



Development plan

PHOENIX FLYERS AC

Club Ethos

The club has been created to provide structured training for a mixed group of athletes who were formally part of Chester-le-Street & District AC. The group is a mix of young athletes, some of which are active competitors in local and regional competition, plus some young athletes who train for fitness and fun. We also have some Adult athletes who are also a mix of competitive athletes and those who train for fitness.

The club trains twice per week at Framwellgate School in Durham (Tuesday & Thursday evenings) and our aim is to grow in partnership with the school and the local community on the North side of Durham City.

Our vision is to gain success and grow our reputation through active engagement with the local community, delivering fitness, wellbeing and strong athlete satisfaction. Our club has a strong family orientation and we focus on personal fitness as well as developing talented young athletes.

To achieve this, we will develop athletes through the Athletics 365 program with our experienced coaches and coaching assistants. We will identify and nurture talent whilst promoting fitness/wellbeing and integrity. We will celebrate success via personal best performances as well as competition medals and club achievements. We will also promote a sense of belonging in a supportive club framework giving equal opportunity to all.

We have already coached an athlete to National Transplant Games success and developed a young athlete who suffers from OCD into a confident athlete who has competed for her county and medalled at the North East Championships.

We are creating a strong club, with an active group of coaches and committee members who have created clear Vision, Values & Mission statements to support the running of the club. We want an open and honest club that's committed to its members and the community that we live and train in.

Membership and Volunteers

The club will be starting with a membership of around 30 athletes and our aim is to increase the membership and work towards achieving the Clubmark accreditation. Clubmark is a nationally recognised accreditation programme to show that the club operates at a high standard, allowing us to have a safe, effective and member



friendly club environment. The five key areas of the accreditation scheme include; Club Management, Duty of Care & Welfare, Sports Equity & Ethics and Coaching & Competition Programmes.

To achieve this accreditation, the club has an active group of volunteers to provide a forward looking committee that will drive the direction of the club.

Coaches and Officials

Our plan is to have sufficient numbers of qualified and active coaches so that we can work across all age groups and disciplines, which is critical to the club's future existence, growth and success. Without qualified and active coaches, the club would be unable to operate or deliver quality coaching to our members. Phoenix Flyers AC is committed to ensuring all coaches and officials are encouraged and supported to enhance their knowledge, skills and experience and actively seeks out funding and development opportunities to achieve this. Parents, guardians and young athletes are encouraged to get involved in the club's activities and we are committed to introducing a strategic and structured approach to achieve this in the future.

The table below shows an audit of the number of active coaches, coaching assistants and officials currently supporting the club :-

Coaching Volunteers		Qualification
Frank	Stephenson	Athletics Coach
Mark	Ellis	Athletics Coach
Louise	McLellan	Coaching Assistant
Steven	Foster	Coaching Assistant
Michael	Keogh	Coaching Assistant

Officials		Qualification
Mark	Ellis	Level 2 – Field
Dominic	Ellis	Level 3 - Track

Our group has developed the coaching volunteers at our previous club over a number of years and we aim to grow the number of volunteers available at the club and they can follow the England Athletics coaching pathway to suit their personal aspirations on how they wish to develop their coaching careers.

Club Management

The club is managed by a volunteer management committee of 9 that will meet at least 10 times in a calendar year and is elected at the annual AGM. The committee comprises :-



Chair	Frank Stephenson
Secretary	Mark Ellis
Treasurer	Gillian Kemp
Membership Secretary	Gillian Kemp/Mark Ellis
Welfare Officer (Female)	Samantha Keogh
Welfare Officer (Male)	Steven Foster
Procedures & Protocol Officer	Liam Kemp
Social Media Secretary	Tracey Matheson-Smith
Coaching Co-ordinator	Steven Foster

Club Development Plan

The club committee have created a Development Plan that aims to ensure that there is a strategic and planned approach to the future growth and development of the club. The plan is anchored around 6 P's – Participation, Performance, People, Provision, Partnership and Promotion. We want our club to grow and become a vibrant part of the local community so that we can increase participation in our sport as well as improve performance for our athletes.

Creating the plan will ensure that the club is effectively managed, and it will allow us to grow over time and give us targets to achieve and aspire too. The plan will be reviewed on a regular basis and our progress reported to members, parents/guardians and our key partners. Equally, the plan has to be realistic and adaptable to cope with the changes of a developing club.

Our Vision:

A welcoming family friendly athletics club for the North Durham community

Our Key Objectives:

Participation

- Encouraging our local community to take part in athletics, regardless of their age or level of ability
- Ensure our membership is representative of the local community
- Ensure the club has non-athletic activities to support integration and club cohesion

Performance

- Improving the performance levels of the club athletes within local, regional and national competitions
- Support and encourage our athletes with potential to achieve at regional and national events



People

- Increase the number of qualified coaches and officials actively involved in the club as well as volunteer roles
- The club will be open to all members of the community, regardless of age or ability

Partnership

- We want to work with principally with Framwellgate School (our training venue) to create a partnership to develop their athletes and encourage participation from children within the school
- The plan, in time, as the club grows, then expand to other local schools in the local area
- Work in partnership with England Athletics and County Durham Sport in order to realise the club vision

Provision

- Ensure our club is governed effectively
- Implement nationally recognised policies and procedures that ensure the welfare of club members
- Enable access to the resources we need to expand and develop our club
- Ensure that training and club facilities meet the needs of our members

Promotion

- Create an attractive for the club and to raise awareness of the club to members, parents/guardians, local schools and the local community



Project		Delivery	Outcome	Lead	Time scale	Targets			Cost	Priority (Red/ Amber/ Green)
I.e. What?		i.e. How?	i.e. Impact on club environment?	i.e. who?	i.e. 12 months or 3 months (Dec-Feb)?	<u>1</u> How many will benefit from project (Total)? <u>2</u> How many will benefit within the club environment? <u>3</u> How many coaches will benefit from project?			Cost of project	<u>Green – High priority</u> <u>Amber- Medium priority</u> <u>Red- Low Priority</u>
						1	2	3		
1.	Create an effective Club Management Structure	a) Use the Development Plan as the key driver for Club Management and Development b) Review the structure of the Club and identify any key gaps or change required with meeting structure c) Organise annual planning meeting for the Club to ensure full club support	Create a positive environment and transparent structure to ensure that everyone feels involved	Chair & Club Committee	12 months	30	30	2		
2	Maintain & develop facilities for the Club	a) Work with Framwellgate School to develop the existing track facility as there's no long jump pit or throws area b) Ensure training continues at alternative locations for specialist events when required	Continue to develop the club's athletes	Chair & Secretary	18 months	30	30	2	Unknown	
3	Ensure robust Welfare/Child Protection procedures are in place	a) Ensure Club Welfare Officers have attended suitable training – Time To Listen b) Ensure all Club Coaches, Coaching Assistants and Volunteers have attended a Child Protection Course c) Ensure the Club Welfare Policy, procedures and contacts are on the website and in the Club Welcome Booklet d) Ensure all Volunteers have relevant DBS checks	Ensure that we have a safe environment for our young athletes and that our coaches have the highest standards of training and latest information	Club Committee & Welfare Officers	6 months	30	30	5	Up to £200	
4	Develop Club Financial procedures and structures to fulfil our Development Plan	a) Identify grants and sponsorship funding b) Work with England Athletics to find available funding	Allow us to improve the facilities available to the Club which will help us to further develop our athletes	Club Treasurer	12 months	30	30	5		



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5	Create marketing materials and opportunities for the Club	<ul style="list-style-type: none"> a) Produce social media outlets for the Club on Facebook, Twitter & Instagram b) Create a club website to provide information on the Club, events and results c) Produce promotional material to be distributed to local schools d) Produce parent/guardian/member welcome pack with all key club details 	Help the Club to grow and achieve our goal to connect with the local community and engage with our partner school	Social Media Officer & Club Committee	1 month 2 months 3 months 1 month				£600	
6	Provide Coaching opportunities for all athletes of all abilities	<ul style="list-style-type: none"> a) Ensure that a Coaching Structure is in place for all athletes b) Create induction and assessment sessions for new members 	Ensure that all athletes have the equal chance to train and progress to the best of their ability and ambitions	Club Committee and Coach Co-ordinator	1 month 2 months					
7	Ensure that coaching and competition pathway operates effectively	Clear athlete and coaching pathway available for all members	Ensure that all athletes have the equal chance to train and progress to the best of their ability and ambitions	Club Committee and Coach Co-ordinator	3 months	30	30			
8	Support developing athletes into regional events	Provide information and coaching support to athletes throughout the Club	Ensure that all athletes have the equal chance to train and progress to the best of their ability and ambitions	Club Committee and Coach Co-ordinator	6 months	30	30			
9	Provide competition at all levels	<ul style="list-style-type: none"> a) Establish links with the North East Harrier League for Cross Country competition for Winter 2018/2019 b) Establish links with North East Counties Athletics Association with the aim to take part in the North East Youth Development League from 2019 c) Ensure athletes are prepared for competition & parents/guardians know what to expect d) Ensure we have the support structure for our athletes at competitions, including team management 	Ensure that all athletes have the equal chance to train and progress to the best of their ability and ambitions	Club Committee, Coach Co-ordinator and Coaches	3 months	30	30			
10	Create Coach Development Pathway	<ul style="list-style-type: none"> a) Encourage Coaching Assistants to take Athletics Coach course b) Encourage Coaches and Coaching Assistants to take part in additional coaching courses and seminars 	Develop the Coaching talent within the Club	Club Committee	6 months			5		
11	Create a system for recruiting, retaining and recognising volunteers	<ul style="list-style-type: none"> a) Recruit volunteers from existing parents group b) Hold at least two social events per year for Club volunteers 	Develop the Volunteer talent within the Club which in turn benefits the time for Coaches to further develop our	Club Committee	12 months	30	30	5	£500	



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ACCREDITED CLUB

		c) Hold an annual awards night for Club members and include awards for Club volunteers	athletes.							
12	Provide two open parents evenings per year	Encourage all new members to attend with their parents on how the club is developing, what to expect, answer any questions and to get feedback	Provide information to new members to make them feel welcome and part of the Club	Club Committee	12 months				£100	
13	Support coaches and officials in the Club to develop their experience and knowledge	a) Signpost coaches to education opportunities locally and regionally b) Introduce an informal mentoring programme where experienced coaches can support newer coaches c) Identify funding to support coaches and officials to access further education	Develop the Volunteer talent within the Club which in turn benefits the time for Coaches to further develop our athletes.	Club Committee	9 months	30	30	5	£500	
14	Enhance the coaching structure in the Club	a) Hold regular coaching meetings b) Place the clubs coaching structure on the website	Develop the Volunteer talent within the Club which in turn benefits the time for Coaches to further develop our athletes.	Club Committee	3 months	30	30	5		
15	Coach Development	Increase coaching staff from 5 to a minimum of 6 by May 2019: a) Sponsorship of at least one existing member to obtain their Coaching Assistant qualification b) Attendance of EA local coach development workshops c) Attendance of Event Specialism workshops d) Target former coaches who may be interested in returning to the sport e) All coaching staff to attain first aid training	Develop the Volunteer talent within the Club which in turn benefits the time for Coaches to further develop our athletes.	Club Committee	12 months 8 months 18 months 12 months 12 months					
16	Introduce Come & Try Events in partnership with Framwellgate School and other local schools	Invite pupils via school contacts and social media, plus we also participate in sessions to include participation in Sportshall events etc	Encourage new athletes to the Club and develop partnership links within our local community	Club Committee & Coaches	12 months					
17	Work in partnership with key agencies	a) Regularly attend and participate in local athletics partnership b) Link with England Athletics regional club co-ordinators to help achieve development plan c) Achieve Clubmark status	Develop the club to the best of our ability so that we can provide equal opportunities to all athletes, regardless of their age or ability	Club Committee & Coaches	12 months	30	30	5		
TOTAL										