

Goslings London Badminton Club Business Plan 2019-2020

Our mission statement:

- To provide safe, inclusive and fun spaces for LGBT+ and others to come and enjoy playing badminton.
- To improve the physical and mental wellbeing of our members.

1) Set up and organise summer, Christmas and Fitlings tournaments

Our key wins for 2019-20:

- Participation in tournament to increase team morale and membership and promote our relationships with other clubs
- Proper management to prevent any reputational and financial losses.

What needs to happen?	Who?	Challenges, needs or opportunities	By when?
Establish dates and secure venues.	Tournament organising committees		Ongoing
Establish clear plan and organising committee to steer the management of the tournament: <ul style="list-style-type: none"> • Get comms sent out in time • Build user friendly registration pages with reasonably cost for participation • Costing and securing of venues (and menu for post-Xmas tournament event). 		<ul style="list-style-type: none"> • Comms needs to be out as early as possible to entice participation. • Community engagement will assist in getting the word out as wide as possible. • Ensure international tournament doesn't clash with major European tournament. • Getting external players to sign up early 	
Monitor risks, issues and challenges arising from the management of these events using the knowledge management documents.		<ul style="list-style-type: none"> • Risks, issues and challenges will arise from registration, participation numbers and comms. • Learn from issues from the last tournaments. 	

2) Utilising social media for our advantage – website and Instagram

Our key wins for 2019-20:

- A user friendly website that tells users what we provide, who we are, and share news, events and governance information including constitution, minutes and annual reports
- Empower members to promote Goslings to non-members using these tools
- Promote Goslings' events and news to wider audiences than just our members.

What needs to happen?	Who?	Challenges, needs or opportunities	By when?
Keep website up to date with news, events and photos including a video. Better linkage between website and Instagram.	Social media secretary	<ul style="list-style-type: none"> • Be transparent and accountable • Allow members the opportunity to be aware and participate in wider community events from sports to volunteering. • Seek permissions for using new photos 	Ongoing
Arrange interviews with social media press to promote our club	Chair	<ul style="list-style-type: none"> • Reach wider audiences using social media and press. 	

3) Communication and information

Our key wins for 2019-20:

- Communicate effectively with visitors, members and general public
- Keep members up to date with the works of Committee; be transparent.

What needs to happen?	Who?	Challenges, needs or opportunities	By when?
Monthly newsletters to members informing them of what has been happening across Goslings in the past month and upcoming news and events.	Chair	<ul style="list-style-type: none"> • Opportunity to inform members of what happens on other nights and what their committee is working on. News about upcoming events. 	Monthly
Ensure the following is visible and accessible on our website: constitution, standards of behaviour, sessions, prices, Q&As. Links to project 2 above.	Social media secretary	<ul style="list-style-type: none"> • Opportunity to have one site for information on all the club for members and visitors. • Challenge not to over populate our website. Keep it all in order, updated regularly and concise. 	Monthly

4) A new club night – possibly Friday and South London

Our key wins for 2019-20:

- Reach a south London cohort of players
- Give our members more choice
- Release the demand and capacity from the other sessions such as Thursday.

What needs to happen?	Who?	Challenges, needs or opportunities	By when?
Contact a couple of venues (Brixton, Elephant & Castle, Vauxhall, Victoria to see what venues will be possible and nights and cost.	Committee lead		August 2019
Review cost and see if we can risk establishing a new club night.	Treasurer / Secretary / Chair / Committee lead		
Communications as wide as possible to entice new, as well as current members, to come and play.	Chair / Committee lead		
Set up management of this night including stock	Session subcommittee		TBC
Monitor numbers and cost via business as usual work	Committee / session subcommittee		TBC

5) Community engagement

Our key wins for 2019-20:

- Adopting a leading, constructive and proactive role with other sport and non-sport community groups
- Be an active engaged LGBT+ community in London-wide related matters

What needs to happen?	Who?	Challenges, needs or opportunities	By when?
Map out all badminton clubs in London and nationally that would be vital for promoting Goslings events and working jointly on promoting tournament participation and wellbeing.	Committee lead	<ul style="list-style-type: none"> • Opportunities to work closely on badminton participation, rules and regulations and any other matters. • Opportunity to promote Goslings. 	August 2019
Map out community groups that will be of interest and influence to the club from sports clubs and umbrella groups such as Out for		<ul style="list-style-type: none"> • Opportunities to reach out to wider community groups 	August 2019

Sport and Badminton England to non-sport community groups		<ul style="list-style-type: none"> • Take up any training events from first aid training to crime prevention training • Opportunities for fundraising. 	
Reach out to underrepresented communities to attract them to come and play badminton		<ul style="list-style-type: none"> • Increase our under-represented groups to play badminton from women, elderly, disabled and BAME groups. 	December 2019

6) Funding

Our key wins for 2019-20:

- Successfully acquire any sport funding to go towards coaching our members and fund members to train to be coaches.

What needs to happen?	Who?	Challenges, needs or opportunities	By when?
Map out what funding opportunities (including sponsorship) exist and where / what we could bid for?	Committee lead	<ul style="list-style-type: none"> • Opportunity to see what funding exists and what we could bid for in the interests of our members and their badminton development skills. • Any funding from Councils? 	Ongoing
Consider implications and opportunities for funding for the club		<ul style="list-style-type: none"> • What opportunities exist and how will the impact the club and its activities / members. 	
Complete funding bids and meet with funding providers	Committee lead / Chair		As required

7) Members' involvement and views

Our key wins for 2019-20:

- Informed and well engaged members who are motivated to help support the club

What needs to happen?	Who?	Challenges, needs or opportunities	By when?
Members' survey to all members.	Committee lead	<ul style="list-style-type: none"> • Opportunity to learn how well we are doing and using the results to build business plan for 2020-21. 	September - November 2019.

8) Coaching and development of our members

Our key wins for 2019-20:

- Get our players moving up levels and giving them the support they need

What needs to happen?	Who?	Challenges, needs or opportunities	By when?
Coaching weekend in Milton Keynes	Nick Fursman	<ul style="list-style-type: none"> • Opportunity to improve our players abilities, competing on other nights and tournaments. 	Ongoing
Weekly coaching via hiring a coach at one of our weekly sessions	Huong	<ul style="list-style-type: none"> • Need clear terms of reference around management of coaching and levels. • Opportunity to offer coaching on a regular basis. 	In discussion.

9) Business as usual

Our key wins for 2019-20:

- Continue on our success from running regular sessions and activities.

What needs to happen?	Who?	Challenges, needs or opportunities	By when?
Sessions 4x a week	Subcommittee members		Ongoing
Membership renewals	Membership coordinator		Sept / Oct 2019
Responding to emails from visitors and members	Committee / Session committees		Ongoing
Keeping a visitor log for insurance purposes	Session committee members	<ul style="list-style-type: none"> • Badminton England want us to keep a visitor log for insurance purposes. • Can we keep this on Dropbox? 	April 2019
Partnership working with Out for Sport and Badminton England	Chair	<ul style="list-style-type: none"> • Opportunity to work with other sports clubs and promote health and wellbeing incl. mental wellbeing. • Work together on bids such as Eurogames. 	Ongoing
Pride event	Social secretary	<ul style="list-style-type: none"> • Need to purchase wrist bands 	April – July 2018
Attending domestic and international tournaments	Chair	<ul style="list-style-type: none"> • Opportunity to encourage members to participate in tournaments / promote Goslings across London, UK and internationally. 	Ongoing
Social events	Social secretary	<ul style="list-style-type: none"> • Opportunity to try events away from bars/clubs to entice a range of members to attend and participate and mix. Maybe a 'Goslings Got Talent' charity event? 	Ongoing