

## 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.

## DURHAM AMATEUR ROWING CLUB

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## DURHAM AMATEUR ROWING CLUB

# Strategic Plan 2017—2022



[www.durham-arc.org.uk](http://www.durham-arc.org.uk)

## 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 a squad structure supported by quality coaching which allows every member to achieve their potential.**

- ◆ Provide accessible and appropriate coaching and training programmes for all squads.
- ◆ Implement a squad structure that promotes rowing development.
- ◆ Provide sustainable development opportunities for everyone in the club.

### **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.