

# Burnley Athletic Club

**Club Development Plan Agreed December  
2004 for the period of 2004 - 2007**



## **Mission Statement:**

**To provide appropriate athletics coaching, training, development and competition opportunities for club members, the local community and others in a safe, caring, equitable and professional manner which will reflect credit on the Club and on the sport of Athletics.**

# **BURNLEY ATHLETIC CLUB DEVELOPMENT PLAN 2005-2007**

## **1. MANAGEMENT**

### AIMS:

- To ensure future development, the Club will aim to operate in a professionally managed environment.
- Ensure all positions on the Committee are filled by appropriate persons
- Operate to an annual budget with allocations to each area of the Club
- Junior members to have a say in the management of the Club
- To work with Lancashire Sport and Burnley Sports Development
- To be actively involved in a Forum of East Lancashire Clubs, Lancashire Sport, AAA's and UKA, to steer athletics forward within the County.

### ACTIONS:

- 1.1 To achieve Clubmark Accreditation by April 2005
- 1.2 Produce a Club Information leaflet for distribution to all members, schools and community groups by April 2005
- 1.3 Publish Annual Report in local media - December 2005
- 1.4 2 junior members to serve on Committee with immediate effect
- 1.5 Recruitment of additional coaches and volunteers (see 2 and 5 below)
- 1.6 To actively seek sponsorship from local businesses – 2005 onwards

## **2. COACHING**

### AIMS:

- Operate a 1:12 coaching environment
- Create an environment where developmental and performance athletes are not being coaches at the same time
- Support coaches along their own developmental pathway
- Recruit actively on an annual basis
- Operate a mentor scheme for new coaches
- Offer coaching scholarships to young athletes and members
- Value coaches

### ACTIONS:

- 2.1 Work in conjunction with Lancashire Sport to implement a mentoring scheme- December 2004 onwards
- 2.2 Train 1 current club coach to be long term coach mentor within the Club – June 2005
- 2.3 Recruit 3 Level 1 coaches per annum
- 2.4 Support 2 coaches per annum to Level 2
- 2.5 1 new Level 3 coach per annum 2005 – 2007, with different event specialisms
- 2.6 Recruit 2 junior athletes per year as prospective new coaches
- 2.7 Implement a Coaching Structure which recognises the difference between Under 11's, Development Athletes, Performance Athletes, and the needs of Long Term Athlete Development – September 2005
- 2.8 Allocate a fixed annual budget each year to support coaching development; e.g. UKA courses or attendance/arrangement of local workshops
- 2.9 Ensure 2 coaches are trained and confident to manage Disability Athletes – September 2005

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- 2.10 To value Coaches, introduce a Club Coach of the Year Award for 2006 and offer Coaches a Club Rain jacket or other suitable equipment – mid 2005
- 2.11 Profile coaches on Club Website/Club Notice boards and in local press (see 7 below) – April 2005 onwards

### **3. ATHLETES**

#### AIMS:

- To ensure progression of the Club, to actively recruit new junior members from Primary age upwards
- Provide a coaching structure that ensures a pathway from 5 to senior status
- To provide quality coaching in all athletic disciplines
- Provide a competition structure appropriate to stage of athletic development
- Actively encourage appropriate athletes to engage within the coaching structure (i.e. young or senior athletes)
- Providing appropriate equipment and facilities, thus ensuring athletes will want to remain with Burnley A.C.
- Provide opportunities for disabled athletes

#### ACTIONS:

- 3.1 Ensure implementation of actions in 2.1 – 2.8 above.
- 3.2 Link to appropriate schools to assist athletic development, promote the Club and recruit new athletes – ongoing on an annual basis (see 4 below)
- 3.3 Re Facilities and Equipment – see 6 below
- 3.4 Implement a Disability Coaching session on a weekly basis – September 2005

### **4. SCHOOL LINKS**

#### AIMS:

- Engage with primary and secondary schools on a regular basis, to assist athlete development, recruitment and usage of Barden Track
- Provide coaching input into schools
- Liaise with Borough Council and Lancashire Sport to provide coaching opportunities within schools
- Organise in partnership primary and secondary sportshall leagues within the Borough
- Provide support to the selection and coaching of the Lancashire Youth Games Borough Athletics Team
- Allow teachers to attend Club Coaching session to assist in development of teacher's athletic coaching skills

#### ACTIONS:

- 4.1 To provide coaching input into schools through liaison with schools and support from Sport Development Unit & Lancashire Sport.
- 4.2 To liaise with Burnley Borough Council and Lancashire Sport to provide coaching opportunities within schools and at Barden Track.
- 4.3 To assist in the organisation through partnership the primary and secondary sportshall leagues within the borough.

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- 4.4 Provide support to the coaching and selection of the Lancashire Youth Games Borough Athletics Team.
- 4.5 Encourage teachers to attend Club Coaching Sessions to assist in development of the teacher's athletic coaching skills.
- 4.6 Develop and run officiating courses for teachers to support the annual schools athletic days. support the annual schools athletic days.
- 4.7 Support the local schools Athletic Days held at Barden Track through providing scoring/officials for the event and pre event coaching for athletes as required by schools.
- 4.8 BAC School Liaison Officers to meet regularly with identified teachers in local schools.

### **5. VOLUNTEERS**

#### AIMS:

- Provide volunteering opportunities that will motivate members or outside persons to volunteer
- Value Volunteers
- Ensure appropriate vetting process in place
- Actively recruit volunteers all year round

#### ACTIONS:

- 5.1 Through Clubmark implement Welfare Policy and CRB Checking procedure – January 2005
- 5.2 Implement an annual award for Volunteer of the Year – 2005 Awards
- 5.3 Write to parents and senior athletes once per year setting out volunteering opportunities
- 5.4 Provide clear job description for all positions, thus ensuring transparency of expected duties – January 2005
- 5.5 Liaise with Borough Council in volunteer recruitment strategies

### **6. FACILITIES/EQUIPMENT**

#### AIMS:

- Provide an appropriate Training and Competition venue, to motivate and attract athletes of all ages and abilities
- Provision of appropriate equipment to allow the athletic advancement of all athletes.
- Barden Track to be used for Burnley Schools events, as well as Club matches and training

#### ACTIONS:

- 6.1 Review Equipment provision 6 monthly with coaches and athletes
- 6.2 Ring fence an annual budget for purchase of equipment
- 6.3 Maintain an updated list of all equipment – January 2005
- 6.4 Work with Lancashire Sport, Borough Council and Schools to bring Burnley Schools events back to Barden – April 2005
- 6.5 Work with partners to submit appropriate funding bids for modernisation of Clubhouse and surrounding facilities – April 2005
- 6.6 New clubhouse and indoor facility by 2007

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- 6.7 Host 3 Club matches per year
- 6.8 In conjunction with Lancashire Sport and UKA, to become a Centre of Excellence for one Athletic Discipline within Lancashire - January 2006

### **7. PUBLICITY**

#### AIMS:

- Enhancement of the profile of the Club and the Sport within the Borough

#### ACTIONS:

- 7.1 Recruit a publicity manager within the Club – April 2005
- 7.2 Ensure all Club matches receive press coverage within the Burnley press
- 7.3 Annual report of the Club to appear in Burnley press, centred around Awards evening, with photographs – January 2005
- 7.4 Monthly column within Burnley press, to include interesting stories about the club, athletes and the sport, rather than just results - March 2005
- 7.5 Produce leaflet attractive to juniors for distribution within schools – April 2005
- 7.6 In partnership with Borough Council to host 2 fun activity sessions per annum at Barden for Burnley Schools - ongoing

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<b>1.0 MANAGEMENT:</b>	<b>ACTION</b>	<b>LEAD</b>	<b>TARGET DATE</b>
To operate the club in a professionally managed environment and be actively involved in a forum for East Lancashire Clubs, Lancashire Sport, AAA's and UKA to steer athletics forward within the County.	1.1 To achieve Clubmark Accreditation.	Chairman	April 2005
	1.2 To update and reproduce the Club Information Leaflet for distribution	PR Officer & BAC Committee	April 2005
	1.3 To publish annual report in local media.	BAC Committee/PR Officer	Dec 2005
	1.4 Two junior members to serve on Club Committee	Chairperson	Dec 2004/AGM
	1.5 Recruit Additional Coaches and Volunteers (see 2.0 & 5.0)	Lead Coach & Volunteer Coordinator	Nov 2004
	1.6 Actively seek sponsorship from local businesses.	Fundraising Coordinator	Jan 2005 on-going
<b>2.0 COACHING:</b>	<b>ACTION</b>	<b>LEAD</b>	<b>TARGET DATE</b>
To have sufficient trained coaches at various levels with in the club to enable a 1:12 ratio during coaching.	2.1 Workings with Lancashire Sports develop and implement a mentoring scheme.	Head Coach; Mentor; Lancs. Sport	December 2004 & on-going
	2.2 Identify & train one current club coach to be a long-term coach mentor within the club.	Lancashire Sport/BAC Coach	January 2005
To create an environment where developmental and performance athletes are not being coached at the same time.	2.3 Recruit 3 level 1 coaches per annum.	Head Coach/Mentor/BAC Committee	November 2004 – on-going
	2.4 Support 2 coaches per annum to level 2	Head Coach/Mentor/BAC Committee	May 2005
To support coaches along their own developmental pathway Operate a mentor scheme for new and existing coaches.	2.5 Support one level 3 coach per annum, with different event specialisms.	Head Coach/Mentor/BAC Committee	2005 - 2007
	2.6 Recruit 2 junior athletes per year as prospective new coaches.	“ “ “	November 2004

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<p>To value coaches</p>	<p>2.7 Implement a coaching Structure which recognises the difference between Under 11's, Developmental Athletes, Performance Athletes and the needs of long term athlete development.</p> <p>2.8 Allocate a fixed annual budget each year to support coaching development; e.g. UKA courses or attendance/arrangement of local workshops.</p> <p>2.9 Ensure 2 coaches are trained and confident to manage Disability Athletes.</p> <p>2.10 To value coaches;</p> <ul style="list-style-type: none"> <li>• Introduce a club coach of the year award.</li> <li>• Offer coaches a club rain jacket and or other suitable equipment</li> </ul> <p>2.11 Profile coaches on the club website/Club Notice Boards and in local press (see 7 below)</p>	<p>All Club Coaches</p> <p>BAC Committee/Treasurer</p> <p>Head Coach/Lancashire Sport/UKA</p> <p>BAC Committee/Athletes</p> <p>Chairman/Gen Secretary/Press Officer</p>	<p>onwards September 2005</p> <p>December 2004 AGM</p> <p>September 2005</p> <p>January 2006 April 2005</p> <p>April 2005</p>
<p><b>3.0 ATHLETES:</b></p>	<p style="text-align: center;"><b>ACTION</b></p>	<p style="text-align: center;"><b>LEAD</b></p>	<p style="text-align: center;"><b>TARGET DATE</b></p>
<p>Actively recruit new junior members from Primary age upwards.</p> <p>Provide a coaching structure which supports athlete progression from 5 – senior/master status</p> <p>Provide quality coaching in all athletic disciplines.</p> <p>Provide a competition structure appropriate to stage of athletic development.</p>	<p>3.1 Ensure the implementation of actions 2.1 – 2.8 above.</p> <p>3.2 Link the Club to appropriate schools to assist athletic development, promote the Club and recruit new athletes. (see 4.0 below)</p> <p>3.3 Develop and maintain Club facilities (see 6.0 below)</p> <p>3.4 Develop a new Clubhouse facility.</p>	<p>As above</p> <p>School Liaison Officers; Lancashire Sport &amp; Burnley Borough Council SDU</p> <p>BAC &amp; Burnley Borough Council Parks Dept</p> <p>BAC; Burnley United FC &amp; Burnley SDU</p>	<p>As above</p> <p>On-going</p> <p>On-going</p> <p>2004 - 2007</p>

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<p>Actively encourage appropriate athletes to engage within the coaching structure (i.e. young and senior).</p> <p>Provide appropriate equipment and facilities for all athletes irregardless of ability or disability.</p>	<p>3.5 Implement a Disability Coaching session on a weekly basis.</p>	<p>Identified Coaches</p>	<p>September 2005</p>
<p><b>4.0 SCHOOL LINKS:</b></p>	<p style="text-align: center;"><b>ACTION</b></p>	<p style="text-align: center;"><b>LEAD</b></p>	<p style="text-align: center;"><b>TARGET DATE</b></p>
<p>Engage with primary and secondary schools on a regular basis, promoting partnership working for the development athletics across the borough.</p>	<p>4.1 To provide coaching input into schools through liaison with schools and support from Sport Development Unit &amp; Lancashire Sport.</p> <p>4.2 To liaise with Burnley Borough Council and Lancashire Sport to provide coaching opportunities within schools and at Barden Track.</p> <p>4.3 To assist in the organisation through partnership the primary and secondary sportshall leagues within the borough.</p> <p>4.4 Provide support to the coaching and selection of the Lancashire Youth Games Borough Athletics Team.</p> <p>4.5 Encourage teachers to attend Club Coaching Sessions to assist in development of the teacher's athletic coaching skills.</p> <p>4.6 Develop and run officiating courses for teachers to</p>	<p>BAC Coaches; SDU &amp; Lancashire Sport</p> <p style="text-align: center;">As Above</p> <p>BAC Lead Coach Under 11 athletes; BAC School Liaison Officers and designated Club Officials</p> <p style="text-align: center;">BAC Coaches</p> <p>School Liaison Officers; Lancs. Sport; SDO's</p> <p>Chairman; Club Officials;</p>	<p style="text-align: center;">On-going</p> <p style="text-align: center;">Jan 2005 onwards</p> <p style="text-align: center;">2005 onwards</p> <p style="text-align: center;">2005 onwards</p> <p style="text-align: center;">November 2004 onwards</p> <p style="text-align: center;">January 2005</p>

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	support the annual schools athletic days.	Lancs Sport; SDO's	onwards
	4.7 Support the local schools Athletic Days held at Barden Track through providing scoring/officials for the event and pre event coaching for athletes as required by schools.	Club Officials	February 2005 onwards
	4.8 BAC School Liaison Officers to meet regularly with identified teachers in local schools.	BAC School Liaison Officers & SDO's	January 2005 onwards
<b>5.0 VOLUNTEERS:</b>	<b>ACTION</b>	<b>LEAD</b>	<b>TARGET DATE</b>
Provide volunteering opportunities that will motivate members or outside persons to volunteer.	5.1 Through Clubmark implement the Clubs Welfare Policy and CRB Checking procedure.	Welfare/Child Protection Officers; Gen Sec.	Jan 2005
Value Volunteers	5.2 Implement an annual award for Volunteer of the Year.	BAC Committee	Jan 2006
Ensure appropriate vetting process is in place.	5.3 Write to parents and senior athletes once per year setting out volunteering opportunities.	Club Chairperson	Jan 2005 onward
Actively recruit volunteers all year round.	5.4 Provide clear job descriptions for all volunteers thus ensuring transparency of expected roles/duties.	Volunteer Coordinator	Jan 2005
	5.5 Liaise with the Borough Council regarding volunteer recruitment strategies.	Volunteer coordinator	Jan 2005 onward
<b>6.0 FACILITIES/EQUIPMENT :</b>	<b>ACTION</b>	<b>LEAD</b>	<b>TARGET DATE</b>
To provide an appropriate training and competition venue, to motivate and attract athletes of all ages and abilities.	6.1 Review equipment provisions on a 6 monthly basis with coaches and athletes.	BAC Committee; Club Coaches and Athletes	May 2005 onwards
	6.2 Ring fence an annual budget for purchase of	BAC Committee;	December 2004

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<p>To provide appropriate equipment to allow the athletic advancement of athletes.</p> <p>The Barden Track to be used for Burnley Schools events, as well as Club matches and training.</p>	<p>equipment.</p> <p>6.3 Maintain an updated list of all equipment and maintenance records.</p> <p>6.4 Work with Lancashire Sport, Borough Council and Schools to bring back all Schools to the Burnley Schools events at the Barden Track.</p> <p>6.5 Work with partners to submit appropriate funding bids for modernisation of the Clubhouse and surrounding facilities.</p> <p>6.6 Develop a new Clubhouse and indoor facility.</p> <p>6.7 Host 3 club matches per year.</p> <p>6.8 In conjunction with Lancashire Sport &amp; UKA become a centre of Excellence for one Athletic Discipline within Lancashire.</p>	<p>Treasurer General Secretary &amp; Track &amp; Field Secretary</p> <p>School Liaison Officers &amp; PR Officer</p> <p>BAC Sub committee; Burnley United FC &amp; SDO's</p> <p>As Above</p> <p>Track &amp; Field Secretary</p> <p>BAC Committee/Club coaches</p>	<p>onwards January 2005</p> <p>April 2005</p> <p>April 2005</p> <p>By 2007</p> <p>Annually</p> <p>January 2006</p>
<p><b>7.0 PUBLICITY:</b></p>	<p style="text-align: center;"><b>ACTION</b></p>	<p style="text-align: center;"><b>LEAD</b></p>	<p style="text-align: center;"><b>TARGET DATE</b></p>
<p>Enhancement of the public profile of the Club and the Sport within the Borough.</p>	<p>7.1 Ensure continuing recruitment of a Publicity Officer within the club.</p> <p>7.2 Ensure all Club matches receive press coverage within the Burnley/East Lancashire Press.</p> <p>7.3 Annual Report of the Club to appear in Burnley/East Lancashire Press, centred on the Annual Awards evening, with photographs.</p> <p>7.4 Monthly column within Burnley Press, to include interesting stories about the Club, athletes and the</p>	<p>BAC Committee</p> <p>PR Officer</p> <p>Chairperson &amp; Committee</p> <p>PR Officer</p>	<p>Annually</p> <p>On-going</p> <p>January 2005</p> <p>Jan 2005 onward</p>

