

SWCC - 5 YEAR ACTION PLAN

OBJECTIVE	ACTION	WHO	RESOURCES	HOW LONG WILL IT TAKE	WHEN BY	SUCCESS MEASURE
Maintain a healthy and diverse membership	Advertise the Club using the social media methods and local outlets	Membership Secretary Committee	Fliers in local cycling shops	November to February 2021	Review in Jan 21 to measure current membership numbers	Maintain 200+ members, increase to 300 by 2023
Maintain a group of 30 to 40 Ride Leaders (RL) for the Club. To be reviewed every six months if more RL are required to be trained	Identify suitable RL candidates	Senior Ride Leaders	Club Members	Review every 6 months	N/A	30 ride leaders always on the books
To provide as a minimum two rides per group on a Saturday or Sunday	Rides posted on Teamup app	All ride leaders	Nil	N/A	Rides posted in the TeamUp app by 6pm on the Wednesday prior to the weekend	A minimum of 12 Rides available
To deliver midweek rides for all groups where possible during the summer months	Rides posted on Teamup app	All ride leaders	Nil	N/A	Rides posted in the TeamUp app well in advance of the ride	
Review our cycling group numbers and naming convention	Maintain a 1:12 maximum ratio	All ride leaders, Committee	Nil	Review every six months	N/A	Well balanced number of club riders within their group ability
Develop a Club coaching group over the next two years	New coaches to be trained	Ewen Lewis	Financial support for training of coaches	18 months to 2 years	2022	Three Club coaches qualified by the end of 2022
To be actively involved with the Morden cycling track project as this develops during 2021		Howard King Ady Short	?	All dependant on SBC	2021	By 2022 Club members using the Morden Track facility for training or coaching
Provide support to the Latton TT, with the events, along with other cycling clubs	Volunteers to set up sign on and marshal	Howard King Ali Bartlam	Club Gazebo with Flag. Sign on documentation, 5 Club volunteers	Each Thursday during the TT season	N/A	Five volunteers. A Club win at the TT

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Deliver three social events during the year, Curry night, BBQ, Awards night.	Organise social events for Club members.	Tony White Social Team	Financial support for food, location hire.		April, August, November 2021	Membership survey and attendance
Deliver an open Hill Climb and TT event during 2021		Events Secretary	Financial, Club Gazebo with Flag, 10 volunteer Club members			10 Club members entered.
Conduct a review of the Clubs finances on a quarterly basis		Club Treasurer			Every Quarter	A healthy Club fund
Arrange two European cycling trips and four in the UK	Organise various trips both abroad and in the UK	Steve Dutton Committee Senior Ride Leaders			May, Jun, Jul, Aug, Sep,	An opportunity for as many members as possible to get away on a Club cycling event or holiday
Plan and prepare Club cycling and social activities for the Centenary in 2023	Twin town ride? Club Jersey design, Monthly events, Social media, local media coverage	Howard King Committee	Financial, hire locations, one off Club memorabilia	Review every 6 months during 2021, a sub group formed by December 2021	2023	Post events review
Develop and update the Club history	Collate together old Club memorabilia, and update with new items	Matt Boulton	Club members past and present	Review on a six monthly basis with updates at Committee meetings	2022	Local media outlets, a section in the local museum
All the Clubs annual awards accounted p too and after the awards night	Prepare awards for presentation	James Lilley	All Club awards and any new ones required	3 months	Sep 2021	A successful annual awards event
Develop an active volunteer group of 10 members who will help support the Events Secretary with Club activities	Through social media advertise the support required	Howard King Ali Bartlam Committee	10 x Club Member Volunteers	On going	N/A	An events team of 10 volunteers that can be relied upon each week to deliver the Latton TT or other events run by the Club

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Deliver another membership survey to ensure that membership satisfaction levels are maintained if not improved	Compile a membership survey	Membership Secretary	Club Committee		2022	What are the differences since the last survey in 2020
Develop a Club race team for both road and Zwift	Advertise to all Club members, and talent spot where required	Ian Lawrence Stefan Faulkner	Club members who wish to race		2021/2	SWCC members competing in local and National racing events