

Club Development Day – East Midlands Regional Development Team



Sunday 12th February

9.30 **Start – Introduction to the day – Colin Broadway**

10:00 *Icebreaker exercise: The Regional Plan – what’s in it for you...*

Workshop 1

Easy Business Planning – Breaking down building a development plan for your club (Succession planning, development plan etc.) – Ian Richards

10:30- **Workshop 2**

11:15 “Partnerships and Funding – e.g. CSPs/LAs – where to look for and how to apply for funding” – Laura Sutherland

Workshop 3

TBC – Topic around targeting different communities.

11:15 *Tea/Coffee Break – Networking opportunity*

Workshop 1

Easy Business Planning – Breaking down building a development plan for your club (Succession planning, development plan etc.) – Ian Richards

11:45 **Workshop 2**

“Partnerships and Funding – e.g. CSPs/LAs – where to look for and how to apply for funding” – Laura Sutherland

Workshop 3

TBC – Topic around targeting different communities.

12.30-
13:30 *Lunch*

Workshop 4 – Developing Your Marketing Strategy – Delivered by Club Matters/Sport England

13:30- - *Shaping up your marketing strategy- what to consider*

15:30 - *Fit to follow framework - to develop your club’s strategy*

- *Methods to motivate - considering different marketing options*

- *Evaluating your efforts - focus your energy effectively*

15:30 ***Putting your views into the Regional Development plan and agreeing how we go forwards, closing comments and thanks***

15:45 Depart