



Business Plan (v8)

Jan 2016 – March 2017

Swindon Sports Forum

The heart of community based sport and physical recreation in Swindon

We champion local community based sport , developing capacity to extend participation

and

to improve the quality of sports provision for Swindon residents

Sport Forum Business Plan – Key tasks 2016 -2017		
1. Advocacy	Priority	Tasks
To act as the ‘heart’ by listening to community based local sports clubs and ensuring that the voice of the Forum is heard at policy level in order to raise the profile of the importance of sport.	1	Work with partners in delivering and reviewing the 2013 -17 Swindon Sports Strategy inc. supporting the development of the 5 priority sports: Athletics/running, Cycling, Football, Swimming, Ice sports
	1	Champion the position of Community Sport and investment by supporting the development, refresh and implementation of SBC related strategies, taking into account most recent national policy (i.e DCMS "Sporting Future" and Sport England 2016 -2021 strategy) and local drivers e.g. SBC Vision, Planning policy, Get Swindon Active
	1	Respond to national and local policy related to sport or increasing physical activity
	1	Trouble shooting for and with clubs and groups on a case-by-case basis and assisting both Swindon BC and clubs with negotiation on facility related issues e.g. bowls, cricket, tennis
	2	Review the Forum’s role in terms of supporting “Excellence”
2. Capacity development/Governance		
To drive sustained investment into sports clubs and workforce development	1	Support clubs by facilitating training through "Club Matters" <ul style="list-style-type: none"> - to sustain and develop sports clubs - to support the transfer adoption and development of a culture of Social Enterprise in order to manage existing SBC and new sports facilities and services e.g St. Marks, County Ground/ Athletics Track, Moredon Rec Sports Hub
	2	Promoting and encouraging volunteering and developing current volunteer workforce - CPD
	1	Funding for Sport clubs and individuals
3. Extending Participation		
To encourage and promote participation in community sport	2	Sports Forum Award ceremony to recognise sporting achievements
	3	Commission special programmes and events e.g. festivals, open days, tasters
	3	Support the development of new clubs and groups, targeting priority areas
4. Signposting		
To engage with sports clubs and to direct them to the most appropriate agency for relevant advice and support	3	Sport Forum Accreditation scheme Club mark
	1	Develop a Marketing Strategy to support making the Sport Forum offer and promoting the brand to include the following:
	1	- Sports Forum meetings x 3 (including AGM)
	1	- Build and maintain a fit for purpose Sport Forum website
	2	- Update and maintain database of clubs
	3	- Monthly Newsletter to inform members incl. about national & local policy
	1	- Use of Social media e.g. Facebook and Twitter accounts
	1	- Recruit clubs to engage with the Forum
5. Sustainability of the Forum		
Strengthen the Steering group and its sustainability and impact	1	Recruit members to Sports Forum Steering Group from clubs
	1	Sustain existing and develop new funding/resource streams to supplement the CIF fund
	2	Seek to extend the capacity of the Sports Forum Steering Group inc. exploring the possibility of appointing a Development Officer to assist in implementing the Business Plan
	1	Produce Business plan for 2017 taking into account new DCMS and Sport England strategies

		3. To contribute to the refresh of relevant SBC strategies including <ul style="list-style-type: none"> -Major Facilities - Playing Pitches (PPS) - Get Swindon Active - New Housing developments e.g., New Eastern Villages (NEV), Wichelstowe 	<ul style="list-style-type: none"> - Request the status of the Major Facilities strategy and offer to support its refresh - Continue to support the refresh of the PPS and audit of existing pitches - Contact Public Health and offer to support discussion around priorities activities. Date 21/4/16 - Working with Planning/Green Infrastructure staff to ensure a voice for sport provision on new developments 	
1	Respond to national and local policy related to sport or increasing physical activity	Respond to DCMS Strategy for Sport Respond to Sport England national strategy early 2016 Implement strategies in Swindon - review BP in 2016 in light these and use to influence SBC policy	Responses submitted	Ian Jankinson Gerry Hannon
1	Trouble shooting for and with clubs and groups on a case-by-case basis and assisting both Swindon BC and clubs with negotiation on facility related issues e.g. bowls, cricket, tennis	Meet with clubs to understand issues and help to facilitate resolution with relevant agencies	Report from clubs	Dave Bell
2	Review the Forum's role in terms of supporting "Excellence"	Agree at Steering group meeting Lead to produce document for discussion	Included in BP and communicated to Forum	WASP/ Gerry Hannon

Objective	Priority	Tasks	How will we achieve this	Performance indicators (what tells us we have been successful)	Lead
2. Capacity development/Governance					
To drive sustained investment into sports clubs and workforce development	1	Support clubs by facilitating training through "Club Matters" - to sustain and develop sports clubs - to support the transfer adoption and development of a culture of Social Enterprise in order to manage existing SBC and new sports facilities and services eg St. Marks, County Ground/ Athletics Track, Moredon Rec Sports Hub;	Facilitate targeted workshops with "Club Matters" on: - Business planning - Marketing - Managing finances - Asset transfer/social enterprise development Group mentoring sessions with "Club Matters" to ensure the completion of their plans Promote "Club Matters" resource to clubs to increase the number of clubs signed up on the Club matters website	Four targeted workshops successful held Mentoring sessions organised and clubs have development plans Increase in the number of clubs registered and using Club Matters resources per annum	CIF funding/SBC- Gladys Barr - sub contract?
	2	Promoting and encouraging volunteering and developing current volunteer workforce - CPD	Promote WASP coaching event in October Promote Coaching bursaries through WASP Promote Rightcoach to Clubs	No. of Swindon Coaches who had attended WASP training day No. of bursaries to Swindon Coaches No. of Swindon coaches on Rightcoach	WASP
	1	Funding for Sport clubs and individuals	1. Maintain and review existing grants programme 2. Promote GLL Sports Foundation grants 3. Work with 6 clubs to assist them with applying for grants of up to £10k (focus on priority sports?) 4. Educate and support clubs/groups about funding sources for sport 5. Assist clubs with larger bids for infrastructure projects as requested	1. Review of grants programme carried out (within context of CIF review/priority sports 2. No. of grants given out to talented young people 3/5. No. of successful grant applications 4. Presentation at Forum meeting and inclusion in newsletter comms	1.Neil Bromley 2.GLL/SBC- Gladys Barr - sub contract? 3-5. SBC- Gladys Barr - sub contract?/ Working with MP office

Objective	Priority	Tasks	How will we achieve this	Performance indicators (what tells us we have been successful)	Lead
3. Extending Participation					
To encourage and promote participation in community sport	2	Sports Forum Award ceremony to recognise sporting achievements	Plan and deliver event to celebrate sporting achievement Consider commissioning out/allocating Exk match funding to organise/sponsor	Budget achieved, Success event held	Dave Bell/Ian Jankinson/Neil Bromley
	3	Commission special programmes and events e.g. festivals, open days, tasters	Deliver a 2016 town centre event linked to the Olympics 2016 with clear objectives Discuss/agree with GLL about alternative offer in the centres	Awards for all application Event delivered	Working party made up of ???
	3	Support the development of new clubs and groups, targeting priority areas	Link to Get Active Strategy and other possibilities identified through the Joint Commissioning group Ensure link to Club matters	Number of new outreach sessions/ clubs	SBC- Gladys Barr - sub contract?

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4. Signposting					
To engage with sports clubs and to direct them to the most appropriate agency for relevant advice and support	3	Sport Forum Accreditation scheme Club mark	Promote schemes and encourage all clubs to have SF accreditation as a minimum Ensure all the sport grants are given to accredited clubs	Number of clubs accredited to various schemes	To be confirmed - No longer SBC WASP or VAS?
	1	Develop a Marketing Strategy to support making the Sport Forum offer and promoting the brand to include the following:	Working group to develop based on Club Matters template	Marketing strategy written and being implemented	Gerry to talk to Ian Jankinson and Neil Bromley
	1	- Sports Forum meetings x 3, including AGM	Plan and deliver AGM – October Plan and deliver 2 Forum meeting with relevant topics of interest to the clubs	Successful AGM held Chair reports produced Treasurers reports produced Grant Officer report produced 2 x Successful Forums meeting delivered with improved attendance Purposeful/attractive design of the 2 Forum meetings	Working group to plan 3 meetings Dave Bell Sue Gravell Neil Bromley Neil Bromley?/Gerry Hannon
	1	- Build and maintain a fit for purpose Sport Forum website	Utilise the remaining Awards for all funds (agreed by Lottery) and contract external agency to produce	Website which is fit for purpose. No of hits	VAS? /Ian Jankinson
	2	- Update and maintain database of clubs	Work with VAS support officer and SBC Sport and Partnership manager to update the information	Updated database by April 2016	VAS and SBC- Gladys Barr - sub contract
	2	- Monthly Newsletter to inform members incl. about national & local policy	Send relevant content to VAS support officer to send out to all clubs via email Vas support officer to provide a list of distribution dates	Monthly correspondence to clubs	David Bell (all steering group members)
		- Use of Social media e.g. Facebook and Twitter accounts	VAS?	Regular use of social media/Followers	VAS?
	1	- Recruit clubs to engage with the Forum	Once database/distribution lists updated, write to all clubs informing them of the Sport Forum offer - Why Be?	Increase in the number of new clubs attending the Forum, applying for Grants	David Bell/ Gladys Barr - sub contract?

Objective	Priority	Tasks	How will we achieve this	Performance indicators (what tells us we have been successful)	Lead
5. Sustainability of the Forum					
Strengthen the Steering group and its sustainability and impact	1	Recruit members to Sports Forum Steering Group from clubs	Complete BP and roles. Identify gaps and recruit volunteers to fulfil the roles as identified in the Business plan	No of quality new members on the Steering Group	?
	1	Sustain existing and develop new funding /resource streams to supplement the CIF fund	Involvement with production of the 3 year Community Sport BP as a key partner (see objective 1) so that the Forum can benefit from any resources raised.	Business Plan produced	Gerry Hannon/Ian Jankinson/Dave Bell
	2	Seek to extend the capacity of the Sports Forum Steering Group inc. exploring the possibility of appointing a Development Officer to assist in implementing the Business Plan	Request updated position from SBC (Patrick Weir) about the work that SBC commissioned from Oaks Consultancy re CIF sustainability in 2014/15 and how this ties into the emerging changes to the CIF funding. Complete BP and roles. Identify gaps and identify if/how to fund support.	Clear Service Level agreement agreed with SBC and review meeting held	Dave Bell/Ian Jankinson/Sue Gravell
	1	Produce Business Plan for 2017 taking into account new DCMS and Sport England strategies	Plan to be redrafted by Lead/Chair and presented to the Steering group by Chair in October 2016	2017 plan in place before year end	Gerry Hannon Dave Bell