



**Medway & Maidstone  
Athletic Club**



# **Medway and Maidstone AC**

**Serving athletics in the major towns in Kent**

**[www.mandmac.org](http://www.mandmac.org)**

## **Development Plan**

**Autumn 2006 onwards**

With the regionalisation of athletics now complete this plan reflects the objectives of the England Athletics South East Regional Plan and how those objectives relate to the development of the Athletics Club.

## ATHLETE DEVELOPMENT

### Objective

*To provide a sound introduction to athletics through the club and local schools and a clear **pathway of opportunities** throughout the athletes' and participants experience in athletics*

### Actions

- Provide recognition and reward to athletes moving from Panther club to competing member status
- Investigate and provide an individual support package for 'key' selected athletes.
- Build on network of sports colleges and link into Club activities

## CLUB DEVELOPMENT

### Objective

***Build the capacity and environment** required to meet the athletes/ participants needs and aspirations*

### Actions

- Achieve Clubmark accreditation and apply for £200 regional reward
- Implement *Parent & Helpers Pack*
- Develop formal school to club links (PESSCL) with ADO support
- Research means to support club administration, including the use of Athletics Services.

## COACHES & COACHING

### Objective

*Develop and increase the **capacity** of coaching and the **capability** of coaches. Empower coaches to contribute to a more effective workforce **raising the overall standard of coaching.***

### Actions

- Support existing Club Coaches and recruit new Coaches/ Helpers
- Support mentoring schemes e.g. coaches to mentor L1 & L2's
- Develop Apprentice Coach Scheme
- Arrange Event Specific Coaching Clinics
- Support County Coach Development Group
- Support Maidstone Community Sports Coach with aim of expanding hours to more than current 7/wk
- Investigate CSC in Medway

## OFFICIALS

### Objective

*To increase **recruitment**. Enable progression and **retention***

### Actions

- Support County Officials Development Group to plan county activities
- Run 1 L1 Officials course per year for parents etc
- Investigate rewards for officials including expenses.

## EDUCATION

### Objective

To equip more teachers to **teach athletics with skills and confidence**. Ensure more pupils to have a positive experience of athletics, from fundamentals to event specific teaching throughout their school career

### Actions

- **Support the Sub Regional Manager in achieving the following regional aims:**
- Run 3 Elevating Athletics Courses (EA), 2 Teacher Ed courses.
- Establish mechanisms to ensure Junior Sports Leaders can help and stay with clubs
- Work with the School Sports College network (PDMs) to initiate and support School-club links schemes
- Empower teachers to improve the quality of athletics by the provision of courses to ensure sustainability.
- Run 4 EA courses in Teacher Training institutes
- Investigate how athletics can be included in the Extended Schools Programme and other current Government initiatives.
- Engage with the University College Sports Sector to promote athletics courses.

## FACILITIES

### Objective

*Support the construction of new tracks in Medway and Maidstone prior to 2012 Olympics.*

## FUNDING

### Objective

*Determine the **resource needs** for the South East region for the future.*

- Monitor and apply for all available grants
- Identify small areas of the clubs work that can be sponsored and obtain sponsors

## COMMUNICATIONS

### Objective

*To establish and maintain an effective two-way communications network to inform and receive information about athletics in the South East.*

### Actions

- **County**
- To have a dynamic athletics club website.
- Half Yearly Newsletters

## **COMPETITION**

### **Objective**

*To provide the appropriate competition opportunities for each age group and discipline.*

- To organize 4 open meetings at Hoo from 2007
- To organize local cross country races from Autumn 2007
- To encourage leagues to move to competition formats that aid the retention of athletes from U17 to Senior age groups.