

Your Results

Summary - current experience vs 6 months from now

Club name	Darlington Table Tennis Academy
Club Improvement Plan date	3/05/2019
Comparison range	6 months
Carried out by	Simon Laverick
Status	Submitted

Assessment area	Now	6 months from now
Club People	Level 2	Level 4
Club Marketing	Level 2	Level 4
Club Management	Level 3	Level 4
Club Finances	Level 4	Level 4

Development plan - next 6 months

- [Club People](#)
- [Club Marketing](#)
- [Club Management](#)
- [Club Finances](#)

Club People

Your members (players & participants) are the reason your club exists, and volunteers are the lifeblood of most clubs. Understanding and managing these people is vital for a healthy and vibrant club.

The current assessment of your club

Members, Players and Participants At present, you rely on informal feedback and don't always act on what your members are telling you. It might sound obvious, but your club only continues to exist because of your [members](#), so knowing what they want is important. Try to formalise your current feedback methods and turn them into a regular part of club life, for example, by running a quarterly survey.

Members Needs and Wants The way people participate in sport is changing and there are lots of alternatives to your club out there. You can't rely on sticking to the same old formula you've always used, without reviewing whether it still meets your current and potential members' wants and needs. To be a sustainable club, you need to [understand your offer](#) and adapt it as necessary.

Coaching Your [club's coaches](#) form an important part of your overall offer to your members and may have a significant impact on their experience at your club. It's great that you know what your players and members want from coaches. Seek regular feedback from your coaches to make sure they still feel supported and valued by your club.

Volunteering Don't forget, that without the time, energy and commitment of [volunteers](#), grassroots sport would not happen. Managing your volunteers, inspiring them in their roles and supporting them are all important if you want to sustain their interest and involvement in your club. Try setting up a more formal, regular method of receiving feedback from your volunteers - you could do this face-to-face or online.

Inclusive Clubs Being [inclusive](#) is embedded in all of your activities, which is great. You clearly understand that being welcoming and inclusive is a strong feature of many healthy and successful clubs. Keep up the good work and remember, if all your members feel valued and receive equal opportunities, they are more likely to remain a member of your club and promote it to others.

Roles and Responsibilities Even if your club has clearly defined [roles and responsibilities for volunteers](#), if they are not communicated properly it can lead to confusion. Try to define your current roles, outline them using a template and distribute them to current and new volunteers. If you have already distributed role outlines, review whether they are still up-to-date and check that they are easy to understand.

Well done for [recognising your volunteers](#) and showing them how much they are valued. Having a club culture that actively recognises your volunteers' time and effort will encourage them to speak positively about the club to friends and family, in turn helping you recruit new volunteers in the future.

Different sports have different approaches to [developing talent](#), so it's important to link in with your National Governing Body to check you are doing the best for the talented individual(s) at your club. Access our [A-Z Contact List](#) to get in touch with your governing body.

Recommended Club Matters resources

[Volunteer Induction Checklist \(File\)](#)

[Volunteer Progress Review \(File\)](#)

[Blank Volunteer Roles and Responsibilities Template \(File\)](#)

Additional comments about Club People areas of weakness and improvement

I feel we are a very organised club and we have a club development plan. There are however areas that has been highlighted above that does need some attention

Club Marketing

Successful marketing starts with understanding what people want from your club. Once you know this you can tailor your offer and get your message out in the right way to help attract the people, partners and sponsors you need.

The current assessment of your club

Marketing Activities Having a clear plan in place for your marketing activities and regularly tracking progress against it, shows that you understand that effective planning underpins successful marketing. Keep up the good work! Don't be afraid to regularly review and adapt your [marketing strategy](#) as your club grows and develops, and ask for feedback from your committee and members.

Sponsorship [Sponsorship](#) can be a great way to generate income and form a partnership with a local business or organisation. It does, however, require time and resources to be successful and you'll need to be clear about what your club can offer a potential sponsor. Create a clear shortlist of the companies you want to target and start defining your sponsorship proposal, so you're ready to communicate why they should sponsor you.

Promoting your Club It's great that you're confident with the [different options](#) you have available and adapt these as necessary to suit your target audiences. Take your marketing to the next level by regularly reviewing how effective your current methods are, for example, using [data from your website](#) or [social media](#) channels.

Social Media When used in a safe and effective way, [social media](#) can be a really powerful way to promote your club and stay in touch with your members and other groups with an interest in the club. Developing a [Social Media Policy](#) and nominating a Social Media Officer are great first steps to being safe on social media.

Recommended Club Matters resources

[Developing a social media policy \(File\)](#)

[Social Media Safety Checklist \(File\)](#)

Additional comments about Club Marketing areas of weakness and improvement

We currently do not have a social media policy. This will be addressed

Club Management

Club management covers a number of important areas, from making sure your club structure is appropriate for your needs to having a governance model that helps you to run the club effectively. Manage your club well and you can plan a healthy and sustainable future for your club.

The current assessment of your club

Vision and Plan It's great that you have a clear vision and [strategic plan](#) for your club in place. This shows you understand that good planning for the short and long term underpins successful and vibrant clubs. Continuing to regularly track your club's progress against your plan and assign actions accordingly will help you achieve your goals.

Club Structure You have a clear understanding of the issues around how a club is [legally structured](#) and you are happy that the structure is appropriate for your club's needs now and in the future, which is great. Don't forget to continue reviewing this as your club develops and keep up to date with any changes to legislation which might affect your legal structure.

Effective Committee A [club's committee](#) exists to serve the club and to ensure that its members receive the best possible service and experiences. To help achieve this, not only does your committee need a structure that works with the right people with the right skills and experiences involved, but your committee should also be regularly seeking your members' views and responding to any feedback.

Policies and Procedures Having appropriate [policies and procedures](#) in place, and communicating these effectively to everyone involved, plays an important role in the running of your club and help to protect club members and officers. Survey your members to see what they think of your current policies and procedures, incorporate their feedback and communicate any changes.

Facilities [Good facility](#) management is about making the most of the facilities you have and creating a safe and welcoming environment for your members. Keep up-to-date with the latest facilities news and funding options available with the Sport England website.

Local Organisations Building links in your [local community](#) can help your club to survive, grow and flourish. But making lasting relationships takes time and they can easily slip away if you don't invest effort in them. Keep up the good work and continue to develop your relationships.

Recommended Club Matters resources

[Role Outline Chair \(File\)](#)

[Role Outline Secretary \(File\)](#)

[Data Protection policy example \(File\)](#)

Additional comments about Club Management areas of weakness and improvement

The club is managed very well although we have again failed to request feed back from our members. This will be addressed

Club Finances

Clubs who are successful in the long term are built on sustainable finances. Focusing on your clubs budget, generating income and managing costs will keep you on the road to success.

The current assessment of your club

Budget You clearly [understand that your budget](#) should underpin all of your club's activities and plans, in the short and long term. It's great that you already have clear budgets in place. To be a

consistently great club, make sure you're regularly reviewing your budget, checking you're on track and circulating it with your committee, so that everyone understands how you're doing.

Generating Income Generating enough income is vital for your club's success now and in the future. By having different sources of income for your club, you are running in a sustainable way. Make sure you keep [reviewing your income](#) sources and find new alternatives if necessary.

Managing Costs It's good that you know how to manage your costs effectively and you are regularly reviewing your spending, to make sure you're always getting value for money and to check that you're on track with your club's budget. Remember, costs constantly change so don't get complacent and continue [reviewing your club's spending](#) on a regular basis.

Recording Finances It sounds like your club has a really solid understanding of [good financial practices](#) and by sharing financial information with your members, you are promoting transparency and good governance as well. Keep up the good work!

Grants and Funding Grant funding can be a great way to give your club a boost if you find a fund that fits your club's aims. Be careful that you don't start to rely on grant funding, as a sustainable club you should have various ways on generating income. You should also be conscious of your club's wider impact and if you are able to support your community further. This could open the [door to future funding](#) opportunities.

Tax Obligations It's great that you're confident with such a complex topic. Remember, [tax requirements](#) can change, so it's important to keep up-to-date on the topic. If you require guidance, make sure you check out our guidance or seek professional advice.

Recommended Club Matters resources

Additional comments about Club Finances areas of weakness and improvement

The financial management of the club is a high priority, We run monthly reports of income vs spend and a 12 month forecast which are reviewed by the committee monthly.