

Club Development Guide

Welcome to the Welsh Triathlon Introduction to Club Development Guide. With the continued growth and popularity of Triathlon we wish to support your club and volunteers to ensure you have the capacity to meet demand and to safeguard your club's future.

Whether you wish to develop a junior section or up-skill your volunteers, we will be able to assist you with your development needs.

Within this guide you will find the basic information to get you started with developing your club. You can also find further information on the Welsh Triathlon website at www.welshtriathlon.org or by contacting the Welsh Triathlon Development Manager on 0845 045 4305 or alternatively via mobile on 07824 145080 who will be happy to assist.



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This guide will not provide you with all the answers nor will all the sections be applicable to your club's needs. However, it will direct you to the right place for further information* and support your club may require.

Ultimately, this guide will provide the building blocks for your club to achieve Clubmark accreditation, ensuring that your club operates to the highest standards for the benefit of your members and the sport of triathlon.

**Further information including registration forms, useful templates and examples of good practice can be downloaded from our website.*

Planning for the Future – Club Development Plan

As your club continues to grow and expand you may find it useful to create a club development plan. A club development plan will help you improve on the activities you currently offer and will help prepare you for the activities you wish to introduce in the future.

Writing a development plan will:

1. Provide a clear direction for your clubs growth.
2. Give a clear club structure to help you run your club more effectively.
3. Help members understand and support the direction in which the club is going.
4. Provide you with ideas about the future of your club.
5. Assist with the recruitment of new members.
6. Keep potential local, regional and national partners informed of your work e.g. Sport Wales, your Local Authority and Welsh Triathlon.
7. Demonstrate how your club is meeting the criteria of funding agencies and potential sponsors.
8. The plan could be circulated to local schools and community groups to develop new links and help attract new members.

A plan is relatively easy to produce. It should not be too much work. The plan itself should be realistic, achievable, short and concise so people can read it.

There is no right or wrong way to produce a plan for your club.

It is far better to achieve a small number of goals rather than set yourself impossible targets which will only de-motivate those involved when they are not reached. The plan should be an active document that can be adapted as your club's circumstances change.

Making your plan work

Break down your club targets and generate a plan for each priority e.g. developing a junior section. You will then be able to identify the steps you need to successfully develop each priority.

Targets should be broken into:

1. Who should be involved?
2. How will you go about doing it?
3. What is the potential impact of what you are doing?
4. What are the timescales?
5. What are the potential costs?

Top Tip: Keep it simple; set realistic targets with clear priorities and time-scales, avoid unnecessary and irrelevant information.

Planning for the Future – Developing a Junior Club

Five key areas to consider before introducing a junior section to your club.



Club Structure

- If you are a new club you need to ensure you affiliate to Welsh Triathlon, have a constitution in place, club bank account, and have identified key roles (welfare officer, chairman, secretary etc).

Welfare

- The next stage is to ensure your club has Codes of Conduct to adhere to and have a robust Child Protection policy in place.

Recruitment

- You will need to recruit new volunteers and coaches to lead and coach your new junior section. Ensure that you have a recruitment policy, grievance procedure and club information packs in place before you start recruiting.

Recruitment

- Once you have recruited additional volunteers and coaches they will need to enrol on the Welsh Triathlon Coach Education pathway. As your new volunteers and coaches will be working with children they must complete a DBS (Disclosure Barring Service) check – formerly known as CRB checks. Further information can be found on the British Triathlon website.

Club Development

- Once you have all of the above in place, you will be in a great position to put together a development plan and take it to your designated Local Authority Sports Development team who will be best placed to assist you with creating local school and community links, funding opportunities, volunteer recruitment and providing potential reduced rates at their facilities

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Safeguarding & Child Protection

It is Welsh Triathlon's expectation that all clubs who are working with young people and vulnerable adults have a responsibility to embrace, apply and utilise the **British Triathlon Federation Safeguarding Policy**.

All organisations that work with children and young people under the age of 18 have a responsibility to safeguard and promote their welfare. Welsh Triathlon is committed to support clubs to provide a safe and fun environment for young people to enjoy triathlon within a club environment and at events, and to helping its affiliated clubs, events and training centres to fulfil their responsibilities.

Welsh Triathlon affiliated clubs are advised to ensure that a safeguarding policy is adopted by the club as a whole and that all members are aware of it. Further information can be found on the Safeguarding & Child Protection section of our website at www.welshtriathlon.org or you can contact our current Safeguarding Director by contacting our Head office on **0845 045 4305**.

Over the coming year Welsh Triathlon will be aiming to increase awareness of the importance of safeguarding and make training more widely



available, in a practical and cost-effective way to coaches, parents and welfare officers through a combination of workshops and a series of club forums.

In line with this, the focus for Welsh Triathlon will be to increase the involvement of clubs and its members in the development of resources and information designed for you, such as your club website and the design of safeguarding section on our own webpage.

A British Triathlon Federation Child Protection Policy can be downloaded from their website at www.britishtriathlon.org and can be adapted to suit the requirements of your club so that young participants, parents and volunteers are clear about their responsibilities.

Funding for your Club

Funding is an integral part of a club's future, particularly for newly formed clubs during the initial stages of development. This section will assist clubs in identifying what funding opportunities are available, who to contact and how to apply.

Sport Wales Funding:

Sport Wales, the national organisation responsible for developing and promoting sport and physical activity in our country, support Welsh Triathlon and our clubs by providing accessible funding options to develop sustainable opportunities. They have two accessible options for clubs:

1. Community Chest – up to £1,500

Community Chest offers grant of up to £1500 in any 12 month period for activities that: Encourage more people to become more active, more often.

*Raises the standards of existing activities
Please note, applicants are able to claim a second £1500 if their application is based on one of the 2 priority areas.*

To be eligible they must demonstrate that their application either:

Better prepares clubs to cater for interest generated via 2012; or

Tackles inequality - BME, disability (inclusion), women and girls, social inclusion.

2. Development Grant - £1,500 - £25,000*

If you looking to establish or expand your club or event, develop new training facilities or purchase much needed equipment to take your project to the next level there is a grant of between £1,501 - £25,000 available to cover those costs as well as:

- Coach education
- Floodlighting for training purposes
- Purchase of land or rights in land to develop activity areas
- Start up grants to support new enterprises

**Please note that clubs will be required to make a 20% contribution to the total cost of the funding that may be in cash and/or in kind.*





County Voluntary Councils

County voluntary councils (CVCs) and volunteer centres (VCs) are a network of support organisations across Wales that help people who are inspired to make a positive difference to their communities. They work with charities, voluntary and community groups, social enterprises, trustees and individual volunteers. WCVA works at a national level, while CVCs/VCs work at a local level.

If you are sourcing funding to develop areas of your club that will have appositve impact on your community, contact your local CVCs or VCs by following the link below:

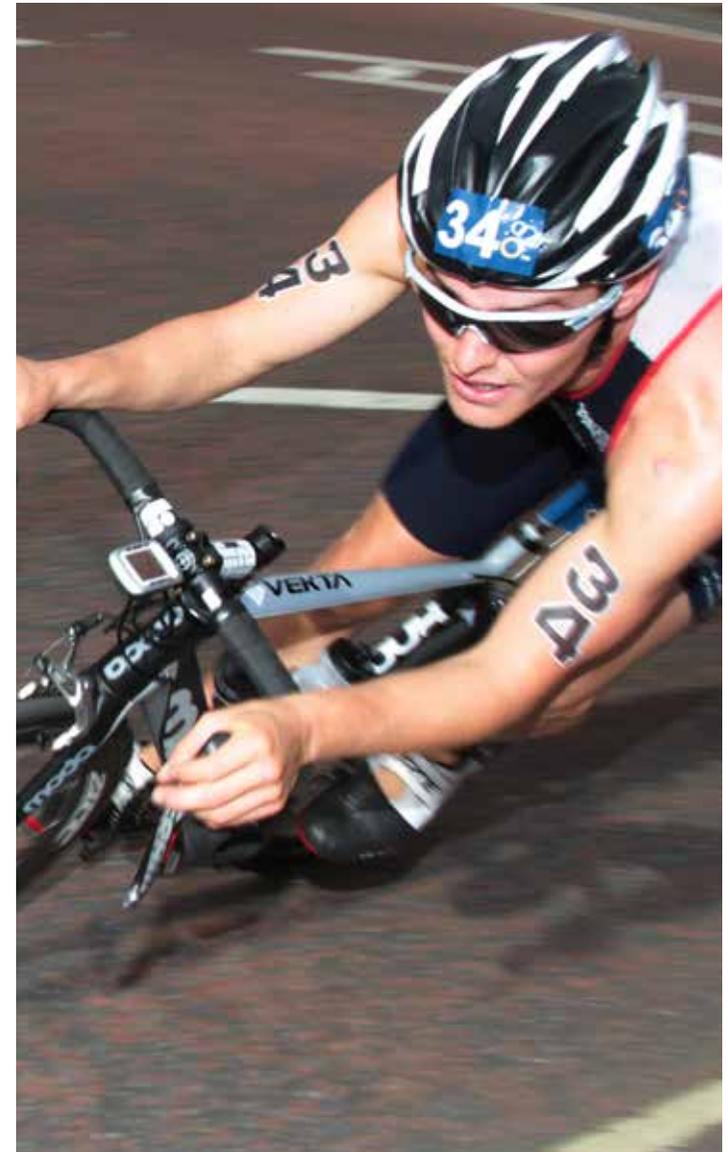
<http://www.wcva.org.uk/members-partners/county-voluntary-councils>



GRANTnet

Another useful tool for clubs, found on the WCVA website, is GRANTnet. This is a portal database which provides over 4,000 funding opportunities from Europe, government, lottery, charitable trusts and corporate sponsors. It is quick and easy to register your club with GRANTnet, simply visit the link below and follow the instructions.

<http://www.wcva.org.uk/funding/search>



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Potential Funding Avenues to support the Development of Triathlon Clubs across Wales

Grant	Awarding Body	Amount	Who Can Apply	Further Information
Community Chest	Sport Wales	Up to £1,500	Sport Clubs / Organisations	www.sportwales.org.uk or contact your Local Authority Sports Development Unit
Development Grant	Sport Wales	£1,501 to £25,000	Sports Clubs / Organisations	www.sportwales.org.uk or contact your Local Authority Sports Development Unit
Sport Safety Grant	Welsh Sports Association	£2,500 for revenue expenditure	Clubs who use natural environment e.g. open water	www.welshsports.org.uk/funding.asp
Sported Small Grants	Sported	Up to £2,000	Clubs who provide sporting opportunities for disadvantaged young people	Sported Regional Manager Wales – Richard Thomas r.thomas@sported.org.uk
Sport Relief Grant	Community Foundation in Wales	Up to £5,000	Clubs who bring young people together in disadvantaged areas	mail@cfiw.org.uk www.cfiw.org.uk/whatwefund.html
Charitable Trust Grant	Millennium Stadium	Up to £2,000	Clubs – priority given to those who provide for disadvantaged people	www.millenniumstadiumtrust.org.uk/

Please feel free to contact the Welsh Triathlon Development Manager for further advice and support at darrenjones@welshtriathlon.org



Coach Education

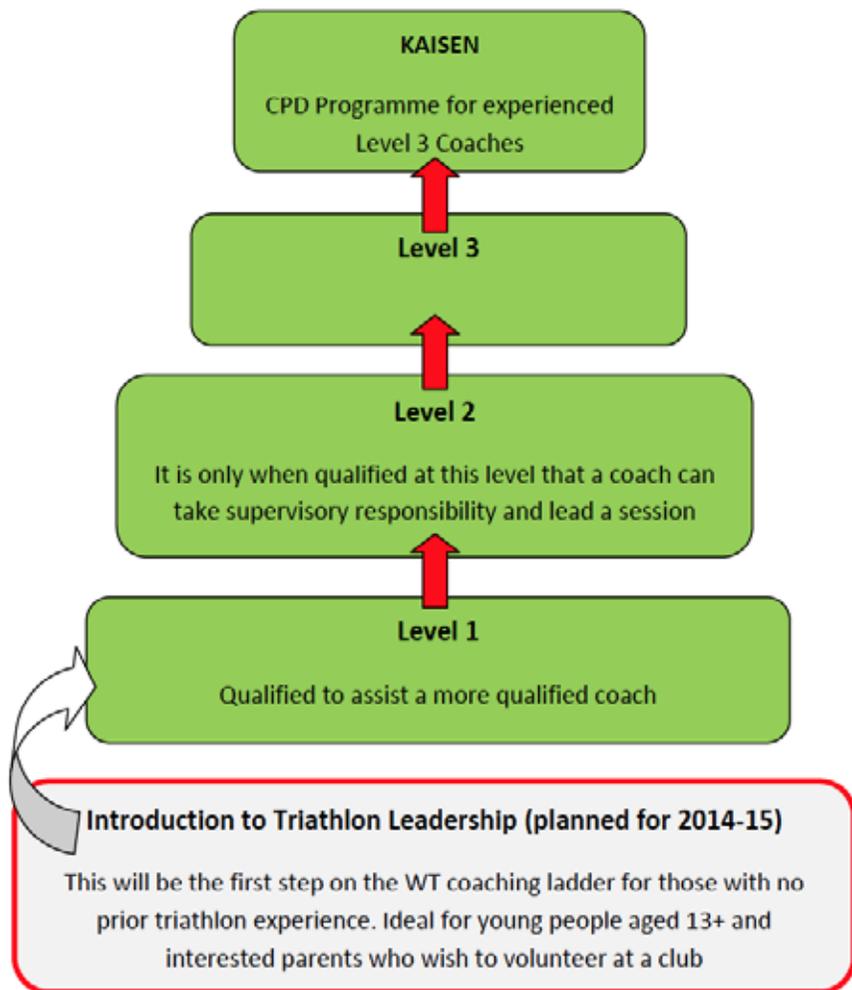
Coaching is at the heart of our sport. It can be a rich and rewarding role that will encourage participation and facilitate performance on behalf of the Welsh Triathlon community. The role of our coaches is vital to the success of all our participants at every level from children to athletes preparing for the international competition arena.



To ensure that we continually develop new and existing coaches, Welsh Triathlon will be holding annual coach education courses both in north and south Wales in an effort to remove the potential barrier of travelling and accommodation costs that can sometimes be associated with coaching courses.

We will also be utilising our very own Coach Education tutors from Wales, removing the reliance on Triathlon England, giving us more ownership of our coach education delivery that will benefit new and existing club coaches in Wales.

Coaching & Leadership Pathway



Course Fees

COURSE	COST	DURATION	MIN AGE
Introduction to Triathlon Leadership	TBC	6 hours	13
Level 1	£295	3 Days + home study	16
Level 2	£495	5 Days + home study	18
Level 3	£1200	9 Days + home study	18
KAISEN	£1200 approx	Dependant on coaches' needs	Min. 2 years experience as Level 3 Coach

KAIZEN



KAIZEN Programme overview

KAIZEN is a word from Japanese philosophy and directly translates as “Continual Improvement” It is a 12-month bespoke programme designed for experienced Level 3 coaches to further develop their coaching skills and knowledge beyond that of Level 3.

Different to Levels 1, 2 and 3, KAIZEN is a unique course that will conduct full training needs assessment of the coaches in an effort to ensure it meets each individual coach’s development and performance needs by applying coaching principles into practice.

The course will be rolled out at the end of 2013 with the intention of enrolling up to 10 experienced Level 3 coaches per year until 2017.

Triathlon Leadership overview

This is an entry level award for young people aged 13 years and over to ensure that we safeguard our future coaches and provides an entry level option for parents if they do not feel confident of undertaking a 3-day Level 1 course.

The leadership course will be piloted at the end of January 2014 and rolled out in 2015 onwards. It is developed in partnership with Sports Leaders UK and Sport Wales and will put basic leadership skills such as communication and organisation into a Triathlon specific context, with the aim of training young people and parents so that they can lead others in the sport of their choice. Please visit Sport Leaders UK for further information on generic leadership skills at www.sport-leaders.org

Level 1, 2 and 3 course overview

For detailed information on each of these courses please refer to the coaching section of our website at www.welshtriathlon.org



CPD Opportunities for Coaches

Welsh Triathlon is able to offer and/or direct you to CPD opportunities that will complement your coaching qualifications with varied, informal and formal learning. These may include workshops, working with other coaches, mentoring, eLearning and reflective coaching.

Course	Cost	How to book/Further Information
Safeguarding & Child Protection	Approx £35	You have two options 1. Check with your Local Authority Sports Development Unit for upcoming courses. 2. Visit www.sportscoachuk.org for upcoming courses
First Aid	Approx £35	You have three options 1. Check with your Local Authority Sports Development Unit for upcoming courses. 2. Visit www.sportscoachuk.org for upcoming courses 3. Visit St John Ambulance for a comprehensive list of First Aid courses in your region at www.sja.org.uk
Disability Inclusion Training	Approx £35	You have two options 1. Check with your Local Authority Sports Development Unit for upcoming courses. 2. Visit www.disabilitysportwales.org for upcoming

Informal CPD Opportunities

Opportunity	When	Where	Further information
Working with Regional Coaches & National Performance Coach	Bi-Monthly Basis	Various regions across Wales	Contact our Performance Coach Rich Brady on 07860 695287
Club Forums (opportunity to share best practice, any concerns & keep up-to-date with WT initiatives)	Four per year during autumn & spring	North Region & South Region	Please visit www.welshtriathlon.org for upcoming club forum in your region

Promoting your Club

This section provides new and existing clubs with promotional ideas to build on the development of their club.

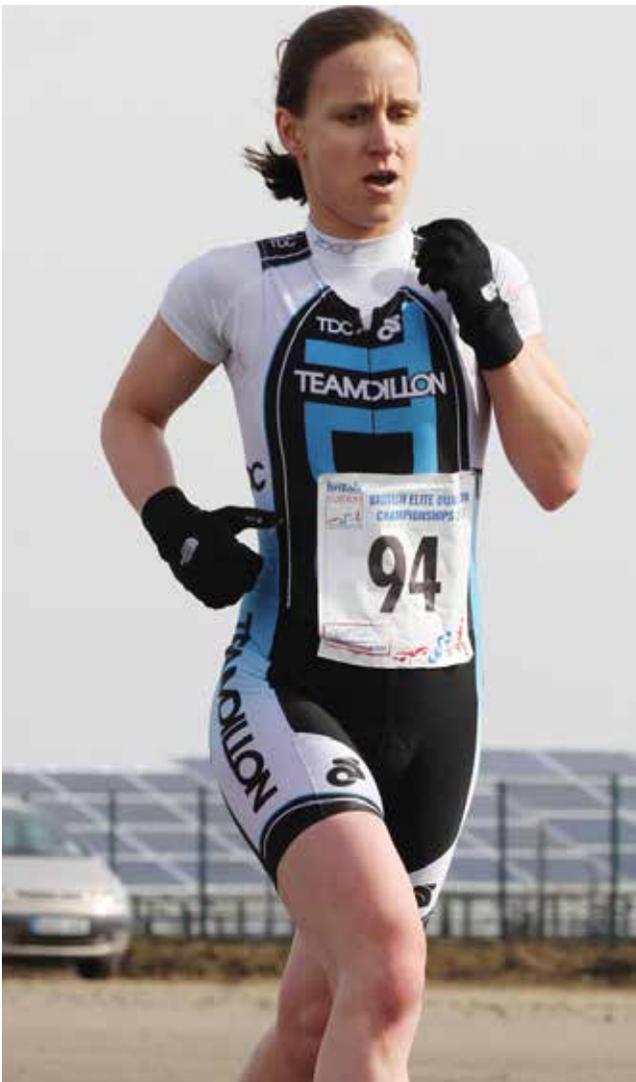
Promotion is the most visible aspect of marketing and is the major focus for most triathlon clubs. Your promotional activities should be consistent and develop a distinctive image for the club. There are a range of promotional ideas that clubs can make best use of, these include:

Social Media



Reach out to your existing and potential new members by making use of social media and having your own twitter and/or facebook accounts.

If your club has a twitter and/or facebook account, please include a link to Welsh Triathlon and we will do the same. This will lead to additional followers or likes for both parties and could potentially increase membership.



Websites

A simple and effective way to communicate to your members, supporters and the local community.

1. Can cut down on printing costs and time.
2. Check your member base for people with website design skills and writing skills.
3. Find a local store to sponsor website development in return for some form of branding and logo commitment.

Basic sites should include:

1. Training sessions schedule
2. results
3. Calendar of events
4. Membership information
5. Contact details

Get your website linked to Welsh Triathlon.
Get your website linked to related sites.

Ask your local authority, schools and leisure centres to provide a link to your site. Offer your logo, the page you'd like the link on and a link to their website.

If you have the resources, consider adding discussion forums, board and member lists etc.

Newsletters

Distribute a regular newsletter to provide information to members about club events, activities and news.

If your budget is limited, find out if you can create an online newsletter that can be emailed to members and published on the website.

Link with your Local Authority Sports Development Unit who may have their own regular newsletter where you may be able to include your club news in theirs.

Signage

A banner with your club name, logo and colours could be used at open days, taster sessions, presentation evenings, competitions and promotional events.

Find a sponsor to pay for the signage in return for some form of publicity if your budget is limited.

Company Logo

Design a logo for your club to use on letterhead, promotional materials, displayed on the website and emails.

Flyers & Leaflets

Produce a simple flyer that outlines the club's services or competitions, membership fees and contact information.

Distribute to the local community, leisure centres, local schools, fitness centres etc. Attach to your website or send via email.

Club Kit & Merchandise

Well-designed triathlon kit can enhance a club's image while promoting your club at events and activities.

Maintain realistic uniform standards. Link with your Local Authority Sports Development Unit for potential financial support.

Good News Stories

Welsh Triathlon also wish to introduce a 'Best Practice' section to the website whereby we encourage clubs to share any good practice stories they may.

These may include successful club open days, securing substantial funding for further development, any special recognition or award your club may have received etc. These stories cannot include events as we already have a dedicated events section on our website which currently reports on the National Championships, Grand Prix Series and the Junior TriStars Series.



Quality Club Accreditation



Triathlon Clubmark

Triathlon Clubmark

Triathlon Clubmark includes the core criteria of Sport England's Clubmark scheme. This ensures that the standards set by British Triathlon are consistent with other National Governing Body standards and that Triathlon clubs are able to gain equal national recognition to other sports clubs.

Welsh Triathlon will introduce their own Clubmark scheme in 2014 that will include many of the same standards as set by Sport England. Having our own Clubmark scheme will be unique to our Home Nation and will allow triathlon clubs across Wales to share best practice and support each other in achieving the standards set for the benefit of your members.

Clubs achieving the Clubmark will be issued with a certificate and access to Clubmark resources. They will also be issued with a Clubmark logo for use on their letterheads, promotional material and other printed literature.

Clubmark sets criteria in the following categories:

1. Triathlon Welfare and Child Protection
2. Coaching and competition
3. Sports equity and ethics
4. Club management

Further information on the Welsh Triathlon Clubmark Scheme will be made available in 2014. In the meantime, please feel free to contact the Development Manager for any club development queries and support with your club structure, all of which will put clubs in a strong position to gain the accreditation once it is launched.



Useful Contacts

Development enquiries

darrenjones@welshtriathlon.org
07824 145080

Performance enquiries

richbrady@welshtriathlon.org
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Safeguarding enquiries

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