

BBM Revolution Cycling Club
Three Year Development Plan 2016—2018
Version 2.1



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Current Status

Overview

BBM Revolution Cycling Club's ethos is to promote cycling for All' i.e. all ages, abilities, disciplines, both genders and all races.

We promote both road and off road cycling and have a close association with De Lacy Academy in Knottingley where we use their off road and indoor sports facilities as a base for our club Go Ride activities and also junior and adult cycling.

Racing

The club organises road, off road and circuit events at various venues throughout the year.

Recreation

There are several recreational rides organised each week through the year, during the day and in the evenings, each having a different format and style. Although numbers tend to be lower during winter they still maintain a healthy level.

Social

A program of social rides and events run though the year, many of which have become established favourites having run for several years.

We also use the facilities and share social events with Knottingley RUFC which is also the starting point for a number of our club rides.

Volunteering

We have a healthy and dedicated core of members volunteering their support at club activities and events.

This experienced group is steadily being added to as new members grow the club.

Funding

The club has membership products for both first and second claim members which provide a steady income stream (membership is free for under 16 year olds)

We also enjoy strong support from local businesses who provide sponsorship to specific areas of the club.

Strengths	Weaknesses
Use of traffic free facilities. Coaching staff at L2 and discipline specific levels. Experienced members for event staffing.	Need to increase numbers of coaches to cover in case of illness, absence etc. and to share responsibilities. Also need a similar increase of volunteers to share responsibilities and allow growth of club activities. Fundraising needs increased attention.
Opportunities	Threats
Widening of inter club co-operation, particularly through shared coaching facilities. Increased chances to work with cycling based organisations to participate in event organisation and increasing volunteer experience and education.	Fragmentation of volunteering and coaching through changing membership. Lack of inter club support and cooperation

Annual development targets for 2016

2016 is year one in the club's three year development plan, the table below shows the targets that the club will aim for this year;

TARGET	PARTNERS	RESPONSIBILITY	FUNDING	DATE
Increase coaching range within the club by adding discipline specific coaching.	Coaches Club members	Coaches	n/a	October
Add venues available for club use for coaching and events, particularly cyclocross.	Coaches Club members Local authorities	Coaches	n/a	October
Recruit volunteers to assist in delivery of coaching sessions.	Coaches Members Go Ride parents	Coaches	n/a	December
Send one volunteer on a L2 certificate course in cycling	Coaches	Committee	Course fees covered from club funds	December
Consolidate opportunities for racing through annual club events, Spring RR, A Day at the Races, Pontefract GP etc.	Committee Coaches YPC Ltd	Committee	n/a	September
Develop inter club co-operation and interaction through Go Ride activities	Coaches Club members	Coaches	n/a	December
To develop the club website and improve its use as a communication tool within the club and externally to promote the club and its activities.	Website officer appointment. Club members	Committee	n/a	Mid year

Annual development targets for 2017

2017 is year two in the club's three year development plan, the table below shows the targets that the club will aim for this year;

TARGET	PARTNERS	RESPONSIBILITY	FUNDING	DATE
Establish an 'Events workgroup' to manage club social, leisure and sport events	Committee Members	Committee	n/a	Mar
Encourage junior and Go Ride members entry into racing	Coaches Parents Members	Committee	n/a	December
Develop indoor training and competitions winter period, promoting inter club activity.	Coaches Members	Committee	n/a	Oct—Mar
Investigate sponsorship opportunities for funding junior racing and establishing a junior racing team	Club funding officer Coaches Members	Committee	n/a	December

Annual development targets for 2018

2018 is the last year in the club's three year development plan.

Review, Consolidation and Forward Planning

Right from its beginnings the club has adopted an inclusive style of running its affairs in order to continually move forward and improve. Two of the most effective recent innovations have been the adoption of an open committee style of managing the club and membership polling to discover members perceptions of what the club was doing, how it is doing it and what it should be doing.

These have been so effective in the club's recent development that they should become part of the club's ongoing strategy planning. It is proposed that this three year development plan should become a rolling three yearly strategic plan for the club's development. So, throughout the third year the club will;

First half year- Review and Consolidate

All club officers and members with role responsibilities should conduct a 'where we are now' and SWOT analysis of the section of the club they are responsible for including its standard operating procedures and performance.

The committee will conduct an early year poll of members to determine their views on where the club is now, what it is doing well, what isn't going well and where we should be improving in the future.

The treasurer will report on the club's financial position, any emerging trends and any issues going forward.

Second half year- Forward planning

The development officer will review the where we are now plans and SWOT analysis and work with each responsible person to produce a proposed club development plan for the next three years.

The committee will review and amend as appropriate the proposed development plan before adopting and publishing it to the club membership.

Club Equity Aim.

The club has around 88% male membership and although many of these male members also have wives, girlfriends, partners etc. who cycle there is still an imbalance in the male to female members ratio and this is probably also a reflection of the situation in other clubs and in cycling generally.

Whilst the recent growth in cycling has seen the number of females coming into both recreational and sport cycling they are still greatly outnumbered by male cyclists.

In keeping with our club ethos of 'Cycling for All' we intend to increase efforts within the club to encourage and enable females to get into cycling.

The club intends to address this issue through the following initiatives which will run throughout the three years of this development plan;

Developing a women's pathway into cycling within the club.

The Breeze Network.

We will increase the number of Breeze Champions who are organising rides under the Breeze banner (women only). We will support and promote this activity within the club and to the wider public through our external signboards, advertising and promotions at club events.

Beginner and intermediate club rides.

We have discovered through experience that many ladies prefer to ride through the spring—summer—autumn seasons and join moderately paced leisure rides. The club will organise suitable weekend and early evening rides specifically aimed at this level of rider wanting to join group rides at an appropriate pace and duration.

Coaching.

The club already runs coaching sessions in a safe traffic free environment. We will add ladies only sessions to these to increase participant's competence in bike handling and group riding skills and enable them to join more advanced club rides.

Bike maintenance.

We will introduce basic bike maintenance 'workshops' demonstrating general day to day maintenance, bike cleaning, emergency ride repairs, puncture repairs etc.

Club rides.

The aim of the club equity initiative is to provide an entry to cycling for women of any ability and enable progress to any desired level in a safe and secure manner and to redress the male/female membership imbalance.