



## Aberdeen Amateur Athletics Club – Development Plan 2014 -2016



### Development Areas: Volunteer Recruitment and Development

Objectives	Actions	Personnel	Comp. Date	Target Outcomes
Establish a system for recruiting, retaining and recognising volunteers.	Organise regular parents evenings Draft and issue information and welcome packs via club nights, competitions and the media.	CTO Lead, supported by committee	Dates of regular parents nights to be set. Sep '14	Number of parents evenings held & parents recruited

### Development Areas: Training and Competition

Objectives	Actions	Personnel	Comp. Date	Outcome
Increased participation and improved performances at Regional and National Championships	Encourage increased participation at Regional and National Championships. For both Track & Field and Cross Country activity.  Organise Performance Training Days/ Camps during summer holidays for developing athletes, (12 – 16 years)	Coaches, Team Managers, Parents & Athletes	July/ Aug Jan/ Feb each year	Increased participation across all age groups & events

### Development Areas: Coach Development

Objectives	Actions	Personnel	Comp. Date	Outcomes
Support Club coaches to develop their experience and knowledge.	Hold regular/ quarterly Coaches meetings.  Introduce informal mentoring programme to enable experienced coaches to support newer coaches	Committee, Coaching Coordinator, Officials Coordinator, CTO	Ongoing	Well informed & supported coaches & officials.
Extend the Club coaching structure	Investigate possibility of extending club training sessions to other nights of the week  Try to fill gaps in coaching expertise, (eg. Throws).	Committee, Coaching Coordinator, CTO	Ongoing	Expanded range of coaching & training sessions.



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### Development Areas: Officials Development

Objectives	Actions	Personnel	Comp. Date	Outcomes
Support Club officials and volunteers to develop their experience and knowledge.	<p>Maintain, monitor and promote the clubs Volunteer reward scheme.</p> <p>Promote local Volunteering/Officiating opportunities to club database.</p> <p>Actively recruit new officials and provide information on formal education opportunities.</p>	Officials Coordinator	Ongoing	Well informed & supported officials & volunteers.

### Development Areas: Athlete Recruitment and Development

Objectives	Actions	Personnel	Comp. Date	Outcome
Provide coaching opportunities for all athletes of all abilities.	<p>Ensure that a coaching structure is in place for all athletes</p> <p>Organise Club induction sessions for new members</p> <p>Explore opportunities for athletes with a disability to enable them to participate and improve in athletics</p>	<p>Committee, Coaching Co-ordinator</p> <p>SDS RDM</p>	<p>In Place</p> <p>In Place</p> <p>In Place</p>	Strong coaching structure for all ages & abilities
Support developing athletes into regional and national level competition.	<p>Create development packages for athletes from under 18 upwards including travel and competition</p> <p>Develop annual overnight trip/ competition to give young athletes experience in competing away from home.</p>	Committee led by Coaching Co-ordinator and Performance Group	Oct 2014	<p>Shetland Weekend Sept 2014</p> <p>Poland Trip 2015</p>
Enhance satellite sessions / groups in targeted locations, both out with Aberdeen and areas of specific needs.	<p>Support Run, Jump, Throw junior athletics sessions in: Westhill; Inverurie; Huntly and RGU:SPORT</p> <p>Develop opportunities to invite and bring these groups together for competition with other club members.</p> <p>Explore feasibility of establishing additional sessions elsewhere.</p>	RDM , CTO, Coaching Co-ordinator, Coaches	Ongoing	<p>2014 – 4 x Satellite sessions</p> <p>2015 – 6 x Satellite sessions</p>



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**Development Areas: Partners (Develop School to Club Links)**

Objectives	Actions	Personnel		Outcome
Promote club DROP-IN sessions to potential new athletes following key local school events	Invite pupils from key events inc Giant Heptathlon, Cross Country and Primary and Secondary Track and Field to organised coaching sessions.  i.e. Regular Friday evening informal competitions, Summer and Winter Open Graded Meetings, Club Cross Country event.	Coach Coordinator, Comp Coordinator, Committee, CTO	Ongoing	Good awareness of Club in local schools
Maintain Working relationships with key agencies.	Attend and actively participate in North East Scotland Athletics Partnership  Link with Sports Development Team and Regional Manager for scottishathletics to help with Development Plan  Maintain Club accreditation at podium level.	Committee, NESAP Rep, CTO	Quarterly  Ongoing	Club is well connected to take advantage of development opportunities.



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### Development Areas: Management (Administration, Welfare, Finance, Facilities/Equipment, Marketing)

Objectives	Actions	Personnel	Comp. Date	Outcome
Improve the effectiveness of the Club Management Structure	<p>Consider the addition of a Junior Coordinator role, to lead the Club's approach to providing junior athletics.</p> <p>Consider the addition of an Inclusion Officer role, to lead the Club's approach to providing disability athletics.</p> <p>Review Development Plan annually and use as key driver for the improvement of Club management.</p> <p>Review parental roles within the Club to improve clarity and representation for young members.</p>	Committee	<p>Nov '14</p> <p>Nov '14</p> <p>Quarterly</p> <p>Nov '14</p>	A well organised & efficient Club.
Develop Club financial procedures and structure by creating a simple budget and reporting system.	<p>Identify future grant and sponsorship opportunities and match these to needs within the Club.</p> <p>Work with key partners including scottishathletics, NESAP, Local Council to access relevant funding streams</p> <p>Explore Gift Aid funding opportunities</p> <p>Support athletes at National/International Level – establish criteria and funding</p>	Committee, Treasurer and CTO	Nov '14	Club has financial structure.
Improve Club marketing	<p>Produce promotional material for the clubs programme of events.</p> <p>Maintain Club Facebook page</p> <p>Continue to develop new Club website by adding further sections, links to social media and Club member log-in.</p> <p>Create club Press Officer role and recruit volunteers to maintain and update the website for promotion of member activity and club results.</p>	CTO, Website Sub Group	<p>Dec '14</p> <p>Ongoing</p> <p>Nov '14</p> <p>Nov '14</p>	Club markets itself well.
Improve quality of facilities and infrastructure	<p>Investigate feasibility of fundraising to develop a Clubhouse facility at Aberdeen Sports Village. Learning lessons from other similar organisations (Pitreavie AAC, Aberdeen Kayak Club)</p>	RDM, CTO, Committee	Nov '15	Club has access to the appropriate facilities to meet it's developing needs.