

# Snowsports Club Business Plan Template

This template outlines the four key components for a club business plan.

## 1. Vision and Mission statements

- Club Goals (focus on performance, coach and volunteer development and community engagement and participation)
- Club Values (integrity, fun etc include comments relating to safeguarding, equality, and best practice policies)
- High level Objectives (by service or product area) (For funding sources from Sport Scotland be sure to focus this area on 4 key areas
  - i. The nurturing, support and development of athletes making selection
  - ii. The development of a coaching pathway and production of coaches
  - iii. Increasing in participation of all ages, genders and disciplines
  - iv. The support and development of a network of volunteers to support your club activities
- High level KPI's and targets over 5 years

## 2. Club Overview/Snapshot

- Your existing operation – where you sit in the mix of other operators and clubs
- Your existing structure
- Your existing membership products and membership Profile/Analysis
- Your existing product/services range and pricing
- Existing links and connections with schools, local authorities, active schools teams, sports hubs etc

## 3. Club 5 Year Targets & 10 year aspirations

- Total target Membership Numbers and breakdown (over 5yrs)
- Total target Athlete output and analysis by discipline(over 5yrs)
- Total target coach numbers and output and analysis by discipline (over 5yrs)
- Total target volunteers developed/trained (over 5yrs)
- Plus all other relevant targets (eg trips to snow, trainees entering comps, podiums, medals etc etc)

## 4. Club Programmes/Services

Outline the programmes/projects/services you will offer/deliver, to enable the above targets and growth to be met:-

- Present each project/programme/service as a clear separate activity, detailing its:-
  - i. Purpose
  - ii. Content

- iii. Timing
- iv. Marketing strategy and activity, partnerships and networking
- v. Human resources (your management and delivery team)
- vi. Financial resource requirements
- vii. Funding/investment requirements and potential sources
- viii. Sustainability evidence
- ix. Risk management and planned mitigation

## Supporting Appendices

- Attach any supporting information (diagrams, architect drawings, research findings etc)
- Projected cash-flow for next 24 months (showing income and expenditure by month)
- A summary view of the business over the next 3-5 years – with financial objectives – profit targets and sales targets
- Copy of supporting market research data (if applicable)
- Club contact, committee and any other relevant information