

ERC three year plan 2008, 2009 and 2010

Objectives:

The objectives set out in the previous 3 plans still hold true and with slight amendment should be adopted for the next three years as follows:

1. Continue to develop the club and improve membership benefits.
2. Promote membership to under represented groups.
3. Encourage more participation especially in the competitive and challenge events.
4. Encourage and help members to improve and win medals.
5. Encourage sponsors and maximise benefits to them.
6. Ensure good governance within the club.
7. Contribute to cycling development through promoting events and shaping national plans.

It should be remembered that the actions listed in the attached table are suggested as additional to our existing programme which by any club standards is already most impressive. The committee is anxious that the increased burden proposed does not jeopardise existing initiatives or reduce the quality of current activities.

The Plan is essentially a **Statement of Intent** set out to guide the executive committees.

SOME WE WILL DO

SOME WE WILL ASSESS

SOME ARE NOT EVEN LISTED and will be added as appropriate

Some are no more than grey ideas that will be fleshed out and assessed for worth.

The Program' is split into 7 headings :

1. Membership Benefits:

- Communications are very important and being considered is the publication of a regular News Sheet to complement or perhaps replace the existing Club Magazine. We feel we can easily afford to post out a regular bulletin of up and coming events and newsworthy items.
- Membership packages to suit various disciplines and interests among members.

2. Under represented groups:

- Youth and junior development – Has been a goal in previous plans but growth has never been sustained. Initiatives already in hand and steady growth will be the aim
(Club Sport Edinburgh - join and influence ?)
- Lottery funding for a paid officer, perhaps shared with others, to harness the young talent out there in Edinburgh's depressed areas.

3. Participation:

- Introduce a new monthly Sunday Run – A variation on 'Gareth's mobile road block' - Led by experienced riders (Rota) to enable all to take part. Published destinations, pace of slowest rider, tea stop, low key group skills training where required but above all a social but relatively short run.
- Existing programme of ERC Sunday training rides to remain unchanged.

4. Performance:

- Squad development is a key initiative for the club over the next 3 years. For many years we have perhaps not had the most serious of reputations among the so called cognoscenti. Our Women's Squad have certainly made inroads into laying that thought to rest.
- Our proposals are to spread that program to other areas of the clubs competitive activity. Starting with the proposed Mens squad.

- This will need additional Coaching capability and this is also part of the plan over the next 3 years.

5. Sponsors:

- Further effort required to satisfy existing sponsors and to search for additional help. Our aim is not only to gain benefit from sponsorship but just as importantly to ensure our sponsors feel that they have also gained from the experience.
- Strip design must be kept up to date and attractive to or membership.

6. Governance:

- Club now needs increased and better storage and an exercise is required to locate and if necessary pay for a suitable facility.
- In addition, with the growth of valuable equipment owned by the club, a better management system needs to be developed to.
- Insurance is very important and we will consider how best to meet the needs of our club and its membership.
- Explore the possibility of employing someone to assist in the promotion of cycling to areas that might otherwise be missed, underprivileged, disabled, etc.

8. Development:

Three new events have already identified – A Super6 in March, 'Team TT' and a RR in the late Season.

We will review the declared interests of the membership and look at how we can match what we do with this interest.

It is felt that H'cap racing is a much more attractive way into competitive racing and we will try to find a way of making this a possibility in running suitable H'cap events

We have over the years had members who have taken on roles at Regional and National level in the organisation of the sport. Currently two on the Tri-Scotland national executive and a member of the Board of the Scottish Cycling Union and Cycling Scotland. We actively encourage this as a way of staying in touch with the governance of sport at national level and creating the synergy that arises from this close relationship

 EDINBURGH ROAD CLUB - THREE YEAR PLAN - Outline Programme for 2008 – 2010

Nos	OBJECTIVES	ACTION TIMELINE		
		2008	2009	2010
1	Membership Benefits	<p>Consider different Membership packages. Introduce reduced entry Fees to ERC events for Members. Update Website – new pages, forum, links Review Mailing List and investigate a Members only subscription e-News Letter. Introduce News Sheet. (by Post) Investigate ERC Leisurewear</p>	<p>Implement some variation to Membership packages. Continue development of Web site. Investigate more partnerships for discount etc. Supply ERC Leisurewear Review & refresh design of Club strip.</p>	<p>Implement comprehensive list of Membership package options as required. Add an additional ERC Social Event.</p>
2	Under Represented Groups	<p>Youth & Junior Development – Find Safe Race Training Area Go-Ride – Club health check. Organise regular activities for Youth / Juniors. Continually assess needs of other groups with cycling related needs.</p>	<p>Launch Youth / Junior Team with separate ERC identity Achieve Go-Ride Club Mark accreditation Assess likely needs of underprivileged , disability and other minority groups.</p>	<p>Youth / Junior Team – Year 1</p>
3	Participation To encourage all members to gain the greatest advantage from their membership of the club at all levels of interest and capability through monitoring membership profile .	<p>Encourage novices to ride Kirkliston ‘10’ Add a paragraph to the ERC application form noting that all members may be enlisted to help in running club events. Lobby SC to produce a Scottish Event Organisers / Volunteers Handbook. Produce guidelines for runs leaders Reorganise Sunday Rides – Introduce regular led social run (monthly) Review membership interests and wishes.</p>	<p>Review Volunteer training Encourage members to attend Commissaire and Time Keeper Training Reorganise Sunday Rides – Introduce regular led social run - increase to weekly in 2009 Adapt SC Volunteer Handbook for ERC use as necessary.</p>	<p>Encourage members to attend Commissaire and Time Keeper Training.</p>
4	Performance Coaching – Increase the number of Coaches in line with membership to achieve a minimum ratio of 1:20 of competing members by 2010 Support – Ensure necessary encouragement and support materials.	<p>Target for training of 4 new Level 1 / 2 Coaches and 1 Level 3 Coach (Road) Lobby SC to produce a Coaching Handbook Develop and publicise a ‘Pyramid’ structure of Coaching on ERC website</p>	<p>Target for training of 4 new Level 1 / 2 Coaches and 1 Level 3 Coach (Track/Tri) Train 3 Trail Cycle Leaders. Adapt SC Coaching Handbook for ERC use.</p>	<p>Target for training of 2 new Level 1 / 2 Coaches and 1 Level 3 Coach. Train 3 Trail Cycle Leaders.</p>

	Squads – Build on Women's Squad success and add Men's Squad	<p>Arrange regular access to testing facilities for ERC members</p> <p>Launch Men's Elite Squad – Compete at top domestic level – Establish performance targets.</p> <p>Women's Squad – Year 2</p>	<p>Organise a Coaches seminar.</p> <p>Men's Squad – Domestic and British Level</p> <p>Women's Squad – Year 3</p>	<p>Men's Squad – Domestic and British Level</p> <p>Women's Squad – Year 4</p> <p>Launch MTB Squad</p>
5	Sponsors	<p>Update the design of ERC Strip to include new sponsors</p> <p>Search for further sponsorship to sustain Squad and other initiatives</p> <p>Increase membership awareness of Sponsors needs.</p> <p>Encourage further use of Flamme Rouge and monitor needs for other socialising venues.</p>	<p>Review the design of the ERC strip (Review Branding etc – Make ERC cool !)</p> <p>Search for further Sponsorship to sustain Squad and other initiatives.</p> <p>Monitor meeting place venues.</p>	<p>Search for further Sponsorship to sustain Squad and other initiatives</p>
6	Governance Continually monitor the effectiveness and quality of club management.	<p>Review Club Equipment storage and administration.</p> <p>Organise 1st Aid Course for Runs Leaders / Coaches etc.</p> <p>Organise a Training Course for Event / Race Organisers.</p> <p>Ensure Runs Leaders have BC bronze membership. (Insurance requirement).</p> <p>Revisit the Clubs event Insurance requirements.</p>	<p>Provide Club Storage Facility.</p> <p>Explore possibility of Lottery or other funding to employ officer to promote cycling in Edinburgh utilising the clubs experience and capability.</p>	<p>Organise 1st Aid Course for Runs Leaders / Coaches etc</p> <p>Organise a Training Course for Event / Race Organisers.</p> <p>Employ new funded club officer if funding available.</p>
7	Development Through influence and Event promotion	<p>Compare and match Calendar of ERC Events to Membership Profile and interests.</p> <p>Review existing events to introduce more handicap based racing.</p> <p>Investigate possibility of running “Nocturne Event” in Edinburgh</p> <p>Encourage Members to take on roles within Regional & National Bodies.</p>	<p>New ERC Sportive Event – To raise funds e.g. for Brave Heart.</p> <p>Organise one H'cap race designed to encourage Novices</p> <p>Run City Centre Criterium – “Nocturne Event”.</p> <p>Monitor performance of National Bodies to align aims and support requirements.</p>	