

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



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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.