



CLUB DEVELOPMENT GUIDE

HUUB

SPORTTAPE 

sportwales
chwaraeoncymsu

BRAV
ENDURANCE

OUR PURPOSE

To develop a triathlon community that enhances the well-being of current and future generations in Wales.



Datblygu cymuned triathlon sy'n gwella lles cenedlaethau heddiw ac yfory yng Nghymru.

EIN PWRPAS

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

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.



QUESTIONS TO ASK

Where are we now?

- Strengths, e.g. Good volunteers, good training sessions, relationship with Welsh Triathlon
- Weaknesses e.g. poor communication, small membership
- Opportunities e.g. putting coaches on courses, developing a junior section, running novice events
- Threats e.g. facility hire, competition from other clubs

Where do we want to go?

- Increasing and retaining members
- Introducing more people to triathlon
- Helping existing members improve their skills
- Provide members with CPD courses such as volunteer training or equality and diversity training
- Communicate with members more often
- Improve and develop facilities/ equipment

How will we get there?

- Set yourselves small goals and aims
- Prioritise your goals
- 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.



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

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



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](#)



INCLUSIVITY WITHIN YOUR CLUB

Ensuring that your club is inclusive and welcoming for everyone is one of the most important steps in your clubs' development.

We encourage you to put measures in place that will allow anyone to take part in triathlon regardless of their ability or previous experience.

If you would like more information on how to make your club more inclusive, please get in touch with admin@welshtriathlon.org



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 Welsh Triathlon website.

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.



EVENTS

Welsh Triathlon welcomes and 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.



FUNDING

Aside from Sport Wales there are several other organisations that can support you with funding to run your club. Below is a list of organisations that can support you.

[Sported](#)

[WCVA](#)

[Sport Relief](#)

[Millennium Stadium Charitable Trust](#)





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CONTACT US

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