

Sports club development plan

A multi-year plan for your volleyball club: where you stand, where you want to go, and how you measure whether it works.

Club	Period
Written by	Approved on

How to use it: work from front to back. First today's figures, then mission and vision, then strengths and weaknesses, and only then the goals. Pick no more than three goals per area, put them in the tracking table on page 4 and update it after every season.

1. Where we stand now

Fill in the figures for the current season and note where each one comes from. Then you can measure it the same way next season.

Topic	Now	Source or note
Members in total		
Youth members (under _____ years)		
Adult teams		
Youth teams		
Recreational players (not in a league)		
Coaches and assistant coaches		
Teams with at least one qualified coach		
Average attendance at training		
Volunteers with a regular role		
Court hours per week		
New members last season		
Members who left last season		

2. Mission, vision and values

Mission: why does the club exist, and for whom?

Example of a mission: "We help children and adults in our town enjoy volleyball, each at their own level."

Vision: where will the club be at the end of this period?

Values: three to five words, and what they mean in the gym

3. Strengths and weaknesses

Strengths and weaknesses are about the club itself. Opportunities and threats come from outside: court time, the local council, schools, other clubs.

Strengths

Weaknesses

Opportunities

Threats

4. Goals per area

Pick one to three goals per area. Make each goal measurable, with a number and a deadline: not "more coaches", but "within two seasons every youth team has two coaches".

Area	Goal (measurable)	Actions	Who	Done by
Teams and youth number of teams, intake, progression, retention				
Coaches and staff training, support, coaches per team				
Facilities court hours, venues, equipment				
Volunteers regular roles, recruitment, appreciation				
Finances membership fees, sponsorship, grants, reserves				
Board and communication board, committees, keeping members informed				

What each age group learns (the learning pathway) goes into a separate technical development plan.

5. Measuring: goals and progress

Put each goal on its own row. Fill in the baseline and the goal, and add the figure after every season. The grey rows are examples: use them or cross them out.

Indicator	Baseline	Goal	Season				Source
			1	2	3	4	
Number of teams							membership list
Average attendance at training							attendance
Members who stay after the season							membership list
Teams with at least one qualified coach							coach list
Court hours per week							court schedule
Volunteers with a regular role							task list
Sponsorship income per season							annual accounts
Open places on the board and committees							board

6. Review and adjust

Agree who keeps an eye on the plan, when the figures are updated and where the plan is adjusted: by the board or at the general meeting.

When	What we discuss	Who	Date
After season 1			
After season 2			
After season 3			
After season 4			

Does your club use Koach Club? Then the number of players and the attendance per team (over the sessions where attendance was recorded) are already in the **Club dashboard** and the **Club report**.

You are free to use, copy and adapt this template.