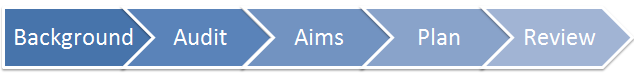
Club Development Plan (Information)

The most effective approach to improvement and development of a sports club is through strategic planning. By creating a Club Development Plan (CDP) you will be able to determine the main priorities lie for your club through short, medium and long term goal setting.

CDPs can be regarded as a time-consuming and boring task however essentially this document should be a to-do list in areas of both on and off the badminton court. It is recommended that a small working group is formed that comprises of committee members who would take the lead on this area.



Below is a the CDP planning model:

**1. Background**— Where have we come from?

**2. Audit**— Where are we now?

**3. Aims**— Where do we want to be?

**4. Plan**— How will we get there?

**5. Review**— Have we achieved our targets?

A well-developed CDP can allow badminton clubs to aim to fulfil their fullest potential. There is also a series of benefits:

* Demonstrate how your club is meeting the criteria for funding agencies and potential sponsors. Possibly making you more successful within this area.
* Provide a clear direction for your clubs growth, helping to bring your club together as one body.
* Helps the club cope with change and adapt to ever-changing environments
* Use your clubs resources more effectively.
* Help members understand and support the direction in which the club is going.
* Identify goals within certain sections of the club
* Increase your club's confidence by visibly meeting aims and succeeding.
* Assist with the recruitment of new members and volunteer development