

Criteria 30

To achieve Go-Ride Clubmark status, your club needs to show commitment to further development and outreach work.

Why should your club do this?

Committing to a programme of ongoing development is vital so that your club continues to grow, attract new members, and develop its range of cycling activities, equipment and resources. However, it is important that your club develops in a planned way, and puts the necessary building blocks in place to ensure that its development can be sustained. Adopting the principles of action planning will help you achieve this aim. By documenting the aims of your club and how it is going to achieve them, the club will have a formal record for reference and to track progress against agreed targets and dates.

How to implement this criteria

Good plans are realistic and achievable, have a time frame and should be directly relevant to the needs of your club. Your club can use Appendix 25 to create a development plan and there is an example development plan in Appendix 26. That you can use as a guide.

Whenever you make plans to develop new initiatives or implement new ideas, you should consider the following questions:

- Where are you now? Gather information to build a detailed picture of your club as it is today.
- Based on a SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) and an audit of your current position, where does your club want to be?
- What aspect of your club, or your club's work, do you need/want to develop?
- Vision statement - How does the club see itself? What services does it aim to provide?
- How are the club's aims going to be achieved?

Key aims

A fundamental part of your club's action planning should focus on consolidating links with the wider community. Your club can do this by including aims in your development plan that will strengthen links with the community by addressing equity issues within your club. An example of an equity development aim is increasing the number of female members or people from lower income families.

Criteria 30.1

How to evidence achievement of this criteria.

Sign in the space provided.

Criteria 30.2

Provide a copy of the club's development plan.

Declaration

Name of Clubmark Representative:

Date:

Signature:

Note:

Appendices 25 and 26 are templates that you can modify and use.