



## Club Development Plan

A club Development Plan is designed to align club leaders in what they aim to achieve over a certain period of time (Usually 12 months). The following 9 key areas have been identified as vital factors contributing to a club's ability to develop in a sustainable manner and will be referred to throughout the development of the plan.

1. Engagement of young people
2. Appropriate and accessible formal participation opportunities
3. Informal opportunities to play the sport
4. Women & Girls profile
5. Volunteers - supported and engaged network of volunteers
6. Coaches - more and better skilled coaches
7. Officials - more and better skilled officials
8. Talent system
9. Equity, diversity & inclusion

The template has been designed to not only help clubs identify priority areas, but also provide Basketball England with information that will assist them in supporting clubs and volunteers out on the ground.

## Club Overview

Club Name

Purpose of the Club (Mission Statement)

Financial Position

Briefly summarise your club's financial position

Key achievements over the past 12 months

1. E.g.: Adult social competition was launched
2. \_\_\_\_\_

Issues faced over the last 12 months

1. E.g. - Junior memberships declined
2. \_\_\_\_\_

## Current Members

Total Members	Current	2025 Goal
Seniors		
Juniors (Under 18's)		
Total		

Total Members	Current	2025 Goal
Male		
Female		
Total		

## **Participation Activities**

### **Formal**

What leagues and competitions is your club involved in? (NBL, Local League, Bucs)

How many Teams do you aim to have in these competitions in 2024?

### **Informal**

What informal participation opportunities does your club offer? (Social Basketball, Court Hire)

### **Junior**

Does your club run any programs for kids aged 5-12?

### **Female**

What participation opportunities does your club offer for girls/females?

**Goals & Objectives - Use the below table to list the goals and objectives you would like to meet as a club** (We recommend clubs pick 3 of the following topics: Young People Engagement, Informal Opportunities to play the sport, Women's and Girls Profile, Volunteers, Coaches, Officials, Talent System & Equity, Diversity & Inclusion)

Focus Area	Aims	Actions	Timescales	Responsibility	Resource	Success Measures
E.G: Engagement of Young People						
E: G: Informal Opportunities to play the sport						

Swot Analysis	
Strengths (what we do well)	<p>Examples:</p> <ul style="list-style-type: none"> <li>• Strong volunteer workforce</li> </ul>
Weaknesses (what we could improve)	<ul style="list-style-type: none"> <li>• Limited finances to support the development of our organisation</li> <li>• Limited social media following and promotion of our activities</li> </ul>
Opportunities (chances to improve)	<ul style="list-style-type: none"> <li>• Attract participants, members and volunteers from different backgrounds</li> <li>• Create more partnerships with local organisations to raise awareness of our offer</li> </ul>
Threats (things that could impact our offer or delivery)	<ul style="list-style-type: none"> <li>• Tenure leased facility expiring in 18 months</li> <li>• Cost of living (decrease in disposable incomes)</li> <li>• Increased costs for the organisation (energy and consumables)</li> </ul>