

SWCC VISION STATEMENT

A vibrant, healthy, diverse, and progressive cycling club that thrives on providing enjoyable cycling opportunities for all cyclists.

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	Review in Jan 2027 to measure current membership numbers	Maintain 200+ members, increase to 300 by 2030
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, if demand required	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	Paul Ashman	Financial support for training of coaches	18 months to 2 years	2026	Three Club coaches qualified by the end of 2026

To be actively involved with the Moredon Cycling Hub. this can be a Crit Series, Chain Gang nights, or one off club events		All Committee			2026	By 2026 Club members using the Moredon 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	Marianne Day	Club Gazebo with Flag. Sign on documentation, 4 Club volunteers	Each Thursday during the TT season	N/A	Four volunteers. A Club win at the TT
Deliver three social events during the year.	Organise social events for Club members.	Jon Stubbington Social Team	Financial support for food, location hire.		April, August, November each year	Membership survey and attendance
Deliver a Club Hill Climb and TT event during the year.		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		On going	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		On going	May, Jun, Jul, Aug, Sep,	An opportunity for as many members as possible to get away on a Club cycling event or holiday
Develop and update the Club history	Collate together old Club memorabilia, and update with new items	Howard King	Club members past and present	Review on a six monthly basis with updates at Committee meetings	2026	Local media outlets, a section in the local museum
All the Clubs annual awards accounted before and after the awards night	Prepare awards for presentation	James Lilley	All Club awards and any new ones required	3 months	Sep 2025	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

Deliver a second membership survey to ensure that membership satisfaction levels are maintained if not improved	Compile a membership survey	Membership Secretary	Club Committee		2025	What are the differences since the last survey in 2020
Development of Youth members in the Club	Develop a base of 12-16 year old youth riders, initially from The Peloteens group, widening to the Swindon community in time	Club coaches Club welfare officer Race team lead	Ensure all those in regular contact with Under 18's are compliant with BC safeguarding policy Flyers advertising events for 12-16 year olds Liaison with MSH, specifically BC cycling development officer	5 years Review every 6 months	2030	15 under 18 members by 2030
Club Committee is to be aware and reactive to evolving trends in cycling (such as increasing use of E-bikes)	Club Committee	Committee Club secretary		ongoing	Annual review of situation	The clubs membership and ride offering reflects the changing landscape of cycling activities
Continue to develop and support Swindon Wheelers Race Team	Ben Parker is the POC for SWCC RT Committee over view	Ben Parker and RT support	Club RT and potential members who wish to race	On going		Size of the RT and the amount of events entered, how many podiums