

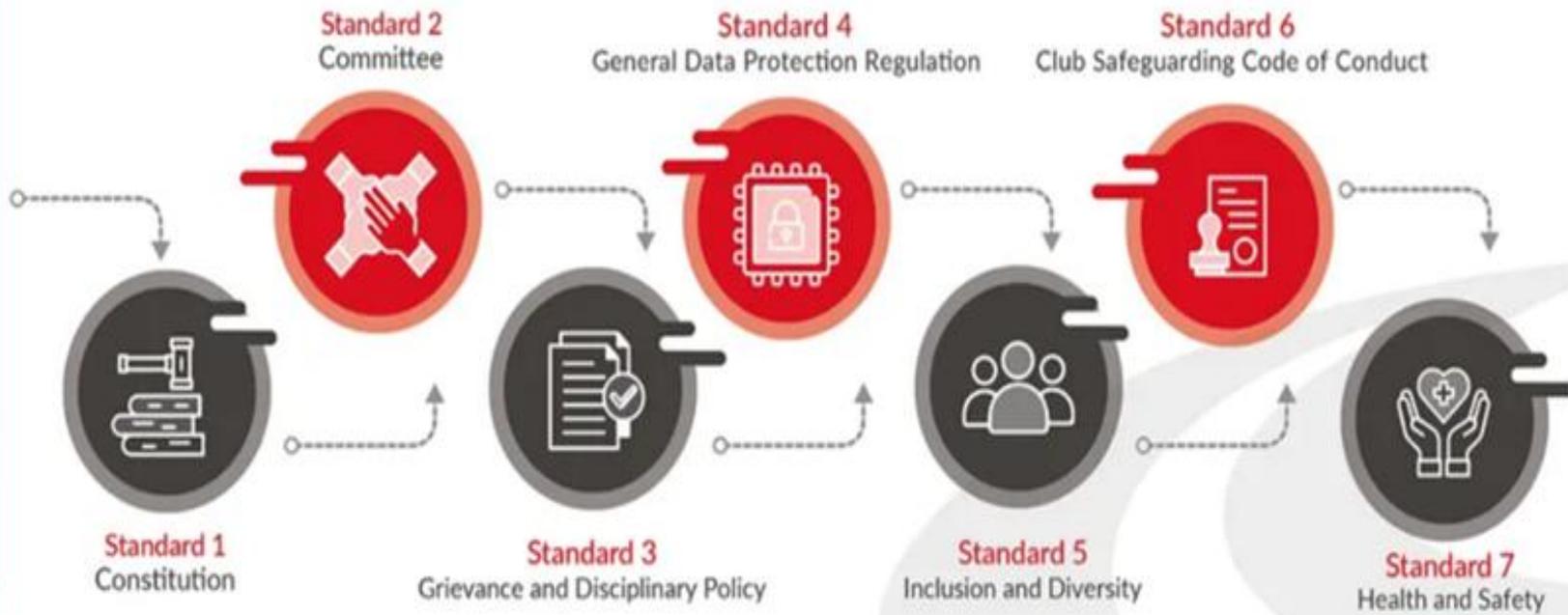


Clayton Le Moors Harriers

CLUB STRATEGY- EA STANDARDS –
ROLES & RESPONSIBILITIES



What are Club Standards?



Club Standards have been created to help clubs with governance and duty of care. Having the standards in place will help clubs to:



Be legally compliant



Protect and support volunteers in their roles



Ensure members are accessing club activity safely, protecting them from harm, incidents, and accidents



Minimise club issues and conflicts



Give their members the confidence that the volunteers have the interests of the club at heart, and make decisions based on what is right for the club



Engage with their members so they can contribute to the success of the club



Have happier members, less churn, and be able to perform better



Save time when policies or procedures need to be adopted



ENGLAND ATHLETICS



Management System – Standards

A management system (standard) is the structured way an organisation controls and coordinates the different parts of its operations so it can consistently achieve its objectives. Those objectives might focus on things like:

- *Quality of the services* it provides, and the efficiency and performance of how it operates.
- *Any Environmental* impact.
- How it deals with *Health & safety, Compliance, legislation, Risk Management and Customer (Member) Satisfaction.*

Complexity of the standard depends on the organisation, effective management systems have strong leadership, clear expectations with defined roles and responsibilities. Structured with procedures and policies, detailed records and controls, audits, reporting, and compliance processes.

The purpose is to help the organisation meet its objectives consistently and effectively.



What are Club Standards?

England Athletics have produced a set of Club Standards in line with legal legislation and Sport England's code of sports governance (Tier 1) to help clubs understand what they should have in place **for good governance** and duty of care:

Good governance is the foundation of a well-run club. It protects the club's values and reputation whilst looking after the club's funds and people. It also holds those responsible accountable for the club's actions and decisions. It's represented by the structures, rules, policies and practices in operation in a club.

As clubs come to reaffiliate in 2026 **all 7 club standards will become a mandatory** requirement for affiliation. To affiliate to England Athletics in 2026/7 we will be prompted to update the club profile, complete the club standards checklist in full before paying the club affiliation fee.

Having the standards in place will help the club to:

Be legally compliant

Protect and support our volunteers in their roles

Ensure the members are accessing club activity safely, protecting them from harm, incidents and accidents.

Help minimise club issues and conflicts

Give the members the confidence that the volunteers have the interests of the club at heart and are making decisions based on what is right for the club

Engage with the members so they understand how the club operates and can contribute to the success

Have happier members, bigger growth and perform better

Save time when our policies or procedures need to be adopted

One of the biggest challenges for the committee in deploying this standard will be changing the current culture.



CHANGE CULTURE is a challenging process

- a) SUPPORTERS
 - Will embrace change quickly
 - Be positive about why and how change can help
 - Enjoy discussing and planning change
- b) WORRIERS
 - Unsure about change and might feel scared about how the change will affect them
 - Might be persuaded by others who aren't happy about the change
 - Lack confidence in understanding about the changes
- c) RESISTERS
 - Want to stick with the 'old ways'
 - Find reasons why any changes won't work
 - Delay implementing change
- d) MILITANTS
 - Actively work against change and often find reasons to be negative and criticise any changes
 - Try to influence Worriers and Resisters to feel the same as them by being disruptive.

Hopefully, most of the team will sit between groups (a & b). People in group (a) will be very keen to start the process, group (b) will be provided support to gain confidence. Usually people in groups (c & d) will eventually see the benefit and become in many cases very positive.

Roles and Responsibilities - Role of the Committee



Standard principle:

Committee = governance - adhere to club standards

Good governance is the foundation of a well-run club. It protects the club's values and reputation whilst maintaining club funds and its reputation. It also holds those responsible, accountable for the club's actions and decisions. The club's structures, rules, policies, and practices demonstrate this.

The Committee should be involved in the following key decisions:

- Club Officers (appointing the club officers)
- General Committee positions (appointing general Committee positions/members)
- Money (spending club funds, setting fees, big purchases)
- Risk & safety (policies, safeguarding, accidents/incidents)
- Legal/affiliation stuff (England Athletics rules, insurance, constitutions)
- Major commitments (club events, partnerships, sponsorships)
- Club reputation (public statements, disputes, anything controversial)
- Rule changes (training policy, membership requirements, disciplinary action)

Roles and Responsibilities - Role of the Committee cont



Committee Standard - Efficient Governance and Delegated Decisions

The Committee shall not be required to approve every operational action undertaken on behalf of the Club. To ensure efficient administration, the Committee delegate decision-making authority to Officers or Committee Members for agreed areas of responsibility.

- The team will be empowered to deliver the club objectives.
- Delegated decisions must be reasonable, aligned with the Club's objectives, and within any agreed financial limits.
- Significant matters, expenditure above agreed limits, or matters affecting Club policy shall be referred to the Committee for decision.
- Inputs and outputs will be set as part of 'Roles and Responsibilities' with the results reported to the Committee.
- Role holders may form and lead smaller sub-groups as needed to support delivery of the club's objectives.



Roles and Responsibilities - Committee Positions

1. President (Voluntary)
2. Club Chair
3. Club Secretary
4. Club Treasurer
5. Membership Secretary
6. Welfare Officers
7. Club Captains (Male & Female)
8. Marketing, Communications & Media Manager
9. Junior Manager
10. Team Event Logistics support

Roles and Responsibilities – Non-Committee Positions

1. Team Manager (can be either running discipline, or specific event based)
2. Social Media Coordinator
3. Junior Coordinator
4. Club Coach
5. Club Run Leader

Roles and Responsibilities

Club President



The President is primarily an honorary position within the club and acts as the club's representative at internal and external functions as required.

Responsibilities: Voluntary member of the committee and contributes to policy creation. Acts as chairman of the committee in the absence of the chairman or vice-chair when required.

Roles and Responsibilities



Club Chairperson

The Chairperson is typically the most senior official role in a club and fulfils a range of duties dealing with overall management of club affairs. The Chairperson leads the club to achieve their vision, short term and long-term goals.

Role Responsibilities

The Chairperson has a strategic role to play in representing the vision and purpose of the Club. The Chairperson is responsible for making sure the committee operates smoothly, encourages everyone to take part in meetings, covers all important topics, and ensures that decisions are both effective and implemented.

Roles and Responsibilities Club Chairperson cont.



Tasks:

- Ensure the committee functions properly.
- To plan and run meetings.
- To manage issues in a structured and effective way.
- To bring clarity and purpose to meetings and decision-making.
- To ensure all committee members clearly understand their responsibilities of their specific role.
- To effectively communicate the vision and purpose of the Club
- To advocate for and represent the Club at external meetings.
- To be aware of current issues that might affect the Club.
- Provide leadership on all aspects of the club from training to competition, fundraising and social activities.
- Strategic planning and key decision-making duties.
- Assemble a team that fills all officer and committee roles while considering members' skills, experience.
- Delegating, (empowering) leading and motivating club volunteers towards club goals/objectives.
- Uphold the club constitution and terms of conditions of England Athletics affiliation.
- Ensuring an understanding of the legal responsibilities of the club to which the Club complies.
- Lead in the enforcement of the club's code of conduct.
- Assist the club to fulfil its responsibilities towards club welfare and safeguarding.
- Taking responsibility for personal conflicts of interest and declaring, recording, and managing appropriately.
- Chairing regular committee meetings and the Annual General Meetings (AGM).
- Being actively involved in creating and following a Club Development Plan / Club Standards
- Representing the club at local and regional events.
- Arranging handover or succession planning for the position.

Roles and Responsibilities Club Secretary



Role Responsibilities

The Club Secretary is responsible for providing administrative support to the Chairperson and is one of the three mandatory posts that the club holds as mandated by England Athletics (EA) affiliated club requirements (along with the *Chairperson* and the *Club Treasurer*).

Tasks:

- Plans club meetings with the *Chairperson* and agree an agenda with committee.
- Circulates details of meetings (time, location, agenda etc.) to club members.
- Takes minutes and circulate to meeting attendees.
- Follows up with relevant parties on key actions arising from meetings.
- Ensures meetings adhere to procedures of the club constitution (e.g., quorums and election procedures)
- Manages the club affiliation renewal with EA.
- Manages the club affiliation renewal with Northern Athletics if applicable.
- Manages the club affiliation renewal with FRA if applicable.
- Works with the *Club Treasurer* to reconcile membership payments etc.
- Managing the London Marathon (VLM) process including registering any ballot winners
- Manages all club correspondence.

Roles and Responsibilities

Club Treasurer



Role Responsibilities

The Treasurer is responsible for all the financial elements of the club and is one of the three mandatory posts that the club holds as mandated by England Athletics (EA) affiliated club requirements (along with the Chairperson and the Club Secretary).

Tasks:

- The club treasurer will manage and maintain the club financial records and bank account.
- Make all payments on behalf of the club to EA, suppliers of club kit, merchandise, training providers, and reimbursing individuals for spend on behalf of the club.
- Managing club assets including kit
- Liaise with Membership Secretary, Marketing, Media and Communications Manager, Club Captains etc. on the management of club expenditure and recording of income e.g., memberships, events, kit sales, affiliation fees, venue hire etc.
- As part of the committee, the club treasurer is also part of the decision-making processes and the running of the club.

Roles and Responsibilities

Membership Secretary



Role Responsibilities

The Membership Secretary will work closely with the *Chair and Club Treasurer* to ensure that all club members are registered, and fees paid in accordance with EA guidelines.

Tasks:

- Inputting all new members personal details into the club ('membership-mojo') online portal, and processing full (competing) members into the EA online portal and arranging for payment of membership fees to direct to EA
- Confirming to all members that their EA membership is approved by sending an email notification with their EA membership number and relevant details.
- Dealing with any queries that arise from registering members (people still registered with EA to another club etc.)
- Approving all club transfers from the club to another EA affiliated club
- Managing the athlete registration renewal process
- Progressing athlete registrations for new members
- Maintaining records of all athletes – competitive and social.

Roles and Responsibilities

Membership Secretary cont.



Tasks:

- Maintaining records of club members who conduct the role of volunteers, coaches, and officials.
- Supports the club treasurer to reconcile membership payments, discounts, refunds etc.
- Contacts members in payment arrears to pay club membership fees.
- Updates coaches on who has paid their membership and is eligible to train and compete.
- Sharing National Governing Body (NGB) registration numbers with members
- Supports the *Club Treasurer* to reconcile membership payments, discounts, refunds etc.
- Supports the *Club Marketing, Communications & Media Manager* to communicate information about new members etc.
- Reporting to the club secretary on the progress of memberships (growth/decline) etc.
- Ensuring data privacy and meeting GDPR obligations as an officer of the club.
- As part of the committee, the Membership Secretary is also part of the decision-making processes and the running of the club.
- DBS Checks when required.

Roles and Responsibilities

Welfare Officer



Role Responsibilities

The role of the Welfare Officer involves a range of responsibilities aimed at ensuring a safe and supportive environment for all members.

Tasks:

Safeguarding Management

- Managing and reporting concerns: The Welfare Officer is responsible for receiving, managing, and reporting any concerns relating to children or adults at risk within the club.
- Responding appropriately: Address safeguarding and welfare issues promptly and follow the UK Athletics (UKA) Safeguarding Policies, referring all serious concerns to UKA immediately.
- Providing support: They offer guidance and support to club members regarding safeguarding, behaviour, or conduct concerns.

Governance and Compliance

- Implementing safeguarding governance: The Welfare Officer plays a key role in maintaining good safeguarding practice within the club and acts as the first point of contact for safeguarding, behaviour, or conduct concerns.
- Ensuring compliance Ensure that all activities adhere to UKA Safeguarding Policies and Procedures for Children and Adults at Risk, as well as the UK Athletics Club Safeguarding Code of Conduct.

Roles and Responsibilities

Welfare Officer cont.



Role Responsibilities

The role of the Welfare Officer involves a range of responsibilities aimed at ensuring a safe and supportive environment for all members.

Tasks:

- **Safe recruitment:** Supervise secure recruitment procedures for volunteers and assistants working with children or vulnerable adults, making sure that all legal safeguarding obligations are met.
Training and Record Keeping
- **Ongoing training:** The Welfare Officer undertakes UKA-approved safeguarding training to ensure they maintain the knowledge and skills required for the role.
- **Maintaining records:** They keep accurate records of safeguarding training completed by club members.
- **Licences and checks:** They verify that all coaches and officials hold current licences and appropriate criminal record checks (e.g., DBS) and ensure individuals working with children complete required self-declarations.

Roles and Responsibilities

Welfare Officer cont.



Club Support and Culture

- Managing day-to-day issues: The officer will manage general club welfare issues, providing early intervention to prevent escalation.
- Promoting safeguarding awareness: The officer will champion safeguarding across the club, raising awareness and encouraging best practice among members.
- Providing a safe voice: The officer will ensure members have opportunities to speak up, offering an accessible and safe environment where any concerns can be raised without fear of victimisation or reprisals.

Communication and Collaboration

- Committee involvement: As a member of the club committee, the Welfare Officer contributes to decision-making and ensures safeguarding remains a priority.
- Regular updates: Engage in ongoing welfare and safeguarding discussions with the committee, suggesting proactive measures while maintaining confidentiality and sharing information only on a need-to-know basis.
- Seeking support: When required, they seek advice from the England Athletics (EA) Welfare Team to ensure appropriate handling of concerns.

Roles and Responsibilities Club Captains (Male & Female)



Role Responsibilities

The role of the club captain is crucial for the club's success and with a variety of responsibilities, it is essential for supporting the *Team Managers*, *Team Coordinator* and the Committee in the club's continued growth, understanding the importance of the Club Captains role in fostering a positive and inclusive environment.

Tasks:

- Representing the club: The Club Captain acts as a liaison between the *Team Managers*, *Team Coordinator* and the *Committee*, and the members, ensuring effective communication of the club's objectives.
- Organising events: The Club Captain is responsible for supporting *Team Managers & Team Coordinator* in planning and organising runs, races, relays, club championships, and other events to meet the club objectives.
- Promoting the club: The Club Captain encourages new members to join the club and actively promotes the club's activities and events to the community.
- Managing communication: The Club Captain oversees the committee's communication channels with the *Team Managers*, to keep members informed and engaged.
- Supporting the team: The Club Captain provides support and guidance to the team, helping to develop and maintain a cohesive team spirit among members.

Roles and Responsibilities

Marketing, Communications & Media Manager



Role Responsibilities

The role of the Marketing, Communications & Media Manager on the Committee is to consider and manage the most appropriate method and content of communications within and outside of the club, as well as marketing related activities.

This includes overseeing the club's website, ensuring that all communications comply with safety and protection policies, and providing guidance on the appropriate tools for messaging and audience. This officer will coordinate and advise on the overall website and technology strategy.

The officer's role is not to act as an editor or censor for the committee, but rather to help the club oversee how information is shared with its members.

Tasks:

- Website (including new website development)
- News feed & internal emails
- Manages all social media with support from the Social Media Coordinator (Instagram, WhatsApp, public Facebook page, Strava)
- Members-only Facebook group
- Content strategy and creation
- General club promotion and marketing

Roles and Responsibilities

Marketing, Communications & Media Manager cont.



Tasks:

- Website (including new website development)
- News feed & internal emails
- Manages all social media with support from the *Social Media Coordinator* (Instagram, WhatsApp, public Facebook page, Strava)
- Members-only Facebook group
- Content strategy and creation
- General club promotion and marketing
- Event & session promotion
- Press and other enquiries regarding communicating to and about the club.
- Develops and manages marketing strategy based on overall club strategy.
- Manages club internal and external comms and develops an appropriate annual plan for both.
- Develops and manages marketing activity for club hosted races open to the public.
- Agrees and manages club marketing budget.
- Developing and implementing marketing strategies to enhance visibility and engagement within the community.

Roles and Responsibilities

Marketing, Communications & Media Manager cont.



Tasks:

- Collaborating with club committee to execute successful campaigns and ensure brand consistency.
- Engaging with stakeholders to build relationships and promote club activities.
- Utilising analytics to measure the effectiveness of marketing campaigns and make data-driven adjustments.
- As part of the committee, the Marketing, Communications & Media Officer is also part of the decision-making processes and the running of the club.

Roles and Responsibilities

Junior Manager



Role Responsibilities

The Junior Manager is responsible for organising a program of coaching and events for junior members. They collaborate closely with the Club Committee to plan and deliver club-wide activities. The Junior Manager is responsible for overseeing club-level events and making sure junior members can use all club resources. Provide leadership and support to the Junior Coordinator/s

Tasks:

- Organising a program of coaching and events for junior members.
- Support the Club Committee to plan and deliver club-wide activities.
- Ensuring all club-level activities are effectively managed and that all junior members have access to the club's resources.
- Support the *Membership Secretary* to ensure all the required DBS checks are up to date.
- Support the *Club Treasurer* in managing Junior Kit requirements.
- Support the *Club Treasurer* in managing any funding opportunities, e.g., EA support.
- Support the *Club Treasurer* in managing the Junior accounts.
- Junior Manager plays a crucial role in the success of the club, ensuring that junior members receive the necessary training and support to develop their skills and confidence.
- As part of the committee, the Junior Manager is also part of the decision-making processes and the running of the club.

Roles and Responsibilities

Team Coordinator



Role Responsibilities

The Team Coordinator plays a key role in strengthening both the competitive and social sides of the club. Working closely with *Club Captains, Team Managers, Club Coaches, Club Run Leaders*, supporting the *Marketing, Communications & Media Manager and the Club Treasurer* with communications and expenditure.

The role focuses on:

- Building a strong, connected club culture
- Supporting team success across relays, cross country and other team competitions
- Creating inclusive social opportunities for running and non-running members.

Tasks:

- Strengthen the club's social fabric through regular events and activities
- Support team-based racing in relays, cross country and other competitions
- Promote the club's achievements and future direction
- Support new and existing members across the season
- Support *Club Captains & Team Managers* by assisting with the organisation of team-focused races, relays and events including logistical and administration support

Roles and Responsibilities

Team Coordinator cont.



Tasks:

- Support the committee in by assisting with the organisation of club events such as the annual Club Celebration Evening and races organised by club members
- Promote club success by supporting the *Marketing, Communications & Media Manager* to highlight the club's achievements and activities — past, present and future
- Build club community by supporting the organisation of regular social events such as Saturday coffee mornings and a Summer Fun Day etc.
- Work with the *Membership Secretary* to welcome, support and retain the club's membership
- Strengthening the team aspect across all the team-based competitions that the club enters, namely cross country, road relays, *trail relays and fell relays*.
- Assist *Club Captains and Team Managers* to organise and mobilise for team-based races.
- Raise the profile and awareness of team-based sports by clearly communicating this aspect of the annual racing calendar to new and existing members of the club.
- Supporting coordination for team-based races, e.g. through organising mini-buses, team kit, race bibs, food & drinks.
- Attending the full range of club training events to promote the values of team races and team
- As part of the committee, the Team Coordinator is also part of the decision-making processes and the running of the club.

Roles and Responsibilities

General Committee responsibilities.



Role and Responsibilities:

- In addition to their specific role, all Committee Members should attend committee meetings, participate in committee decision making, cooperate with other Committee Members.
- Contribute to general management tasks as agreed by committee.
- Committee Members will have a DBS check.
This may apply after election to the committee and should be free since it is a requirement for a voluntary role.
- Preparation & Participation: review all meeting information in advance, attend all meetings, provide apologies if absence unavoidable.
- Discussions should be respectful, listening to others without interruption. All comments should be addressed through the Chairperson to maintain order.
- Act in the best interests of the club and not personal views or interests.
- Ensure that any actions are completed within the agreed timeframe and be prepared to report on the progress at the committee meetings

Roles and Responsibilities

Team Manager (Non-Committee Role)



Role Responsibilities

The Team Manager is responsible for the coordination, administration, and coordination of teams to/from and during a competition or training session. The Team Manager is a focal point of information and communication, and the expectation by all team members (including athletes and coaches) is that the Team Manager will support the *Club Captain and Team Coordinator* to deliver effective communication for each team member and to the Committee. The Team Manager role can be specific to running disciplines such as Road, Trail, XC and Fell or event focused.

Tasks:

- Provide a focal point of contact/liaison for communication on behalf of the team
- Ensure pre-competition/training briefings/ communication is effective.
- Arrange team travel, travel itineraries and accommodation where required
- Provide information to athletes, coaches, parents/guardians as appropriate
- Assist in undertaking team selections in consultation with *Club Captain's and Team Coordinator*
- Ensure provision for athletes to arrive at appropriate time at venues

Roles and Responsibilities

Team Manager (Non-Committee Role) cont.



Tasks:

- Ensure that athletes are correctly registered for each event, coordinating with coaching staff, as necessary.
- Organise team kit (as appropriate)
- Prepare and submit results to the *Marketing, Communications & Media Officer* (as appropriate)
- Promote positive team spirit and behaviours
- Adopt any policies and rules where required
- Prepare post competition/event reports (as appropriate)

Roles and Responsibilities

Social Media Coordinator (Non-Committee Role)



Role Responsibilities

The *Social Media Coordinator* is responsible for supporting the *Marketing, Communications & Media Manager* in the effective communication of the club's social media accounts.

Tasks:

- Setting up, monitoring, and controlling the club's social media accounts, posting content, and facilitating two-way communication with members.
- Creating and posting content: The coordinator will work closely with the *Marketing, Communications & Media Manager* to ensure that news about the club is communicated to its members. The club's social media posting should focus on building awareness of and anticipation about upcoming events and celebrating participation and success.
- Analysing performance metrics: The Social Media Coordinator will support the monitoring of social media trends and analytics where required to optimise performance.
- Staying updated on social media trends and tools: The coordinator will stay updated on social media trends and tools to enhance the club's online presence.
- The Social Media Coordinator plays a crucial role in supporting the club's online presence and engagement through various social media platforms. E.g. Facebook, Messenger & WhatsApp.

Roles and Responsibilities Club Coach (Non-Committee Role)



Role Responsibilities

To coach individuals to improve their fitness through running. This will include various running disciplines such as Road, Track, Trail & Fell

Key Responsibilities:

- **Coaching:**
- Planning and delivering structured training programs tailored to individual and group needs.
- **Session Planning:**
- Developing session plans that align with the session goals and content.
- **Safety Management:**
- Ensuring the safety of athletes and managing risks during training sessions.
- **Athlete Development:**
- Providing feedback and support to athletes to help them achieve their fitness goals.
- **Continuous Learning:**
- Engaging in ongoing education and training to stay updated with the latest coaching techniques and safety standards.
- **Coaches must hold a valid Coaching Licence and DBS clearance via England Athletics.**

Roles and Responsibilities

Running Leader (Non-Committee Role)



Role Responsibilities

The role of a running leader is crucial in ensuring a safe and enjoyable running experience for all participants.

Key Responsibilities

Route Knowledge: The leader must be familiar with the route and be aware of any potential hazards.

- **Group Management:** The leader should manage the group effectively, ensuring that no member is left behind and that the group sticks to the approved route.
- **Safety First:** The leader should stop the group in case of an emergency and ensure that appropriate steps are taken, such as calling for help or attending to an injured member.
- **Pace Management:** The leader should ensure that the group runs at a pace that all members can sustain, and they should be prepared to slow down the group if necessary.
- **Emergency Preparedness:** The leader should carry a mobile phone and be prepared to respond to emergencies, including carrying "In Case of Emergency" (ICE) identification for any medical conditions.
- **Communication:** The leader should communicate with the group regularly, checking in with participants and adjusting the pace as needed.

Roles and Responsibilities

Running Leader (Non-Committee Role) cont.



Key Responsibilities

- **Injury Awareness:** The leader should be aware of any injuries or medical conditions among the group and ensure that those affected do not leave the session alone.
- These responsibilities are essential for creating a positive and supportive running environment for all participants.

Running Leaders must hold valid EA Running Leader qualifications and DBS clearance via England Athletics.

How to deliver the Club Objectives

RACI - **R**esponsibility – **A**ccountability – **C**onsult - **I**nform

The Process: e.g. **Objective:** *Organise Club Championship Races*

Accountability to the Committee: Club Captains

Responsibility: Supporting the Club Captains:- Team Coordinator & Team Managers

Consult: Open to anyone with knowledge and experience.

Effective communication – Marketing, Communications and Media Manager

Inform: The Committee and Members.

Use the **RACI** process to create the team required to effectively deliver the objective.

Hold team meetings and discussions – set targets – report the progress to the Committee at the regular Committee meetings.

Reward and Recognition

The standards set by England Athletics are only a base line for improving how Clayton Le Moors Harriers should operate as a club.

England Athletics recognises clubs that meet or exceed the set of Club Standards, which are mandatory for club affiliation.

These standards include good governance, duty of care, and various other elements that ensure club activities are safe and well-managed.

Clubs that achieve high standards are entitled to apply for grants from the EA's Club Improvement Fund, which can be used towards training additional coaches and improving club facilities.

Club Strategy



Strategy – Short Term – improve communication – internal & external & comply with EA Standards as a baseline by target deadline of 2026

Long Term – Continually improve club standards, striving for 'Best Practice' using the following objectives:

Objective 1:

Streamline Member Registration

- Digital Registration Systems
- Welcome processes for new members
- Initial assessment and target setting

Objective 2:

Create Clear Communication Channels

- Centralised communication platforms
- Regular updates and Newsletters
- Emergency communication protocols

Objective 3:

Develop structured training programs for all ability levels

- Continue to develop seasonal training sessions (Summer/Winter)
- Introduce session progress tracking and feedback

Objective 4:

Build a strong Leadership Team

- Roles and Responsibilities
- Volunteer recruitment and management
- Succession planning

Objective 5:

Organise Engaging Events

- Regular group runs
- Social gatherings
- Club races and challenges

Objective 6:

Implement effective financial management

- Membership fee structures (Full/Associate/Honorary/Life)
- Budgeting and expense tracking
- Explore fundraising opportunities

Objective 7:

Foster an Inclusive Community Culture

- Welcoming environment for all abilities
- Diversity and inclusion initiatives
- Conflict resolution strategy

Club Strategy cont.



Objective 8:

Modern Technology Solutions

- Club management software
- Media performance tracking tools
- Social media and website management

Objective 9:

Gather and Act on Member Feedback

- Regular surveys and feedback loops
- Implementing member suggestions
- Continuous Improvement Processes

Objective 10:

Celebrate Achievements and Milestones

- Recognition programs
- Celebrating personal achievements
- Acknowledging volunteer contributions

Club Vision



Achieving the club objectives will bring the whole club together—across every age group—building pride in being a part of **Clayton Le Moors Harriers**.