent winners of the MABAC league
- Become firmly established (consistent top half finish) in Div 2 of the Surrey cross-country league for both ladies and men within 3 years
- Increase our individual and team success in County competitions (Sportshall, cross-country, Track & Field)

d. Events

We are very proud of the athletics events that we organise. We therefore want to:

- Continue to host a successful (in terms of the quality of event and the financial contribution to the club) Dorking Tens event
- Continue to organise successful “internal” events such as the Club Handicap series

e. Social

For many of our members, the reason they join a club is for the social aspect of running. We therefore want to:

- Increase the number of people participating in social running organised by the Club, e.g. Ranmore runs
- Increase the number of people attending club training sessions
- Increase the number of social events

4. Next Steps

The above has been developed by the Club Committee and further refined following feedback from a number of club members.

The next steps are the following:

- Presentation of Development Plan at the Club AGM in March 2019
- Review by the Club Committee of specific activities required to progress the priority areas identified above
- Review of responsibilities within the Club Committee to ensure progression of priority areas