



Business Development Plan 2018-2020

2018-2020 Sulis Scorpions Youth Cycling Alliance Business Development Plan

About Us	<i>Sulis Scorpions are an inclusive, accessible cycle club for young people.</i> We enable young people aged from 7 to 18 in the Bath and NE Somerset area to participate in cycling. We are based at the Odd Down Cycle Circuit in Bath.					
2018 Strategic Objectives	<ol style="list-style-type: none"> 1. Increase, stabilise and broaden our Volunteer and Coach base 2. Retain membership at 2018 level 3. Provide a diverse cycling experience for our members, allowing them to take part in events at, and extending beyond, the road circuit at Odd Down. 4. Support our members in their cycling goals, be they social, endurance or racing. 					
Membership Tracker	As of Dec 31..	Total U18	Female U18	U12		
	2016	122	32	81		
	2017	151	36	96		
	2018 Goal	160	40	100		
	2018 Actual					
	2019 Goal	160	40	100		
	2019 Actual					
	2020 Goal	160	40	100		
	2020 Actual					
Committee and Volunteers Tracker	As of Dec 31..	Coaches	Committee	Volunteers		
	2016	15	12	0		
	2017	12	14	5		
	2018 Goal	15	14	10		
	2018 Actual					
	2019 Goal	15	14	12		
	2019 Actual					
	2020 Goal	15	14	14		
	2020 Actual					
Activity Tracker	As of Dec 31..	Closed Road *	Velodrome	Sportive Events ^	SSYCA Racing/Go-racing \$	Cyclocross Events ^
	2016	Every Saturday	0	2	2	1
	2017	Every Saturday	4 Coached Visits per Year	3	7	1
	2018 Goal	Every Saturday	4 Coached Visits per Year	3	6	2
	2018 Actual					
	2019 Goal	Every Saturday	4 Coached Visits per Year	3	6	3
	2019 Actual					
	2020 Goal	Every Saturday	4 Coached Visits per Year	3	6	3
	2020 Actual					
	* Odd Down Cycling Circuit. Exceptions during holidays and racing events. Includes Road/Racing/TT/CX coaching. ^ Not coached, but external events supported by SSYCA \$ Odd Down Cycling Circuit.					
Coaching Skill Tracker	As of Dec 31..	L1 & L2	L2 Road & TT	L2 CX	L2 Track	L3
	2016	15	2	0	4	0
	2017	12	4	1	4	0
	2018 Goal	15	4	3	4	1
	2018 Actual					
	2019 Goal	15	6	5	4	2
	2019 Actual					
	2020 Goal	15	8	5	4	3
	2020 Actual					

2018 Strategic objectives - how to achieve?

1. Increase, stabilise and broaden our volunteer and coach base:

- Develop the role of the volunteer co-ordinator to improve communications with volunteers, make better use of the range of skills they offer, retain existing volunteers and recruit further as needed
- Encourage parents with younger children to become volunteers or coaches for succession planning.
- Encourage progression of volunteers from assisting at events, to assisting with coaching then gaining coaching qualifications
- More young members to become volunteers via the BC accredited Cycling Award for Young Volunteers and assist coaches by completing Coaching Level 1 courses
 - First course Oct 2018
- Improve access to coaching qualifications by organising a level 2 course at Odd Down
 - Aim for 1st course: Oct/Nov 2018, 2nd course: Dec 19/Jan 20
- Raise level of subsidy for coach training courses in return for ongoing coaching commitment
- Increase number of female coaches by 25%
 - Work with Go-ride coach and Avid Cycling to recruit female coaches
 - Run open coaching session for clubs and parents (females in particular)
 - Run campaign with Wesport and B&NES for female coaches

2. Retain membership at 2018 level, improve diversity

- Continue to publicise and offer regular 4 week induction programme and progression to the main coaching groups
 - Aiming for 3 induction courses a year – next one July 2018
- Attract more riders from families in low income areas and socially more diverse areas:
 - Organise Go-Ride races at outlying primary schools to promote Sulis membership, in particular in areas of higher deprivation such as Radstock, Twerton, Larkhall, Whiteway and some areas of Keynsham. Minimum of twice a year. Sessions to coincide with induction courses to have the opportunities to engage with the club.
 - Publicise bike loan scheme for members not able to afford to buy
 - Continue link with Hayesfield Girls School to encourage more female members
- Improve communication with members through more timely emails and better use of Scorpions web pages eg calendar functionality in members' area
- Offer more extensive range of good quality club kit to improve awareness of the club, encourage representation at races and foster pride in being a club member
- Develop a new Youth Committee to improve inclusion of members in decisions about club activities and future direction
- Maintain same affordable membership fee (£9 per month)

3. Provide a diverse cycling experience for our members, allowing them to take part in events at, and extending beyond, the road circuit at Odd Down.

- Participation in Bradford on Avon cycling festival July 2018
- Organise Newport velodrome trips throughout the year – subsidised cost
- Hold our own club Sportive
- Purchase chip timing system to be able to offer more time trials and more accurately track performance

2018-2020 Sulis Scorpions Youth Cycling Alliance Business Development Plan

- Offer bike maintenance workshops to members and parents
 - Offer other cycling related workshops eg sports psychology, sports nutrition
- 4. Support our members in their cycling goals, be they social, endurance or racing.**
- Establish a coaching structure that allows for active progression into racing to include coaching support and talent spotting. Work with regional coaches to provide cluster sessions and progression to RSR sessions for talented riders. Collaboration with Avid Sport to provide coaching and racing opportunities.
 - Continue to work with parent clubs to encourage progression for junior members to adult clubs, eg participation in Bath CC club championships event
 - Promote races and events in the region via our club communications eg Western League CX, Castle Combe series.

Review Schedule:

	Dates	Actual dates
Approved:	June 2018	June 2018 signed off by committee and accepted for Clubmark accreditation.
2018 review	December 2018	
2019 review	April 2019 (before AGM)	
	December 2019	
2020 review	April 2020 (before AGM)	