

# ***Shropshire Paddlesport Annual Plan***

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- Developed 10.05.18 and 17.05.18
- Revised 11.06.19
- Revised Jan 2022
- Revised June 2022

# ***Our Vision***

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## **Shropshire Paddlesport**

### **Our Club**

**Our vision is to inspire and nurture the human spirit, one paddlestroke at a time. Whatever your paddle discipline (in any craft) we will offer continual improvement and recognition for all abilities and all ages in our community. Individuals and families, experienced or new to our sport will be welcomed into our family friendly, community focused Club, caring of its members and the environment they paddle in.**

# ***Membership Segments***

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Members expect the Club to provide:

- Recreational paddling (eg trips)
- Competitive paddling (eg marathon)
- Skills development (individual paddling and coaching skills)
- A way to keep / improve fitness
- Paddle to nature activity
- Family activities
- Fun, variety and to paddle with a like minded group
- Social activities on and off the water

# ***Strategic Priorities***

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Where are we going to focus our limited time and resource?

- Retaining members
- Improving communication (website, email, etc etc)
- Additional / replacement equipment (boats, paddles etc etc)
- Financial sustainability

# ***Strategic Priority #1***

## ***Retaining Members***

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- Structured Saturday mornings sessions:
  - Games / activities for young people
  - Paddle Awards
  - New paddlers
  - Coach availability / cover for Saturday am
- Retain more experienced paddlers
  - Offer aspirational opportunities
  - Varied trips – min of 10 to be organised each year
  - Structured pool session eg rolling clinics, rescue sessions etc
  - Routes to progress – Personal Performance Awards
  - White water
  - Competitive opportunities eg marathon (encourage on Saturdays)
  - Vary venue on Saturday eg Ellesmere, Frankwell
  - Other paddling eg rafting, touring, sea kayaking

# ***Strategic Priority #1***

## ***Retaining Members***

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- Retain coaches
  - Building skills for new and existing coaches, allocating £2000 from Club funds to support this.
  - Share the burden, maintain a fair rota for Saturday / other activities
  - Regular coaches meetings
- Maintain our Quality Club accreditation when due for renewal in 2022.

# ***Strategic Priority #2***

## ***Improving Communication***

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Develop a clear communication strategy of what we communicate, how we communicate (media) and who is responsible

- Maintain and implement the strategy to include use (or non use) of website, email, Newsletter, Facebook, WhatsApp, and other social media
- Maintain and implement clear procedures of what we communicate, when and from / to who.
- Review and update web presence

# ***Strategic Priority #3***

## ***Additional & Replacement Equipment***

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We will maintain our current offering of kayaks, open boats, paddles, BA and associated equipment.

- To achieve this we will invest £10,000 on replacement boats and equipment over a 3 year period.
- We will aim to raise additional funds to invest in new facilities and paddling opportunities



# ***Strategic Priority #4***

## ***Financial Sustainability***

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- Maintain a fee structure for members that is fair and safeguards the financial sustainability of the Club
- Develop monthly accounts to reflect activity based reporting of fund raising activity
- Run an annual open day to encourage membership and raise funds – April - May
- Race day
- Identify other events we can raise funds from eg Welshpool Canal Festival, Splash & Dash, Corporate Events