



ILKLEY HARRIERS

DEVELOPMENT PLAN FOR 2010-2011

Ilkley Harriers Development Plan, Paul Wood, Re 2010

This Development Plan has been approved by the Committee of Ilkley Harriers (December 2010) and is part of the Ilkley Harriers Club Mark file.

The plan will be reviewed from time to time and, after any necessary changes have been approved by the Committee, the versions in the Club Mark file and on the web site will be updated.

Comments on the Plan from Club members are welcomed throughout the year – please contact the Chairman, Paul Wood.

Ilkley Harriers AC is a running club established in 1986 and currently (end membership year 2009/2010) has 347 senior members and 274 junior members. This plan sets detailed development targets for the next year: the plan will be reviewed and reset annually.

The Club Constitution allows that the junior section be managed separately: their 3 Year Development Plan produced in April 2008 is published separately; so this document focuses on the senior section.

'Club Mark'

Ilkley Harriers was awarded 'Club Mark' status in February 2009. Although this is valid until January 2013, we should review the file and the Club Mark requirements annually.

Action: we will review and revise the Club Mark file by March 2011.

Membership

The membership broadly reflects the ethnic, age, and gender demographics of Ilkley and the surrounding area. However, the relatively low number of members aged **16-30** remains a concern.

Action: we will aim to increase the number of runners in the U20 and U30 age range by putting publicity and information packs into local gyms, sports clubs and sports shops and increasing press coverage.

Action: we should monitor 15-16 year olds 'graduating' from the Junior section and ensure we are meeting their training, racing, and social needs so that we do not lose them. Need to review specific training groups?

Action: we will identify if there is anything extra we should be doing for younger members (AGM action).

Action: we will explore the use of 'social media' (Facebook, Twitter, etc.) as this may help recruit and engage younger runners.

Retention improved from 2008/2009 renewals (65 lapsed/resigned) to 2009/2010 renewals (35 lapsed/resigned). The Membership Secretary investigated 2009/2010 non-renewals and found no major cause for alarm.

Action: Report/investigate/act on 2010/2011 non-renewals.

Ilkley Harriers has grown in membership numbers from 329 to 347 in the last year, after a period of less growth. We should aim to maintain this healthy level of growth.

Action: we will continue to make local runners who are not affiliated to a running club more aware of Ilkley Harriers by press coverage of Club activities and promoting the IH name wherever possible.

Action: we will target ILT&SC members with an information pack on our club noticeboard at ILT&SC, an article in the ILT&SC newsletter, and information and an improved link on the ILT&SC web site.

Action: we will organise some 'new runner training events', e.g. organised runs and/or coaching/introductory sessions etc. aimed at new runners.

Action: we will continue to offer one year's free IH membership to the first unattached local runners (male & female) in the Ilkley Moor fell race and the Ilkley Trail race, and make information on IH membership available to unattached runners at all IH events, after successes in this area in 2009/2010.

Action: we will provide prospective members with an improved information pack.

Action: we will provide new members with an improved welcome pack of information that will include

information on training, competition pathways, social and voluntary opportunities for the Club, and collect information on skills they can volunteer.

Club Kit

There was a huge increase in the range of Club Kit available in 2009/2010.

Action: need to investigate concern about the quality and fit of some Club *vests* from *some* members.

Race Organisation

Action: In 2010/2011 the Club will organise the following races (more may be planned):

23 rd Oct 2010	YVAA Road Relays	2 nd year, 54 teams this year, taking on more of the organisation each year
7 th Nov	Ben's 5 mile road race	Inaugural event. To continue in 2011?
27 th Feb 2011	Ilkley Moor fell race	Pre-entry and entry limit for the first time (Ctee Nov 2010)
25 th May	Badgerstone Relay	New to us in 2010 with 50+ teams. Great event for all incl. Families and juniors. Hoping for even better in 2011.
29 th May	Ilkley Trail Race	Continues to be a great 'community' race
9 th July	Addingham Gala fell race	Inaugural event in 2010 with 43 finishers. Let's double that in 2011.
7 th Sep	Ilkley Incline	This race can accommodate more runners (63 in 2010). More promotion for 2011?

We have not been called upon to organise a PECO XC race (we have organised for 2 years in a row) and we will not have to stage a HDSRL race (we organised one in 2010).

We are coordinating the Wharfedale Primary Schools XC League of 5 races, and will arrange a relay for 200 juniors at Nell Bank, again. There are junior races at the Ilkley Moor fell race and the Ilkley Trail race, and junior relays at the Ilkley Incline.

Ilkley Harriers has a reputation for excellence in race organisation and volunteer effort at races, although recruitment of volunteers often involves significant last-minute effort.

Action: we will consider developing a process for keeping a record of volunteers and potential volunteers, their skills, etc. to facilitate event organisation, sharing the load, and helper recognition.

Action: we will raise awareness of the importance of volunteering and try to get all members to accept that they should help in at least one race per year.

Training

Current position: the mainstay of training remains the Tuesday night runs with 40-80 runners divided into 4-6 led groups. It is well understood that for a proportion of members the opportunity to run in a friendly group without being over-organised and without too much pressure to race is the main reason for them being in Ilkley Harriers. On occasion there are organised 'trials' like the Handicap and Predictor Runs, the 5k Time Trials, and social runs like the Xmas Relays and 'Away' runs in the Summer.

More structured sessions include circuit training on Mondays in the Winter; Wednesday track training at Carnegie with Peter Shields; Jane Bryant's Thursday speed session; Peter and Neil's Thursday speed/strength session on the fell (summer) and grass (winter); and Neil's Saturday morning 'Hard Run'.

In addition there are *many* semi-formal and informal/social group training runs at other times throughout the week.

Action: the Club will continue to provide this broad range of training opportunities for its members.

We have some excellent qualified coaches and non-qualified run leaders but need more.

Action: we need to continue to encourage people to lead groups on a Tuesday night and offer them suitable training.

Action: our more competitive athletes will be encouraged to participate in activities organised by the Performance group of the Bradford Athletics Network (BAN).

Action: we need to recruit more coaches and help them qualify to add strength in depth to our current team

Action: we need to check we have a Risk Assessment on all our Training venues (gym, field, etc.)

Action: we will organise some 'new runner training events', e.g. organised runs and/or coaching/introductory

sessions etc. aimed at new runners.

Racing

Members compete every weekend in a wide variety of races as reported on the web site: road, trail, xc, fell, and also mountain marathons, triathlon, and adventure races. (Many members compete in complementary sports - cycling, orienteering, etc.)

The Club supports members in the HDSRL, the Complete Runner XC and championship XC races, and the main fell relays (FRA and Ian Hodgson) and road relays by paying entry fees for all members.

Action: we will try to encourage better attendance at the end of season XC Championship races.

Action: we will continue to support the teams in the Fell Championships, XC, and Road Relays.

Action: we will promote 'development' relays such as the Pennine Bridleway Relay (Rossendale) and the Leeds Country Way, and the Bradford Millenium Way Relay

Action: We will improve publicity of all relay events, part of a new Club Policy on Relays

Action: we should aim to *win* the HDSRL main team competition in our Anniversary Year!

Action: we will try to increase participation on YVAA Championship and BMAF events.

Social

Tuesday night runs, Away Runs, and other training sessions and many races have a social aspect, eg the HDSRL and PECO races are always followed by a social buffet.

There are a number of recurring annual events (Christmas (fancy dress) Relay, Club Awards Presentation, Dales Way Relay).

In Winter 2009/2010 we introduced a Winter series of monthly social themed 'Gatherings', with Ewan Welsh co-ordinating.

Members are encouraged to stay for a meal on the last Tuesday of the month.

Action: all the activities above should be continued.

Action: we should continue to develop new social activities for members. (Suggestions: 25th Birthday Party in May, repeat of 2009 Quiz)

Club management and communication

The Committee meets monthly at ILT&SC after the Tuesday night run to encourage participation by members.

The Agenda for the Committee Meeting is published openly one week before each meeting.

We aim to publish the minutes of any Committee Meeting one week after the meeting.

Where appropriate, Club members are co-opted to help with development actions (eg Club Kit, new Social initiatives, etc.)

Action: the Committee will continue with this open approach.

Action: we will develop a calendar of Committee actions and key dates to ease the work of this and future Committees.

The newsletter is now appearing more frequently.

Action: the Committee will support the Newsletter Editor in producing the best newsletter possible.

The Club web site is the main source of information for Club members and the Forum introduced in Jan 2009 has grown in popularity and usefulness. There were significant improvements in 2010.

Action: the web site will be extended to include information for new members.

Action: members will be encouraged to use the Forums, and to join and use the Google Group. We will also consider additional 'social media' such as Twitter and Facebook.

Members recognition

The 'Harrier of the Month' awards, and the Annual Awards based on performance or voluntary contribution seem to be working satisfactorily.

Action: Committee to discuss whether these need review as the Club grows?

External groups

The Club is represented on Bradford Athletics Network: this has 5 key areas but the most important seem to be juniors (IH members play a leading role in this) and performance.

We participate in the Wharfedale Activity Group, e.g. we are interested in building relationships and sharing ideas

with other sports clubs in the area.

Action: maintain our role in these groups

Action: improve liaison with England Athletics/UKA through the Club Coach & Support Officer.

End of document.