

Fry's Hockey Club 3 Year Development Plan

Following the 2007 AGM the executive committee felt that the club needed a clear and shared vision that all of us can take part in and help to grow and develop the club for the future.

The plan is due to run until the start of the 2010 season this is in order to ensure that whoever takes on the role of chair from the season beginning 2009/10 has a base to work from and develop the club even further.

In order to make this happen the executive committee need your support to allow us to deliver the plan and your physical support in terms of participation.

We do understand this may seem a rather different and formal style of running Fry's Hockey Club, however we truly believe this is the best way forward. What we won't forget is that hockey is fun and we are all here to enjoy ourselves!

We do hope we can count on your support to make Fry's Hockey Club a leading club in the region both on and off the field.

If you have any questions about this plan please contact in the first instance James Clifford on 07795270301 or jamesclifford601@btinternet.com



Mission

To provide competitive and non competitive hockey opportunities to the community in and around Keynsham.

Vision

To develop all teams and individuals to be able play and compete at the sport of hockey to their personal highest ability.

3 year plan objectives

- To increase membership number by 10% year on year – with the membership being 140 people by the beginning of season 2010/11
- To launch teams for age groups u11, u12, u13 which are able to play in their respective regional structures
- To offer Zone (or some other form of accessible hockey) regularly each season by the season 2010/11
- To have two level 2 coaches by season 2010/11
- To have 10 level 1 coaches by season 2010/11
- To have 20 level 1 umpires by season 2010/11
- To achieve Clubs 1st Accreditation by December 2007 and maintain this at the reassessment in 2010
- To develop local presence in Keynsham and the surrounding area by increased press coverage
- To offer two senior tournaments per season at Wellsway School by 2010/11 Season
- To offer 4 junior tournaments per season at Wellsway School by 2010/11 Season
- To create a 'brand' for Fry's hockey club to enable easy identification in the local and regional sporting and wider community.
- To attract £1000 a year of grant or sponsorship funding per season growing to £2000 per season by 2010/11

In order to ensure we actually carry out these plans we have developed an action planning form, which will enable us to report to you and our other partners in our plans.

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<i>PRIORITY</i>	<i>OBJECTIVE</i>	<i>ACTION REQUIRED</i>	<i>OUTCOME(S)</i>	<i>RESPONSIBILITY</i>	<i>TIMESCALE</i>	<i>25%</i>	<i>50%</i>	<i>75%</i>	<i>100%</i>
1	To achieve Clubs 1 st Accreditation by December 2007 and maintain this at the reassessment in 2010	<ul style="list-style-type: none"> To complete and pass the accreditation process . 	<ul style="list-style-type: none"> Accreditation achieved 	<ul style="list-style-type: none"> Club Vice Chair 	<ul style="list-style-type: none"> 31st December 2007 				

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2	To increase membership number by 10% year on year – with the membership being 140 people by the beginning of season 2010/11	<ul style="list-style-type: none"> To continue to provide Hockey in the local community To offer a good value membership package To ensure that social activities are planned with the whole club in mind and publicised on an annual basis . 	<ul style="list-style-type: none"> Secure long term bookings at local pitch(es) To review the costs/benefits annually in comparison with other local clubs To ensure the club has allocated social secretaries and a planned programme of events 	<ul style="list-style-type: none"> Club Chair Club Treasurer Club Chair 	<ul style="list-style-type: none"> 30th June 2008 March 2007 30th September 2007 				

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3	To launch teams for age groups u11, u12, u13 which are able to play in their respective regional structures	<ul style="list-style-type: none"> • Clubs 1st Accreditation achieved and maintained • One team to be launched per season • Club to affiliate to relevant competitions • Coaches in place to provide training 	<ul style="list-style-type: none"> • Structures in place for communication with parents and all documentation up to date • Team(s) in place <p>Competitive Hockey provided each season</p> <p>Trained/Approved Coaches supporting the teams</p>	<ul style="list-style-type: none"> • Club Vice chair • Club Chair • Club Secretary • Club Chair 	<ul style="list-style-type: none"> • 31st December 2007 • 31st January 2008 • 31st January 2008 • 31st January 2008 				

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4	<p>To have 10 level 1 coaches by season 2010/11</p> <p>To have two level 2 coaches by season 2010/11</p> <p>To have 20 level 1 umpires by season 2010/11</p>	<p>20 Club members to attend training course (6/7 per year)</p> <p>2 Club members attend training course</p> <p>40 Club members to attend training course (13 per year)</p>	<p>10 pass course and actively coach teams within the club</p> <p>2 pass course and become club head coaches</p> <p>20 pass course and actively umpire matches</p>	<p>Club Chair</p> <p>Club Chair</p> <p>Club Chair</p>	<p>September 2010/11</p> <p>September 2010/11</p> <p>September 2010/11</p>				

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5	<p>To create a 'brand' for Fry's hockey club to enable easy identification in the local and regional sporting and wider community.</p> <p>To develop local presence in Keynsham and the surrounding area by increased press coverage</p> <p>To attract £1000 a year of grant or sponsorship funding per season growing to £2000 per season by 2010/11</p>	<p>Creation of a Marketing/Communication Development Role</p> <p>Creation of a Marketing/Communication Development Role</p> <p>Identification of funding streams and planned methods of spending funds</p>	<p>Person in role</p> <p>Club has a 'crest' or other badge, which will be incorporated</p> <p>Match Reports & other stories appear in local media each week/month</p> <p>Funding income</p>	<p>Club Chair</p> <p>Whole Club</p> <p>Marketing/Comms person</p> <p>Club Chair</p>	<p>October 2007</p> <p>September 2008</p> <p>From Season opening 2007</p> <p>From Season opening 2007</p>				

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6	<p>To offer two senior tournaments per season at Wellsway School by 2010/11 Season</p> <p>To offer 4 junior tournaments per season at Wellsway School by 2010/11 Season</p> <p>To offer Zone (or some other form of accessible hockey) regularly each season by the season 2010/11</p>	<p>Additional Tournament to be offered from 2008</p> <p>Year on year in line with formation of junior teams</p> <p>Coach(es) to be trained in delivery of Zone Hockey</p>	<p>2 Tournaments take place</p> <p>4 tournaments take place</p> <p>Zone hockey on the regular programme</p>	<p>Tournament Organiser</p> <p>Tournament Organiser</p> <p>Club Coaches</p>	<p>September 2008</p> <p>September 2008</p> <p>September 2010/11</p>				

Role Specifications

To enable the plan to be delivered it is vital that certain roles are created. These roles will be non-executive, i.e. not elected, but people will be asked to enter the roles for a year at a time.

The roles the executive committee have identified are

Marketing & Communications Officer
Web Manager
Junior Teams Officer
Tournament Organiser

Full job descriptions will be produced over the next two weeks, following the acceptance of the plan by the Club. However all of these roles will be managed by the Executive Committee and be responsible to the various elected committees – i.e welfare team

Budget

Obviously to develop the club costs will need to be borne, however we feel the plans in place in terms of growing membership numbers and gaining outside funding will go towards covering the costs, along with the development of tournaments the income levels could become very good.

Should income levels not be sufficient to deliver the plans, then the plans will be adjusted at no point will we financially endanger the club during this growth process.

Annual Review

We must as a our duty keep everyone up to date with how we are progressing so we will present and annual review at the AGM in line with the detailed action plan objectives and issue updates in newsletters. Should you have any questions at any time then the executive team will be more than willing to answer them.