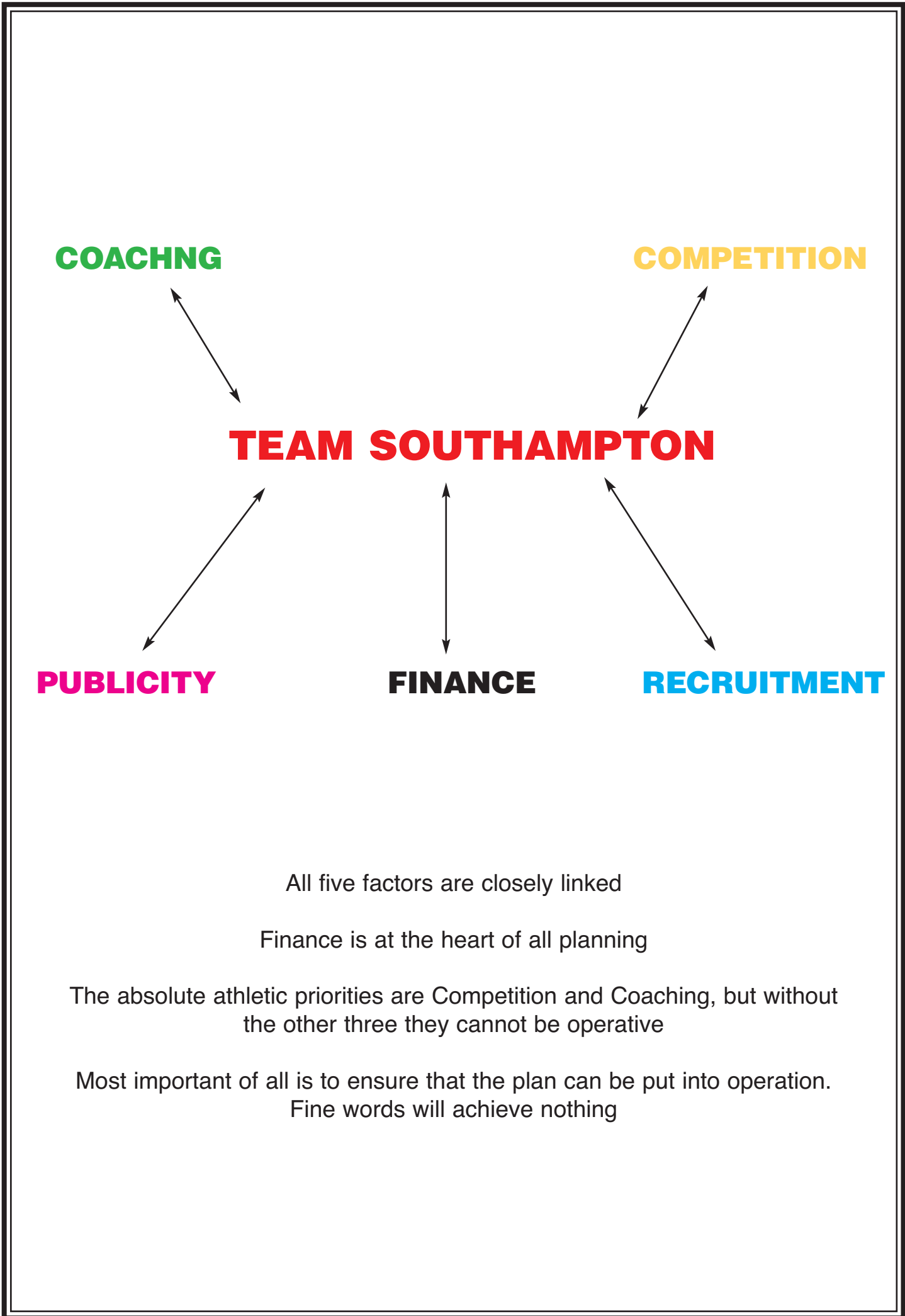




*Think Athletics, think
Team Southampton*



All five factors are closely linked

Finance is at the heart of all planning

The absolute athletic priorities are Competition and Coaching, but without the other three they cannot be operative

Most important of all is to ensure that the plan can be put into operation.
Fine words will achieve nothing

TEAM SOUTHAMPTON

MISSION STATEMENT

As a first class athletics club, we aim to continue to raise the profile of all athletics in the area and to provide the structure for athletes, coaches and officials to recognise and achieve their potential.

We aspire to generate a lifelong interest in athletics.

FINANCE

Financial stability is at the heart of club development

Income and expenditure must be carefully balanced and with this in mind a planned *ANNUAL BUDGET* is needed.

Membership Subscriptions are at the heart of the club's financial affairs and must be set at levels which cover the day to day running expenses.

SPONSORSHIP

Regular sponsorship is essential if the club is to develop and move forward. Sponsors should receive the maximum exposure that the club can provide.

The sponsors name and logo should be used where ever possible as a return for the investment they make.

Sponsorship can be for the club as a whole or for particular teams, young athletes, equipment purchase etc.

Enthusiastic benefactors who are prepared to make donations are also a valuable source of sponsorship. These are usually ex athletes or those who have a love of the sport and expect little in return – they should be sought out and cherished.

GRANTS

Sources of funding will inevitably provide grants for specific purposes e.g. equipment and carefully considered applications for aid need to be made. The availability of such grant aid means that other club funds do not have to be used.

FUND RAISING AND SOCIAL EVENTS

These should always be encouraged as they will help to build a feeling of "club". But they are unlikely to contribute significantly to financial reserves. Such events should be self financing and are best aimed at raising money for specific projects.

APPENDIX

The financial commitments for the everyday running of the club include;

Affiliation fees

Competition entry fees

Track hire

Travel

Secretarial costs – stationery, telephone, postage, e. mails, committee bookings etc

Web site

Awards

Publicity

RECRUITMENT AND RETENTION TARGET GROUPS

1. Experienced volunteers
2. Volunteers with little or no experience
3. Young Athletes
4. Senior Athletes

RECRUITMENT AND RETENTION OF NEW VOLUNTEERS

Parents of U18 athletes should be targeted via social meetings and news letters.
A data base of jobs and volunteers should be kept.
As athletes come to the end of their competitive days they should be encouraged to move into coaching, officiating or committee work.
There should be a mentor system for new volunteers.
The club must advertise and help to fund coaching and officials courses.
Every effort must be made to avoid placing too much pressure on individuals by asking them to do too much.

RECRUITMENT OF ATHLETES

Posters and Flyers advertising the club should be displayed,
by permission, in public places.
Links should be established with selected schools.
Ethnic communities should be targeted.
Links with other sports bodies should be made.
There should be a policy of actively encouraging current athletes to consider the benefits of joining the club.
Regular analysis of club membership to establish strengths and weaknesses.

RETENTION OF CLUB MEMBERS

A robust coaching system is needed in all events so that progress can be achieved.
Clinics and courses should be held for various events and age groups.
A good internal system for the publication of results and news is vital.
A wide variety of competition, not only leagues, some of which should be initiated by the club, is needed.
A reward system for young athletes should be considered.
Social events should organized to encourage club spirit and a sense of belonging.
Active athletes should be encouraged to serve on committees so that their views and needs can be considered.

COACHING PRINCIPLES

A coaching structure in place to enable athlete progression from 'Junior' to 'Senior' coaching groups.

There should be a full coaching provision through all the age groups.

The aim must be to encourage full development of potential whatever the age group.

Planning should cover both the short and long term development.

Athletes in general seldom reach their peak until they are out of their teens.

With young novice athletes a multi event approach should always be recommended.

Coaches should be encouraged to improve their own skills. Good coaches never stop learning.

Mentors should be available to advise new, or inexperienced, Coaches.

Emphasis should be placed on less well supported field events.

PROGRESS AND GOOD PRACTICE

Starter groups under the supervision of experienced coaches should be arranged for novice athletes.

Special attention should be given to the retention of athletes in the U17 and U20 age groups.

Athletes should be encouraged to compete in the highest possible level of competition.
Move out of the comfort zone.

There must be a good link between Coach and Team Manager.

Regular specialist event workshops should be organized.

Young Athlete courses during school holidays are a valuable source of recruitment and development.

Coaches should be given financial assistance to help them improve their coaching status.

Coaches have a big responsibility in the development of the athletes they work with and will have to act as teachers, advisors and as the athletes gets older, friends. However they must not be dictators – tolerance and understanding are vital factors in a successful relationship.

All Coaches need to be CRB Checked

COMPETITION

Competition must always be linked to coaching

Whether winter or summer, indoors or outdoors, the same principles apply

In all competition it is the good of the individual which must be paramount

The essential need is for balanced, regular competition in all age groups

A good balance must be attained between individual centered events
and team competition

Senior competition must be emphasized

Part of the competition remit must be to organise competition in addition
to the leagues and individual championship events

Athletes must be encouraged to fulfill their full potential whether it is at County,
Regional, National or International level, so the comfort zone should be avoided.

Efficient and enthusiastic Team Managers are vital to success

A close liaison between Team Managers and Coaches is necessary

Team spirit must be encouraged in what is essentially an individual sport
and to this end incentive systems should be considered especially for
the younger age groups

PUBLICITY

EXTERNAL

A central organization based around a dedicated Publicity Officer with nominated links within the club is essential.

A data base of media contacts should be kept

The local press is the most obvious source for overall publicity.

Regional television and Local radio used principally for individual success and national level stories.

The club web site becomes increasingly important.

Posters and leaflets should be distributed to targeted audiences – Schools, Colleges, Leisure Centres etc.

A corporate strategy and identity should be developed using logos and possibly catchphrases which are on all publicity material.

The use of Club banners which can be displayed at all fixtures.

INTERNAL

Regular newsletters which deal with all aspects of club activities.

Full use of the Portakabin for the displaying and distribution of information.

Forums should be held on a variety of matters involving athletics.

Active use of the club web site.

The promotion of social events which not only help to build club spirit, but also form a good method of passing on information.

The promotion of club clothing – T Shirts, Sweatshirts, Leisure wear etc- should be used as a valuable method of both external and internal publicity.