



The Certificate in Sports Funding

Module 2 Producing a Club Development Plan

Visit the Discussion Board for this lesson and post a description of your club (max 100 words) using the Checklist headings on page 3

Describing Your Organisation

You usually find that the first question on most grant application forms asks you to briefly describe your group or organisation. This question is very important as it helps to set the scene for the rest of the grant application and your project idea. Your answer will determine whether the grant assessor likes the 'touch and feel' of your club or organisation and what you are trying to achieve.

It is a good idea to use your Swot Analysis to help you pick out the main characteristics of your club or organisation. However, here is a checklist which covers all the main areas which you should try to include when describing your club or organisation.

In summary, a Swot Analysis will help you to accurately describe the main characteristics of your club, required on most grant application forms AND is also the first part in producing a Club Development Plan.

Example of a Completed SWOT Analysis

NOTE: Full version and Checklist is included within course materials

Strengths

- √ Broad club membership in terms of age, ability and gender
- √ Open membership policy
- √ Club membership in terms of participants and committee members – enthusiastic, hard working, trustworthy, supportive and self sufficient

Weaknesses

- X Ageing membership
- X High turnover of competitive members (go to other Clubs)
- X Small elite squad (insufficient role models)
- X Poor communication, leadership and open mindedness

Four Case Studies – showing how a number of clubs describe their main characteristics to set the scene for their (funding) project

Case Study 1

Our club is a new club, which was formed in October 2006, following the amalgamation of a number of clubs. The Club is based in Anytown alongside the river and aims to promote and develop better opportunities for people locally to take part and enjoy the sport of rowing. We currently have 190 members aged between 11 – 75 years and cater for every level from recreational rowers who have never entered a race and train once per week, to competitors at a national level, training 6 days per week.....