



WELSH  
TRIATHLON  
CYMRU

# Club Development Guide

*sportwales*  
*chwaraeoncymsu*

**BRV**  
ENDURANCE

**SPORTTAPE** 

 **tredz** bikes

 **PEDAL  
COVER**  
INSURANCE

**FRAMED.**  
DISPLAY WITH PRIDE

## **INTRODUCTION**

By now you have made the decision to start a triathlon club. As your club continues to grow and expand, you will find it beneficial to create a club development plan. This will help you in improving the activities you currently offer and will help in preparing for future activities. A club development plan should be relatively easy to produce, as it is your vision for the future of your club. Your club development plan should be focused around the principles of SMART goals (Specific, Measurable, Achievable, Realistic and Timely). In doing this, set a small amount of goals, rather than large impossible task which could have the opposite effect on your club. Your club development plan should also be updated regularly, and adapted as new developments arise within your club.

## **HOW WILL THIS BENEFIT YOUR CLUB**

A club development plan will help your club to do the following:

- Provide direction for club growth
- Provide a clear club structure to help you run your club effectively
- Help members in understanding your vision for the clubs' future
- Generate ideas for the future of your club
- Guide with the recruitment of new members
- Make your partners aware of club developments (Welsh Triathlon, Sport Wales, Local Authority)
- Illustrate how your club meets criteria of funding agencies or sponsors

## **WHERE TO START**

As a starting point the club committee and club members will need to ask themselves the following questions about the club, this can be done through a short questionnaire, or a small focus group (APPENDIX A):

- **Where are we now?**
    - o Strengths, e.g. Good volunteers, good training sessions, relationship with Welsh Triathlon
    - o Weaknesses e.g. poor communication, small membership
    - o Opportunities e.g. putting coaches on courses, developing a junior section, running novice events
    - o Threats e.g. facility hire, competition from other clubs
  - **Where do we want to go?**
    - o Increasing and retaining members
    - o Introducing more people to triathlon
    - o Helping existing members improve their skills
    - o Provide members with CPD courses such as volunteer training or equality and diversity training
    - o Communicate with members more often
    - o Improve and develop facilities/ equipment
  - **How will we get there?**
    - o Set yourselves small goals and aims
    - o Prioritise your goals
    - o Review and update goals yearly
- NB. By breaking down your set goals, you will be able to identify the steps needed to successfully develop your club. See APPENDIX B for a template on setting targets

In looking to develop your club you may want to consult with already established clubs, who may be able to give you advice on what has worked for them and what hasn't. This will also give your club the chance to collaborate and share ideas.

## **WHO IS THE CLUB DEVELOPMENT PLAN FOR?**

The plan is for the benefit for all involved in the club, hence it should be made available to all. Club members should also have an active contribution to the achievement of each target, as well as be acknowledged when goals have been achieved. You may want to consider sending a copy of your development plan to Welsh Triathlon or to your local authority, as they may be able to support you in the development of your club. There should also be an up to date copy of the plan available at club committee meetings.

## **DEVELOPING A JUNIOR SECTION**

As your club develops you may see fit to develop a junior section which will help in increasing membership, as well as create a club where all are welcome to participate. In developing a junior club, you will need to ensure that you have a welfare officer in place, as well as make sure that you had appropriate safeguarding measures in place, this should include a child protection policy. For further support on this please contact Welsh Triathlon: [admin@welshtriathlon.org](mailto:admin@welshtriathlon.org)

### **Benefits of having a junior section**

- You will grow your membership as well as sustain current membership
- Developing a junior section will provide opportunities for all to enjoy
- Increase volunteer base
- Improve the profile of your club
- Encourage junior participation

## **GETTING INVOLVED WITH EVENTS**

Welsh Triathlon welcomes an supports clubs and individuals who would like to run triathlon events. Events can help in encouraging participation in triathlon as well as generate income which will help in the running of your club. Events could range from Go Tri, which are simple, adaptable and practical to organise and run, to novice events for the more seasoned triathlete. Welsh Triathlon will support events that are permitted through the British Triathlon Portal. In your development you may want to use events to promote club cohesion and camaraderie. You can also find a listing of events which are happening in Wales via the Welsh Triathlon website.

## **COACHING AND VOLUNTEERS**

Through Welsh Triathlon there are a variety of opportunities to develop club coaches and volunteers. Welsh Triathlon puts on a variety of courses ranging from Level 1 triathlon coaching courses, strength and conditioning courses and local technical official courses. You can find out about these courses [HERE](#)

## **ENCOURAGING INCLUSIVITY**

As your club continues to develop, Welsh Triathlon encourages you to be as inclusive as possible. You can contact your local Disability Sport Wales officer who will support you through the process of ensuring that your club is as inclusive as possible. There are opportunities to train coaches and volunteers to support participants who have disability.

These can be found through [Disability Sport Wales](#). Should you require any additional support please get in touch with Welsh Triathlon

## **PROMOTING YOUR CLUB**

Your club will be competing with other clubs, as well as other sports. Your club will naturally attract new members as you provide a safe, exciting and rewarding atmosphere for participation in triathlon. The first step in attracting potential members is making them aware of your club and the activities which you conduct.

Once you have affiliated your club, your club icon and details will be placed on the British Triathlon website. We also ask that clubs complete the form in APPENDIX C, which will assist Welsh Triathlon in promoting your club and directing participants towards your club.

It is important to get your advertising and marketing right and aimed at the right target market. A great way of doing this is through social media, where you can promote posts and reach a wider audience.

## **CONTACT**

If you need further assistance with your club development plan, please contact any of the following:

- Welsh Triathlon: Email: [admin@welshtriathlon.org](mailto:admin@welshtriathlon.org) Tel: 0300 300 3128
- Your local authority/ sport development department

## APPENDIX A: Sample members' Questionnaire

Please may you fill out the following questionnaire electronically. The purpose of the questionnaire is to collect information and ideas from club members, detailing how our club can develop and how you can be involved in the process. Once complete please email back to <a href="mailto:club@email.com">club@email.com</a>			
<b>Name</b>			
<b>Contact number</b>			
<b>E-mail address</b>			
<b>Date of Birth</b>			
<b>WT Member</b>	Yes	No	
From the areas below which do you feel the club should/needs to develop over the next couple of years? Please rate in order to importance by circling your choice, 1 being the lowest and 5 being the highest.			

Develop a Junior Section	1	2	3	4	5
Develop an adult section	1	2	3	4	5
Increasing membership	1	2	3	4	5
Volunteer training	1	2	3	4	5
Increase in coaches	1	2	3	4	5
Health and Safety	1	2	3	4	5
Child protection (linked to junior club)	1	2	3	4	5
Marketing and communications	1	2	3	4	5
Improving communication with Welsh Triathlon	1	2	3	4	5
Run GO TRI and Novice events	1	2	3	4	5
Create better links with local community, schools and organisations	1	2	3	4	5
Develop facilities to support new and improved activities	1	2	3	4	5
New committee	1	2	3	4	5

**How could these aspects be developed?**

.....  
.....

**What other areas could be developed within the club?**

.....  
.....

**Will you be able to help in any of the following areas as a volunteer?**

	Can you Help?	Are you qualified in the area?	Would you go on a training course
Coaching (juniors/youth)	YES / NO	YES / NO	YES / NO
Coaching (senior)	YES / NO	YES / NO	YES / NO
Committee work	YES / NO	YES / NO	YES / NO
Promotion and PR for the club	YES / NO	YES / NO	YES / NO
Fundraising	YES / NO	YES / NO	YES / NO
Social activities	YES / NO	YES / NO	YES / NO
Administration	YES / NO	YES / NO	YES / NO
Event support	YES / NO	YES / NO	YES / NO
	YES / NO	YES / NO	YES / NO

**How many hours per month are you available?**

1    2    3    4    5    6    7    8    9    10+

Thank you for completing the survey

**APPENDIX B: Breaking down your goals**

**Target:** \_\_\_\_\_

	<b>WHAT NEEDS DOING?</b>	<b>WHO INVOLVED?</b>	<b>IS</b>	<b>TIMESCALE (start to finish)</b>	<b>RESOURCES</b>	<b>COST</b>
<b>STEP 1</b>						
<b>STEP 2</b>						
<b>STEP 3</b>						
<b>STEP 4</b>						

APPENDIX C: club contact form

Welsh Triathlon Club Contact Form					
Club Name	Tri-Family		Club Location		CF11 9SW
Number of Members	250				
Junior Section (Please Cross Appropriate)	Yes	X			
					Preferred Contact
Club Secretary	Joe Blogs		Email	jblogs@gmail.com	X
Club Chair			Email		X
Club Welfare Officer			Email		X
Has your welfare officer been on a 'Time to listen' course?	Yes	X	No	X	
Has your club coach been on a Disability Inclusion Training course?	Yes	X	No	X	
Has anyone else in your club been on a Disability Inclusion Training course? (If yes, please indicate how many)	Yes (How many?)	X (100)	No	X	