

Club Development Plan (2016-17)

SWIMMING CLUB

CLUB BACKGROUND AND INTRODUCTION

We're the type of swim team who has become known nationally and internationally! Our swimming team has progressed magnificently over the past few years, winning more BUCS points and medals than ever before. getting more swimmers to British Nationals and increasing the number of recreation swimmers. The club is open to all competent swimmers and provides coached sessions for every level.

The club is made up of over one hundred members split into three squads, performance, competitive and recreational, containing approximately 15%, 25% and 60% of the members respectively. Two paid coaches run the performance and competitive squads, the recreational squad is led by a group of volunteer coaches.

The competitive squads compete in competitions ranging from BUCS to Olympic trials. The recreational squad attend friendly competitions in Karlsruhe Germany and at Exeter university each year.

CLUB VISION

A picture of the club's desired future or where the Club wants to be.

A high quality club who maximise the potential of both students swimming competitively and recreationally.

CLUB S.W.O.T ANALYSIS

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Strong recreational squad• Strong BUCS team• Good volunteering structure• Very open and accepting club	<ul style="list-style-type: none">• Limited progression through the club• Poor link between squads
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Make better use of the club website• More socials	<ul style="list-style-type: none">• Loss of long term coach• Poor committee handover

Aim

To manage the club in an effective and efficient manner

Objective

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| <ul style="list-style-type: none">• To provide a structure plan for transitioning between squads• To increase the number of socials | <ul style="list-style-type: none">• Improve link between squads |
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Action Plan

Objective (what needs done)	How (how you intend to achieve objective)	Who (responsibility)	When (timescale)	Finance (cost - if any)	Completion (month & year completed)
Provide a structure plan for transition between squad	Work with paid coaches to allow swimmers to attend some training with higher squad to promote swimmer development	Chair and Captains	By March 2017	None	<i>To be added on completion</i>
Increase number of socials	Active social secretary	Social Secretary	By October 2016	None	<i>To be added on completion</i>
Improve link between squads	Inter-squad competitions Increase number of socials	Recreational squad captain Social secretary	By December 2016	None	<i>To be added on completion</i>

PRIORITIES FOR THE YEAR

- *Objectives listed above*