

Development Plan Guide

All Club Development Plans will be assessed, in accordance with the criteria below. Please use this checklist to ensure your Development Plan meets the required standard for Clubmark submission.

Development Plans will need to ensure they meet the required standards for clubs to be awarded Clubmark status.

	Item	Check
1.	Evidence that the Development Plan has incorporated feedback from the initial club survey	<input type="checkbox"/>
2.	Evidence that the plan has incorporated all of the Support Officers feedback	<input type="checkbox"/>
3.	Detail of the club's characteristics/vision, which defines the club as being unique and individual.	<input type="checkbox"/>
3.	Plan is current and up to date.	<input type="checkbox"/>
4.	Plan is over a minimum three-year timescale	<input type="checkbox"/>
5.	A SWOT analysis has been clearly detailed – highlighting the club's strengths and weaknesses.	<input type="checkbox"/>
6.	Evidence that a development plan consultation process has been carried out with the club membership (including athletes)	<input type="checkbox"/>
7.	Plan covers a minimum of 3 key areas	<input type="checkbox"/>
8.	Plan's objectives and timeframes are realistic and not overly-ambitious.	<input type="checkbox"/>
9.	Plan links with Swim Ireland and/or Swim Ulster programmes and initiatives.	<input type="checkbox"/>
10.	Plan is easily readable for the entire membership and for all to understand.	<input type="checkbox"/>
11.	Plan has an overarching aim as to what the club wants to achieve.	<input type="checkbox"/>
12.	Detailed objectives to explain how the plan will happen.	<input type="checkbox"/>
13.	Responsibility of actions is distributed evenly and fairly.	<input type="checkbox"/>
14.	Key performance indicators are highlighted and detailed within the plan so that the plan can be monitored and is measurable.	<input type="checkbox"/>
15.	An ongoing evaluation method is identified and explained within the plan.	<input type="checkbox"/>
16.	Plan outlines associated costs and how the club is going to obtain same.	<input type="checkbox"/>