

# **Basingstoke & Mid Hants Athletics Club**

**Club Development Plan 5.0  
2018-2022**



## Acknowledgement

This plan has been produced by members of the Basingstoke and Mid Hants Athletic Club Committee.

## History

Date	Changes	Revision
23 <sup>rd</sup> June 2010	Initial Issue	1.0
18 <sup>th</sup> May 2011	After 1 <sup>st</sup> year review by committee	2.0
2 <sup>nd</sup> January 2016	Review	3.0
9 <sup>th</sup> January 2017	Review and reformat	4.0
22 <sup>nd</sup> May 2018	Review and update	5.0



## **Club Vision**

To support and encourage every athlete, coach and official in achieving their personal goals whilst contributing to the reputation and development of the club.

## **Aims of this Plan**

This plan sets out to translate the vision into tangible objectives with associated actions, milestones and measurement criteria.

The intention is to:

- Encourage new athletes to join the club while retaining existing athletes and non-competitive members.
- Provide suitable competitive opportunities for all.
- Create a progressive coaching structure.
- Improve the performance of the club's athletes at all levels.
- Maintain and build our team of excellent officials to meet the club's league commitments and expansion.
- Attract new volunteers and encourage them to actively contribute to the clubs development.
- Be an active part of the local sporting community, contributing to the healthy lifestyles agenda.



## Club Development Tracker (clarification needed on date/cut offs)

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Membership numbers	421	421	452	508	563	633	661				
Road Runners		99	111	91	118		104				
Junior		183	159	252	273	(275)	278				
U11		16	53	53	52		45				
Committee members				10	10	13	12				
Number of coaches	28	28					32				
Number of officials	32	32					41				
No. of junior members competing	144	140	154	150	178	254					
% of Junior members	81%	85%	96%	60%	65%	92%					
National representation		1	4	2	2	3	5				
English Schools selection		11	13	11	11	12	12				
County Track & Field medals		48	52	33	55	53	48				
Power of 10 top 50 rankings		55	69	57	47+	34					
Hampshire XC Champs medals (incl Vets)	M 0 W 1	0 2	0 2	1 2	3 2	0 2	1 2				
Hampshire League XC medals	M 0 W 3	1 3	1 2	0 2	3 2	0 2	0 4				



## Development Agenda

The development plan is intended to underpin the tracker in support of our targets. The plan is split into ten distinct areas of focus, each representing an important building block for the future of the club and each with it's own development activity.





## Membership

### ***Aim:***

To grow and develop our membership base across all disciplines, in accordance with our capability to coach, administer, communicate and support our members effectively.

### ***Current position and opportunities:***

Basingstoke and Mid-Hants Athletic Club is an established club with roots back to the mid 1940s. It has grown steadily with a strong and loyal membership comprising track and field athletes at junior and senior level and a very active Road Runners section.

The legacy of the 2012 London Olympics has seen our membership grow by 58% in the past 6 years. We currently have a waiting list for junior members, especially at the U11 age group, of over 100 young people.

Whilst accepting new members we seek to retain athletes as they transition from juniors to seniors. It is at this point when moving onto college, university or work that interests change. The club recognises the needs to provide opportunities and benefits to maintain their membership, their interest, enjoyment and participation.

As a 'community club' we aim to support all those interested in training, participating and competing in athletics, whether track & field, cross country or road running. At the same time we recognise that our infrastructure has to support and sustain our membership.

We need to establish an appropriate balance between membership numbers and club capability. We aspire to provide a gateway into athletics that our membership recognises as supportive, developmental, aspirational and offering value for money. If in the process we need to restrict our numbers, we would like to do this in a fair and open way.

### ***Actions:***

- Improve member administration and communications through the continued development of the club membership database in accordance with data protection legislation
- Maintain an on-going dialog with those waiting to join, keeping them informed of the timeframes involved, encouraging them to remain interested and motivated.
- Maintain links with schools to promote the benefits of athletics within the community and to 'talent spot' young athletes.
- Explore ways to retain athletes as they transition from juniors to seniors through our coaching infrastructure, competition opportunities, social networking and all other relevant means.
- Maintain links with athletes at University so they continue to feel involved with the club and the sport.



***Aim:***

To strengthen the management team and administrative systems that guides and supports the club.

***Current position and opportunities:***

Basingstoke and Mid-Hants Athletic Club is administered by a committee of volunteers which meets on a monthly basis. This committee has a good cross section of skills and abilities which cover a diverse range of club functions. Within the committee each member has a designated role.

The committee believes that the current committee functions are executed effectively but their work is limited given the committee vacancies that remain unfilled.

The implementation of an on-line membership system early in 2016 continues to be of benefit, assisting with payment of fees and communication to members. Payment processing has been a significant benefit.

The club continues to be held in high regard for its ability to stage major events and matches. Events such as the annual Young Athletes Open Meeting , league matches including the BAL, SAL, Wessex League and Alder Valley Leagues, county cross country championships and Border League raise the profile of the club and provide much needed funds as well as developing the skills and abilities of those involved.

Opportunities to host major events at Down Grange continue to be encouraged and investigated in line with our club resources and ability to host effectively.

***Actions:***

- Produce a fiscal projection on an annual basis which ensures value for money against the club's major cost centres is maintained i.e. facility hire and transport.
- Utilise the online membership database to maximum effect, providing coaches and team managers with access appropriate access to member groups.
- Retain 'club mark' status.
- Investigate all additional sources of income/grant aid.
- Identify and utilise subcommittees as appropriate.
- Proactively recruit volunteers to ensure the sustainability of the club's functions and succession planning.
- Maintain and develop job descriptions/role profiles for all committee members to assist them with their duties and responsibilities.
- Develop links with BVA and other voluntary organisations to share best practice and insights.
- Promote better co-ordination and collaboration with other Down Grange sports clubs
- Active participation in the sports community



**Aim:**

To improve and develop existing facilities for athletes and spectators.

**Current position and opportunities:**

Basingstoke and Mid-Hants Athletic Club is based at Down Grange Sports Complex Pack Lane, Basingstoke. Facilities are owned and managed by the council. Most home track fixtures take place at this location. The facility comprises an eight lane, 400 metre all weather track with accompanying field event stations. The track was completely re-laid as a new 8 lane track in 2011 and has since hosted several regional level competitions.

The Borough Council supplies the majority of equipment although the club does have some equipment of its own. The club maintains a regular dialogue with the council to ensure equipment and facilities are maintained at the required standard.

Existing facilities meet the general needs of the club although the increase in numbers is putting a strain on the track and in-field on training evenings. The committee is monitoring the situation and is open to requests for additional training evenings.

The track has no indoor facilities for athletes or spectators. The existing club buildings require substantial extension to meet the needs of an expanding club looking to host higher level competitions. The provision of indoor educational and training facilities, changing rooms and toilet, catering facilities and spectator seating is considered essential both for the developing needs of the club and to assist in improving the club's profile in the local community.


The club has collaborated with the council, Hockey club and Rugby club and has planning permission to develop the Down Grange complex including improved facilities for the athletics track. Funding is being sort to turn these plans into reality.

**Actions:**

- Develop a plan for the multi-use of indoor facilities such as coaching seminars, play groups (tiny tots athletics), keep fit groups and other physical and educational activities. This will open the facilities to the wider community as well as club members and could offer opportunities to generate new income streams.
- Actively work with the Council to investigate and apply for funding from appropriate sports funding bodies to deliver the spectator stand and facilities.
- Keep the membership informed of our progress and key milestones regarding the indoor facilities and spectator stand so they feel engaged with the project and our progress.
- Continue to support fundraising activities by members of the club, their friends and families.
- Continue to liaise with the council to ensure equipment is purchased and maintained to the required standard for the benefit of all members – male and female, juniors and seniors.
- Develop and improve the use of the Club's technical equipment.







Welfare &  
Health & Safety

***Aim:***

To ensure all responsible measures are taken to safeguard our young and vulnerable members and promote the health, safety and well being of our members and visitors.

***Current position and opportunities:***

The health, safety and well being of all athletes, club members, their families, officials and other guests at the Down Grange track is of paramount importance to the club. The Committee takes it's responsibility very seriously.

Welfare covers safeguarding and protecting children, anti-bullying, equity, poor practice in coaching and disciplinary and grievances matters. BMHAC follows the guidance and best practice promoted by England Athletics, encompassing policies and procedures to set out minimum standards of expectations.

We have a Club Welfare Officer who is the custodian of our policies and practices affecting the young and vulnerable. All those actively involved in supporting our young athletes undertake the necessary DBS checks. All coaches have attended safeguarding training.

In respect of Health and Safety, we adhere to the policies and practices required by law and England Athletics. Risk Assessments are carried out on a regular basis and health and safety training is undertaken by all our coaches and officials. Professional first aid cover is booked for all events/competitions and all accidents and incidents are recorded and reviewed regularly to ensure any lessons are learnt. The first Aid box and equipment is checked to ensure it is suitably stocked.

***Actions***

- Improve the 'safety first' awareness of all the club members.
- Continue to promote best practice which includes awareness of safeguarding practices, health and safety and Risk Assessment.
- Explore further training and for our team managers.
- Seek a volunteer to oversee the maintenance of the first aid box and accident record keeping and report regularly to the committee on incidents and trends.
- Promote awareness of our safeguarding policy amongst our members and their families.
- Offer talks, advice and training to athletes, parents and coaches to encourage physical and mental health within the sport.
- Adopt and follow the guidelines issued by our national governing bodies.





## Coaching

### ***Aim:***

To strengthen the coaching structure in order to support the Club's athletes.

### ***Current position and opportunities:***

The club recognises the importance of a coaching structure so that all athletes are able to progress smoothly across all age groups with appropriate coaching based on ability.

Coaching for individuals and groups is offered to all club members. A network of coaches and assistants provide instruction on club training nights. The coaching team has increased in the past 2 years including additional support for throws and senior multi-events. Pole Vault training is now available with suitable poles for junior athletes thanks to a donation of £750 from Persimmon Homes.


The club values its coaches and recognises that quality coaches attract quality athletes. Coaches are encouraged to enhance their skills and continue their professional development for their personal benefit as well as the benefit of athletes and the club. Their qualifications are recognised by the club and highlighted on the club website.

For the long term development of the club, efforts need to be made to identify coaches with the potential to progress up the coaching structure to senior level.

### ***Actions:***

- Seek additional volunteers to train as assistant coaches so that we have a wider pool to cover holidays, gaps and fill our future coaching needs.
- Encourage & assist coaches to progress to a higher level and improve their coaching qualification so coaching gaps can be addressed.
- Identify existing qualified coaches who are able & willing to advance to higher level coaching.
- Identify opportunities for the Club's coaches to benefit from appropriate support services, courses, and workshops.
- Extend the use of expert speakers to provide insights into specialist areas such as sports psychology and prevention of injuries.
- Encourage coaches to meet on a regular basis to review the current coaching situation and problems.
- Develop guidelines on selection of coaching groups and etiquette on changing groups.





## Competition Opportunities

### ***Aim:***

To provide a broad and comprehensive range of opportunities for athletes at all levels and encourage the highest standard of athletics to take place.

### ***Current position and opportunities:***

The club provides a variety of competition opportunities for boys and girls aged 8 to Masters.

The club has a strong track section with senior athletic teams currently in Men's British Athletics League National Division 2. Our Men and Women compete in the Southern League Division 2 with the team seeking promotion back to Division 1 in 2018. There is a thriving junior section with teams in the Wessex League and Wessex Quad Kids and Alder Valley Leagues.

We have a significant crop of talented female athletes progressing through the junior ranks and that suitable competition opportunities are being highlighted to them to retain them within the club and enable them to develop further. Athletes have, and will continue to be canvassed about their preferences.

During the winter months the club has a cross country section competing with members of the Road Running section in the Hampshire Cross Country League and Southern Cross Country League. Junior athletes also compete in the Destination Basingstoke Junior cross Country League.

The administration, coaching and officiating support required to maintain teams competing in these leagues is considerable and can often be overstretched.

With the increase in junior membership in recent years, additional events for our younger athletes have been arranged to provide competition experience. These events include the Christmas Cross Country races and local Quad Kids competitions.

Competition in league events is free to members.

### ***Actions:***

- Continuously review the club's league commitments to ensure they can always be met.
- Provide support and encourage members to compete on a regular basis.
- Continue to provide opportunities for our younger athletes to experience competition and gain confidence in their athletic ability.
- Promote the opportunities and benefits of multi-event training and competition to our junior members.
- Continue to canvas members on their competition preferences, especially high performance athletes transitioning from juniors to seniors.
- Secure volunteers as team managers to develop a pipeline of future volunteers to facilitate smooth handovers when team managers need to 'move on'.
- Encourage integration between Road Runners and Track and Field section to help maintain senior and vets teams.





Officials and  
Volunteers

***Aim:***

To develop a pool of skilled and competent officials to support the full range of events and competitions on offer and provide opportunities for officials to achieve at the highest level in athletics.

***Current position and opportunities:***

BMHAC is fortunate to have a number of well qualified and very experienced officials attached to the club. Parent volunteers is our primary recruitment pool for officials although we also attract help and assistance from current athletes.

Our top officials have been involved in organising and officiating at national and international events including the London 2012 Olympics and Para Olympics and Diamond League events, IAAF World Championships, IPC World Championships and Diamond League matches.

In recent years BMHAC has purchased Electronic Timing and Photo Finish equipment and EDMS (Electronic Distance Measuring System) to enhance the accuracy of performances for the benefit of athletes and spectators.


There is a need to continually grow our pool of volunteers and officials to ensure the pipeline provides a steady flow to support our active participation in local, county and league fixtures as well as national and international competition. It is important that volunteering is seen as a valued and beneficial activity, on a personal as well as a club level.

We will continue to support and promote the development of our officials, recognising and celebrating their achievements.

***Actions:***

- Develop a strategy to attract volunteers as officials and for roles such as catering, registration, scoring, and match reports.
- Communicate and market volunteering opportunities.
- Coach and mentor new and less experienced officials to encourage them to attain higher level qualifications.
- Maintain links with the County Officials Secretary
- Encourage more officials and volunteers to train on our Photo Finish and EDM equipment.
- Investigate additional equipment to ensure starter guns are effective with Photo Finish.
- Keep abreast of new innovations and developments used to officiate in athletics, building a case for investment where appropriate.





## Communication & Engagement

### ***Aim:***

To have effective and timely two way communication between all members of the club to encourage full participation and engagement.

### ***Current position and opportunities:***

The club's website has been updated and mobile enabled providing club members, prospective members and the community with information on many aspects of the club including location and facilities, club management, coaches, training and competitions. It also provides useful links to relevant athletics and associated websites.

Training additional club members to administer the website will alleviate pressure on those currently responsible and help to ensure it is kept current and relevant.

The club has several Facebook pages which are actively utilised by members and their families. The sites are run by leading members of the club with links to the Committee but they are independently administered. The committee monitor the pages to ensure they are used responsibly and no members are at risk. Facebook insights provide useful data on membership engagement.

The on-line membership system is also used for internal communication with members and allows coaches and team managers to send and receive emails with specific groups of members. The membership system has been updated to ensure it is compliant with the latest data protection legislation (GDPR).

### ***Actions:***

- Improve member and committee communications through the continued development of the club website and the club membership database.
- Investigate other communication systems so that members can be targeted with relevant communication in a way that best suits their needs and preferences.
- Identify additional website administrators and provide training.
- Seek additional volunteers to maintain the club noticeboard.
- Use the opportunity of our Awards Evenings to educate athletes and their parents on matters important to the club.
- Develop a programme of talks and social events to assist in engagement with members.



***Aim:***

To strive to ensure effective communication and promotion of the club, and its activities both locally, regionally and nationally

***Current position and opportunities:***

The profile of the club has been raised in 2018 thanks to the selection of BMHAC as a finalist in the Persimmon Homes Healthy Community Scheme. The club was awarded £750 as a monthly winner and £5K as a regional finalist. Whilst the club was promoted in the public vote, BMHAC did not secure one of the three pig prizes. Nevertheless, the six week campaign brought the club to the attention of the general public with local press and radio coverage.

The club has recently entered a fundraising competition with Jewson.


The summer of 2018 has seen regular articles featuring in the Gazette and Basingstoke Observer, largely due to the reports submitted by committee members.

The club would benefit from additional marketing expertise to support the committee in their work. Whilst it appears that a structured and co-ordinated approach exists, this largely happens through informal, ad-hoc yet timely intervention by committee members. Future efforts could develop our profile even more in order to attract sponsorship & other funding opportunities.

***Actions:***

- Appoint a promotions officer and develop a plan to promote the club.
- Improve and develop the club's relationship with local schools and other sports clubs.
- Expand the range of PR opportunities to ensure the club profile is developed
- Seek more volunteers to write match reports for publication within the club and in the local press
- Liaise with BVA and other organisations and charities for fundraising opportunities.
- Develop a programme of talks and social events





Competing at our  
Best

***Aim:***

To encourage participation in competitions and promote performance at the highest level.

***Current position and opportunities:***

BMHAC has an excellent track record of participation and performance, on a local, county, national and international level. In many ways the club has ‘punched above it’s weight’ and has a reputation for producing high performing athletes.

Participation at grass routes level is important to the club. As a ‘community club’, we are keen that our members have the opportunity and are given the encouragement to develop their skills and potential through competition, be that at club, district, county, national or international level.

After a decline in participation at cross country by certain sections/age groups in recent years, numbers are slowly beginning to rise again. There are still pockets of young athletes who are reluctant to compete in cross country and on the track and this is being monitored and addressed. We recognise that more can be done to encourage participation but we do not want to alienate those who do not.

A current area of concern is a decline in junior multi-event athletes. An on-going down turn in those training and competing in multi-events could have a long term impact on club.

The club is proud of the achievements of those who do compete and who perform at a high level. On-going Personal Best (PB) performances, county medals, county representation, selection for English Schools, Power of 10 Rankings and country representation are just some of the ways we recognise and celebrate achievements.

***Actions:***

- Encourage more of our young athletes into multi-events. Widening the scope of events available to young athletes allows them to become familiar and reasonably competent at technical events before any specialisation begins.
- Monitor participation in key events through our ‘tracker’ so that trends can be identified and addressed. Celebrate participation numbers as well as individual and team achievements.
- Sign-post non-club events on our website and Facebook pages such as County Championships, South of England and National Championships.
- Encourage coaches to promote suitable competitions according to ability and entry standards.
- Celebrate success. Publicise achievements on our website, Facebook pages, Noticeboards and at our Awards evenings.
- Use the opportunity of our Awards Evenings to educate athletes and their parents on the competition opportunities available.

