



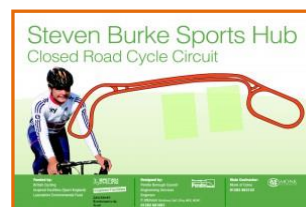
Club Development Plan 2014/15

Incorporating the Steven Burke Sports Hub

Contents

Part 1 Club Overview

- 1.1 Introduction
- 1.2 Aims, Opportunities, Transition and Objectives
- 2.1 CSP Mission statement
- 2.2 Overview of the club 2008 – 2013
- 2.3 CSP Activity and achievements
- 3.1 CSP working with others
- 4.1 Prepare, Grow,
- 4.2 Sustain & Excel



Part 2 Rider, Club and Coaching Goals

- 5.1 The Vision - Summary of Sporting Goals, coaching targets and opportunities in Pendle and at the Hub
- 6.1 Delivery of coaching - Under 10s/14s/16s (Rookies/Skilz/RDP)
- 6.2 Rider Development Programme (RDP)
- 7.1 Links and relationships with other local and regional cycling clubs and Teams
- 7.2 Events and race Promotion (organisers, officials, commissaires, volunteer marshals)
- 7.3 Links to schools and other local and regional bodies
- 8.1 Links to Regional and National coaching opportunities within British Cycling (Regional School of Racing etc)

Part 3 Club and Hub Management, Targets and Opportunities

- 9.1 Summary of Club and Hub management, targets and opportunities including feasibility and consideration of Hub activity under the umbrella of a Social Enterprise / Cycling Development Pendle Partnership (CDPP)
- 9.2 Steven Burke Hub, Track and Clubroom Management
- 9.3 Finance, Fundraising, Sponsorship
- 10.1 Volunteer recruitment, retention and motivation - Volunteer 'Club makers'
- 10.2 Website functionality/ maintenance / communication and media
- 11.1 Promotion, Public Relations, Web presence (image, design)



Part 1 - Overview

1.1 Introduction

Pendle, East Lancashire is the home of CSP and Olympic Champion Steven Burke. It is also home to a £0.6m purpose built 1.1 kilometre floodlit closed road circuit jointly funded by Pendle Borough Council, Sport England, British Cycling and the Lancashire Environmental Fund. CSP will move to the facility, including club and changing rooms after completion in Summer 2014. In addition, Barnoldswick based Hope Technology has ambitious plans for an indoor Velodrome at their Pendle based manufacturing facility. The prospect of not one but two facilities bounding East Lancashire and West Yorkshire is a very real prospect.



The closed road circuit has been named the 'Steven Burke Sports Hub' and will honour our homegrown Olympic champion and inspire generations of cyclists - Pendle's very own London 2012 legacy!

1.2 Aims, Opportunities, Transition and Objectives

The aim of this development plan is to assist club officers, coaches, riders, parents, schools, local authorities, the general cycling community, club supporters, sponsors, and prospective sponsors to visualise and appreciate how CSP can grow and achieve exceptional levels of participation and rider progression here in Pendle and beyond. The plan is achievable, measurable, and transitional and will highlight the many opportunities open to the club - *plus some ambitious objectives too!*



Including:

- Solid introductory coaching and activity programme's for all ages and abilities
- Drive coached and mentored progression with racing and coaching programmes at the Hub
- Pendle becomes a centre of Cycling development and excellence for the North West and Yorkshire regions
- Explore the possibility of a not for profit Social Enterprise to grow and sustain Hub and club activity.
- Assist in any appropriate way towards the Hope Velodrome project with ongoing support and commitment pre and post completion.

Additionally, to have in place a fully supported male and female under 21 development squad competitive at Regional and National level by 2016/17 (Including Junior riders age 16-18) - Bringing together experienced riders, coaching expertise and senior Elite riders past and present in supportive mentoring roles. (See part 2 page 6.1)



The plan is built on strong CSP foundations and on sound steady progress from the clubs formation in 2008. Since London 2012 the sport has been catapulted into prominence through Team GB successes Worldwide and especially so in Pendle with our very own Olympic Champion. The plan has a strong emphasis on transition, from a small club successfully nurturing low numbers with ad hoc facilities and limited equipment, to a growing number of members, coaches, volunteers, a £0.6m purpose built facility, onsite club house and crucially a number of partners ready and willing to build participation in Pendle, in turn this will help CSP to Grow, sustain ongoing development year on year, and excel in all aspects of the club.

2.1 CSP Mission statement

'Encourage, Develop, Inspire, Achieve'

*To introduce young riders to Cycling as a sport or healthy pastime, encourage them, support them, develop and inspire them. Allow them to experience all aspects of riding - for friendship and leisure, for health and fitness. To challenge and to achieve, for grass root racing opportunities, and for pathways to regional, national and elite competition, whatever the route - to become **Cyclists for life**.*

2.2 Overview of the club 2008 - 2013

The Club was formed and constituted in October 2008 and ran early Go-Ride sessions at Pendle Vale Sports College. The club initially had two Level 2 coaches and early membership and attendance averaged around 20, age range 6 – 12 years. This has grown to around 120 members, eight Level 2 coaches, four Level 1 coaches, four Bikeability instructors, four Level 1 & two Level 2 new recruits plus four young volunteers for 2014 (CAYV Cycling Award Young Volunteer age 14+). The majority of the early members are still with the club and are now accomplished cyclists.



The club continued to run weekly coaching sessions based at Seedhill athletic track up to Spring 2014 courtesy of Pendle Leisure Trust's support, before moving to the new Hub. Riders are currently progressed through two ability groups, 'Rookies' who are generally under 10 and 'Skillz' who are mainly 10-13. This progression continues into our RDP (Rider development programme) for riders committed to racing and training. Since moving to the Hub sessions have been adapted to accommodate more riders and session times extended.



2.3 CSP activity and achievements:

- **CSP - The catalyst and drive behind the Steven Burke Closed Road Circuit and the £600.000 funding pot***
- **Club Mark accredited**
- **Pendle community club of the year 2012**
- **Pendle rising star award - Winner & runner up in 2012**
- **Go Race promotions**
- **Over 30 Velodrome accredited young riders**
- **Cyclo Cross promotion in its third year**
- **30 Club bikes - mix of road, cyclo cross and MTB.**
- **Container storage facilities**
- **Coaches contributing at regional and National level**
- **CSP have a Regional and National British Cycling Board member**

*Funding partners- Pendle Borough Council, Sport England, Lancashire Environmental Fund, British Cycling, Nelson and Colne area committees.



3.1 CSP working with others

CSP have built up a substantial network of people and organisations we work alongside to co-ordinate initiatives.



Photo courtesy of Jason Lock / Lancashire Environmental Fund

Organisations / Groups / Clubs / Sponsors

- British Cycling
 - Pendle Borough Council and Area Committees
 - Pendle Vale Sports College*
 - Pendle Leisure Trust*
 - Pendle School Games*
 - Borough of Pendle Engineers and Special Projects*
 - Hub matched Funding
 - Hope Technology*
 - Going Dutch, Go Velo*, Prospatek, Physiofusion
 - Pendle Forrest CC *
 - Nelson Wheelers CC *
 - Clitheroe Bike Club *
 - Clayton Velo *
- Steve Wilson, (Headteacher)
 - Clive Escreet Healthy Lifestyle & Sports Development Manager
 - Neil Stewart, Manager
 - Tricia Wilson (Hub Project Leader)
 - Lancashire Environmental Fund, Sport England, British Cycling
 - Club supporters from the outset
 - Rider Development Programme Sponsors

The Cycling Development Pendle Partnership (CDPP) www.cdpp.org.uk was formed in early 2013 to assist with the bid process for the Steven Burke Hub. It is made up of various bodies and many of the local Cycling clubs. **CDPP has been formally constituted in Summer 2014 and is poised to play a major role in developing cycling in East Lancashire with the following aims:**

(* proposed CDPP members)



- To raise awareness of the facility in the community & with other cycling clubs & organisations
- Put together feasible usage agreements for track time between the partnership members and other groups and clubs.
- Promote and develop the track once built
- Promote future community participation
- Develop future competitive cycling events
- Create a not for profit operation that will contribute to track maintenance
- Develop a web presence, Facebook page & Twitter feeds and continually promote the facility and its opportunities within the local community and beyond through media.

4.1 Prepare, Grow,

CSP needs to consider the likely influx of new members as activity at the Hub and in Pendle's schools grow. In autumn 2013 Pendle Vale Sports College initiated extra curriculum cycling activity and have 20 bikes for school use. In partnerships with (School Sports Partnership (SSP) CSP will assist with an ongoing 'Outreach' project in all seven High Schools in the Borough plus Nelson and Colne College (age16-18). This will be supported by good In-school promotional, press and PR activity and will generate new members in the 11+ age-group.

In preparation for growth the club must:

Make the most of our present volunteers, Identify new volunteer roles to meet club needs, including Fundraising and Sponsorship Officer, Equipment Manager, Website Administrator, Mechanic, Disability Officer, Club Liaison Officer and be able to adapt to all additional club needs.

- Maximise CSP coaches identify and recruit new coaches at all levels
- Encourage young volunteers
- Utilise funds available for coaching volunteers development and expenses.
- Recruit and retain adult volunteers in all areas

4.2 Sustain & Excel

CSP needs to have in place a number of initiatives, improved coaching and session planning and suitable timetabling of activity and events in the post Hub build period. Coaches, club officers, key volunteers, and casual volunteers need a clear strategy that is well communicated and roles defined. Individual and collective views of our volunteers will be valued with open platforms of communication.

In order to achieve this the club must:

- Develop and promote itself in the local community and make full use of school links.
- Identify external organisations to enhance and add value to the club, including sponsorship opportunities.
- Event programme and race promotions.
- Develop more defined coaching roles, e.g. under 10s co-ordinator, 10-14 co-ordinator and over 14s co-ordinator (RDP) and a Girls Coach.
- Continue to recruit coaches, team managers, experienced riders and mentors.
- Maintain and review short, medium and long-term goals.



Part 2 Rider, Club and Coaching Goals - The CSP Vision

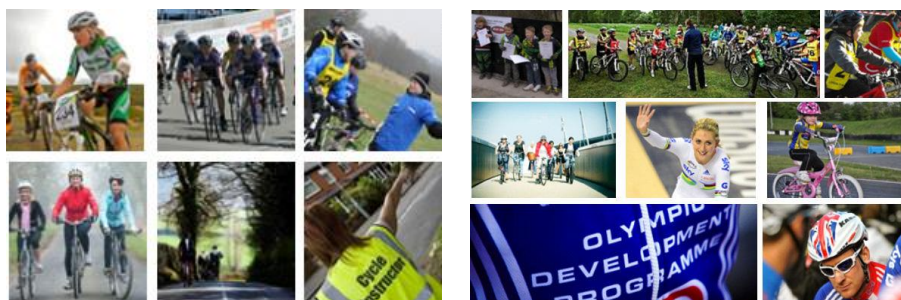
5.1 Summary of the CSP Vision, Sporting goals, rider development, senior rider engagement, coaching targets and all year round opportunities at the hub.



Pendle Riders left to right: Simon Wilson, Paul Oldham, Ian 'Superman' Wilkinson, Amy Gornall.

Based at the Steven Burke Hub from Summer 2014, CSP will have the numerous opportunities that a purpose built facility will clearly allow. Rapid development in all sporting and coaching areas will be possible and achievable, including:

- Established pathways to Regional and National competition with Coaching and mentoring from CSP coaches, Pendle's Senior Elite riders up and coming riders.
- CSP age groups organised and managed - constantly moving forward with the CSP award scheme. Coaching co-ordinator(s) designated for all groups, Rookies, Skillz 1, Skillz 2, & Rider Development programme (RDP)
- CSP In-House ability to run, organise and develop racing at all age levels at the Hub and in the region.
- CSP Riders part of a bigger circle of clubs and teams working together and coaching together
- Long term ambition to become a centre of excellence for young riders from the North West and Yorkshire regions.
- Fully supported under 21s Development Team(s)



6.1 Delivery of coaching - Experienced/ Novice Seniors and under 10s/14s/16s (Rookies/Skilz/RDP)

Targets	How/Funding	When	Who/Responsibility	Signs of Success
Have in place a clear rolling time table of coaching sessions, activities and events for all groups	Weekly sessions (Tuesday eve/Sat 10-2) web and social media updates, (Google calendar)	Spring/Summer 2014	Rookies/Skilz/RDP co-ordinators	
Pre Rookies: Induction/ waiting list process defined and operational. Including a 5 to 6 session pre booked novice programme.	Club website / calendar Identify club coach to lead and administer membership requests for under 11s.(waiting list)	Summer 2014 onwards	Identify / recruit club coach	
Rookies: coaching co-ordinator with overall responsibility for session planning, rider awards etc Introduce recreational activity over and above coached sessions , leisure rides, go-race fun events etc.	Level 1 and 2 coaches and candidates Club website/calendar. Group coordinators able to access and update club calendar.	Winter 2014		L2 Coach Ben Howe volunteer co-ordinator Jan 2014. Awards now running successfully
Skilz: coaching co-ordinator with overall responsibility for session planning, rider awards etc	Level 1 and 2 coaches and candidate recruitment. Part of SE Small grants application	Spring/Summer 2014		L2 Coach Paul Sharratt
Post Skilz: Social activities/programme for non racing members	Parent led activities. Sub group formed to instigate. Fund leadership or MTB leadership course.	Summer 2014/AGM		
RDP: see 6.1				
Rider and parent advice and guidance, pit-falls to be avoided, sensible routes to take etc	Dedicated resource / handbook on club website including code of conduct etc.		Club development officer/club welfare officer.	
Coach coaching/ training and refreshers. Produce a CSP Coaches handbook on club website	Planned meetings and practical sessions scheduled within club activity / calendar.			

6.2 Rider Development Programme (RDP) - Under 21 Development Team(s)

Targets	How/Funding	When	Who/Responsible	Signs of success
Coaching co-ordinator(s) with overall responsibility for session planning, activities and coaching opportunities	Move to Hub will facilitate additional and quality RDP activity both Summer and Winter (floodlit)	Summer 2014	RDP Sponsorship/CSP contribution	Mark Turner / Gareth Wiseman / Volunteer Co-ordinator
Weekly or fortnightly club nights at the Hub pavilion interacting with club mates, mentors and coaches				
Develop quality training sessions at the Hub with input from senior and Elite riders.				

7.1 Links and relationships with other local and regional cycling clubs and teams

Targets	How/Funding	When	Who/Responsible	Signs of success
Develop contacts with neighbouring clubs and teams with an approximate radius of 25 mile.				Contact now in place with Ilkley CC, Skipton CC, Clitheroe Bike Club.

7.2 Events and race Promotion (organisers, officials, commissaires, volunteer marshals)

Targets	How/Funding	When	Who/Responsible	Signs of success
Consider how best to proceed with event promotion. Consider test events etc and how best to dove tail existing leagues etc.				

7.3 Links to schools and other local and regional bodies

Targets	How/Funding	When	Who/Responsible	Signs of success
CSP Outreach programme in Pendle High schools and college	Funding from Lancashire sports partnership for 3 year project	March 2014	Pendle sports partnership. BC Go-ride coaching, GoVelo instructors,CSP young volunteers	Launch date set for March 1 st 2014. New Go Ride club launched at Pendle Vale community college (Pendle Velo)
As above Burnley high schools		?		

8.1 Links to Regional & National coaching opportunities within British Cycling (Regional School of Racing etc)

Targets	How/Funding	When	Who/Responsible	Signs of success
CSP selections for 1 st year your 'A' to regional schools of racing	RDP coaching, skills session and training programmes	ongoing	RDP	2 boys 2 girls selected for first 2014 road session



Part 3 Club and Hub Management - Facilities / Activities

9.1 Summary of Club and Hub Management, Targets and Opportunities

CSP will be the voluntary organisation entrusted with the early development of Hub activity in tandem with our own sporting targets and goals. Time will tell how this develops and evolves but crucial areas need urgent prioritising in order to move forward quickly and responsibly as soon as the Hub is available for use. CSP will play a leading role with our partners in CDPP (Cycling Development Pendle Partnership) and in particular the management of Pendle Borough Council 'user agreements' *. Identified sub groups within the club leadership will progress and facilitate many aspects, including:

- Web based facility and activity management (Track and Club House)
- Volunteers for all areas of club activity and to foster a 'can do' sense of ownership and belonging (Club and Hub makers)
- Seek out funding, grant and sponsorship opportunities.
- Develop our coaches, recruit and organise opportunities for new coaches.

9.2 Hub, Track and Clubroom Management (web based)

Targets	How/Funding	When	Who/Responsible	Signs of success
Full on line booking and session payment system (initially by cheque/direct payment)	overseen by club volunteer-monetary allowance for hourly / weekly commitment if necessary			

9.3 Finance, Fundraising, Sponsorship

Targets	How/Funding	When	Who/Responsible	Signs of success
Sport England small grants fund £10k	Outreach programme identified as suitable project + equipment for Hub	Jan 2014	Finance sub group	Nicola Hawthorne co ordinating CSP bid
Current sponsors and supporters briefed and engaged for possible additional support	Presentation / Distribution of CSP development plan			

10.1 Club Volunteer Management, Recruitment, Retention and Motivation

Targets	How/Funding	When	Who/responsibility	Signs of Success
Identify short, medium and long term volunteering man power requirement for all areas within CSP. Working groups (sub committees) identified and recruited	Communicate to members/parents. Ask questions and encourage volunteering in any form inc coaching. Funding: Sport England small grants up to £10k	With immediate effect Feb 2014 Jan 2014	Club Chairman, Development officer, volunteer co-ordinator, club committee Funding: Finance officer	10 level 1 candidates 2 x L2 candidates 4 x young volunteers award candidates. Provisional Pendle based L1 course earmarked for April/May 2014
Coaching: Experienced coaches and instructors/Bikeability Girls coach New L2 coaches L3 coaches MTB Track specific Toddler/pre Rookies coach	Recruit from within the club. Develop relationships with other local clubs by personal contact, website news story, Facebook or local Press	With immediate effect Post hub build		Simon Wilson and Bex Rimmington recruited. Solid Link to Go Velo Paul Sherratt booked on L2 course Feb 2014.
Fundraising and Sponsorship Officer or volunteer	Recruit an experienced volunteer in-house or externally		Club Chairman, Development officer,	
School links officer				
Website news and visuals				
Equipment and maintenance manager				

10.2 Website functionality/ maintainability / communication and media

Targets	How/Funding	When	Who/Responsible	Signs of success
Identify the best possible solution for club needs				

11.1 Promotion, Public Relations, Web Presence – Image/design

Targets	How/Funding	When	Who/Responsible	Signs of success
Website overall and image update including introductory video presentation of Rookie/Skillz / RDP and other club segments				

Thank you for sharing the CSP Development Plan. If you feel you can add something, big or small, or you simply want to offer support please let us know.

Club Development Officer	Peter Boast	07971 624612	info@goingdutch.co.uk
Chairman	Neil Welsh	07866 563377	nhc.welsh@btinternet.com
Vice-Chairman	Mark Turner	07597 360666	sparkie.turner5@gmail.com