

## **CLUB STRATEGIC PLAN** **&** **BUSINESS DEVELOPMENT PLAN** **2010-2014**

"I skate to where the puck is going, not where it has been"  
Ice hockey legend Wayne Gretzky

### **Introduction**

Doncaster Athletic Club is a company (registration number 05907679), limited by guarantee. A Board of Directors, each of whom have strategic responsibilities, concerning the management, oversees the club. Below the Board is a Members Management Committee who handles the day-to-day operations of the club.

Since moving to new facilities, in January 2007, Doncaster Athletic Club (DAC) has moved forward in emphatic style. The Club is well in advance of where it expected to be at this stage, and finds it necessary to review its position, in order to put together new Strategic, and Business Development Plans. The Strategic Plan summarises what DAC hopes to achieve over the next 5 years, whereas the Business Development Plan lays down how it intends to achieve these aims.

It is the intention of this document to give Doncaster Athletic Club a focus for the next five years of its development and to give others an insight into the organisations plans and activities over that period. This long-term plan will form the basis of all developments for the Club. As such, this document is not exhaustive, nor is it meant to be. It is intended that all major areas of development are covered, and that there is room for adaptation, should additional elements be identified later. Therefore, it is clear that this document will be an evolving one. It should be changed and updated to suit the ever-changing needs of the Club, and its members.

The Club's progress, against these plans, is to be monitored regularly.

The Strategic Plan provides DAC with a framework and performs a number of key functions, including:

- The signalling to all members, and potential sponsors, the future aspirations of the Club;
- Identifies those areas which need particular attention during the planning period to help ensure continued success and development;
- Assists the Directors and Member's Committee with the management and operational planning activities of DAC, including priority setting, resource allocation, performance monitoring processes; and
- Setting goals and targets, against which the Club can report to its members and sponsors / investors.

### **Backdrop**

The current club was formed in 1996, following the merger of Doncaster Plant Works A.C. and Stainforth A.C. Training continued at the two respective tracks (Hexthorpe and Stainforth) until the new stadium opened in January 2007. Since the opening of the new facilities, DAC has seen some phenomenal developments. There have been many benefits, but also many new challenges for the club to overcome, primarily resulting from the rapid scale of growth. This plan will hope to address these challenges, along with other issues:-