**MISSION**

To be a rowing club that is inclusive and supportive of rowers of all skills and abilities while maintaining strategic support for athletes aiming for elite level competition.

**VISION**

To provide inclusive rowing programmes for recreational and competitive athletes at all levels, facilitated by quality coaching, a clear structure and appropriate equipment.

**VALUES**

**FRIENDLINESS**

Provide an open, welcoming and supportive environment for all club members and visitors.

**RESPECT**

Be respectful of all members, their differing needs and abilities.

**TEAM ETHIC**

We are one team, Team DARC, working together and supporting each other at home and away to achieve our common set of goals.
STRATEGIC OBJECTIVES

Grow and develop a competitive senior squad with a supportive performance pathway.

- Recruit and retain competitive senior squad members.
- Develop and communicate clear progression pathways.
- Encourage and support competition entry and development at all levels.
- Develop a supportive performance athlete programme that allows talented athletes to reach their potential.

Develop and maintain quality facilities and equipment appropriate to club needs.

- Implement transparent boat allocation policies and a user-friendly boat booking system.
- Establish a fleet projection policy based on equipment usage and future priorities.
- Continue developing excellent facilities that will meet the club’s needs for future decades, building on Kim Metcalfe’s legacy.
- Work with partners to ensure the future sustainability of the River Wear as a watersports resource.

Maintain a financially sustainable business model which allows the club to meet its aims.

- Continue to develop external streams of revenue that do not rely on members or the availability of grant funding.
- Explore the development of the club catering to increase profitability.
- Maintain a quality caravan site with an enhanced experience for visitors.
- Develop an advertising policy using appropriate media which supports all of the club’s operations.

STRATEGIC PLAN 2017 –2022

Continue to develop a community outreach programme that maximises the value of the sport.

- Utilise the partnership with the Durham Education and Watersports Centre to provide access to the sport to those who otherwise wouldn’t experience it.
- Build on the relationship with Durham University to provide a linked and cohesive community outreach programme.

Pull together: One team with a shared purpose.

- Engage members, volunteers, staff and committees behind the club’s vision and objectives.
- Promote a volunteering ethos and social calendar that members strive to be part of.
- Develop an inclusive communication strategy that reaches and engages the full membership.