



Training Venues:

Alloa
Balfron
Callander
Grangemouth
Stirling

Date of Issue: 7 April 2016

CENTRAL ATHLETIC CLUB STRATEGY 2016 TO 2019

“Our philosophy, regardless of age and ability, is to encourage and support our members to achieve their goals in a competitive environment”

The following sets out the ambitions and strategic objectives of Central AC in principal areas, from 2016 through to 2019.

COMPETITION & PERFORMANCE

- Ensure that all junior members regularly compete for the Club at an appropriate level, and do not just use it as a ‘get-fit’ club.
- Put in place coaching and competition structure to allow individual members to achieve their potential and ambitions.
- Support, as much as possible, our athletes striving to reach major athletic competitions.
- Achieve performances to be judged the top “off-track” club in Scotland in the next 4 years¹.
- Achieve performances to be in ‘top four’ “track and field” clubs in Scotland over the next 4 years².
- To continue upward trajectory (or hold where at top) for team performance across track and field leagues, cross country championships and leagues and to strengthen/consolidate position as top relay club in Scotland³.
- Encourage more females of all ages to become active and competitive club members.
- Investigate the feasibility of UK based higher level competition for senior men and women⁴.

EVENTS

- Enhance athlete performance by providing a minimum of two club-wide events per year covering wider topics such as nutrition, physiotherapy, sports psychology.
- Recruit more volunteer support from our membership to support and stage our current club events (e.g. 10k, club championships...etc).

COACHING

To develop our coaching structure to cover all disciplines, age groups and performance levels with good-quality coaches. Do this by:

- Introducing Academy model for tiered training groups.
- Attracting and developing coaches with interest in specialist events (combined events, jumps, throws, sprints...etc).
- Develop participation model and pathway for parents of junior members as parent helpers, coaches, team managers and officials.

- Improving the size and success of endurance coaching at the transition between children and senior groups (to provide a production line to seniors for continuity of success and to improve success at young athlete levels).
- Supporting coach education to Levels 2 and 3 across all disciplines, and other coach development opportunities, e.g. attendance at coaching conferences.

FACILITIES

- Investigate the feasibility of erecting a Club House at the track at Stirling University, or forming a Club base within a nearby existing facility.
- Liaise with Stirling University with a view to providing throws facilities, high jump facility and enhanced long / triple jump facility.
- Explore possibility of six lane track to full perimeter of existing track at Stirling University.

FINANCE

- Ensure continued financial security of club, including ability to finance all aspects of our strategy.
- Develop financial planning within Club to support Club development.

MEMBERSHIP

- Consolidate on existing membership numbers (rather than increase) following several years of rapidly increasing membership number, but increase balance that are under 17 and under 20 and senior track male and senior track and endurance females.
- Ensure a simplified and transparent fee structure that provides an appropriate balance of fairness and equity.
- Maximise support for our volunteers to ensure they can deliver the best experience for our athletes on every occasion.

ORGANISATION

- Identify and resource key roles to support Club development, covering volunteers, funding and coaching.
- Re-energise relationships with key partners (Stirling University, Scottish Athletics, Active Stirling, Clackmannanshire Council...etc).

¹ As measured by shortlisting in all years for Scottishathletics 'off-track' club of the year and winning it in 2 years out of 4 (NB 4 clubs short-listed each year).

² As measured by shortlisting in all years for Scottishathletics 'track and field' club of the year and winning it at least once (NB 4 clubs short-listed each year).

³ By achieving top three places in Men's League, Scottish Women's Athletic League (as part of Forth Valley), Lower Age Youth Development League in all years, and gaining progressive promotion to Premier League as part of Team Forth Valley in Upper Age YDL. Aim to win each league a minimum of once during the four year period. For East District Cross Country League and both East District and National Cross Country Championships, to win more titles than any other club over the four year period. Be the top relay club in Scotland (sprint, middle distance and off-track) as measured by titles and medals won.

⁴ By considering British Athletic League and UK Women's League and targeting road relay team for Women at UK level.