

**Clubs, Societies and Projects Development Plan**

**Name of Club:**

**Date of Planning Meeting:**

|  |  |
| --- | --- |
| **S**trengths | **W**eaknesses |
| **O**pportunities | **T**hreats |

**SWOT Analysis: (list below your club strengths, weaknesses, opportunities and threats)**

**Looking Back:**

What were the Clubs top three successes in the past year?

1)…………………………………………………………………………………………………………….

2)…………………………………………………………………………………………………………….

3)…………………………………………………………………………………………………………….

What three things were the most challenging?

1)…………………………………………………………………………………………………………….

2)…………………………………………………………………………………………………………….

3)…………………………………………………………………………………………………………….

**What is a Club Development Plan?**

A development plan is a short document that lays down your Club/Society/Project’s vision and aims for the year and how you plan to achieve them. It is a working document that should be easy to read and therefore should be clear, concise and simple.

**Why should we do it?**

The Club Development Plan is designed to help Clubs plan for the future. There are many reasons for planning including: the continuation and growth of your Club/Society/Project, attracting new members and developing exciting new events and initiatives. The information you are going to provide will enable you to identify your specific accomplishments, areas for improvement and opportunities for development.

|  |  |  |
| --- | --- | --- |
| **Aims:** | **How can the Union help you achieve these aims? (Training, staff support etc.)** | **What do you as a club need to do to achieve these aims?** |
| 1) |  |  |
| 2) |  |  |
| 3) |  |  |
| 4) |  |  |
| 5) |  |  |

**Aims for this year:**

This is your opportunity to set out five key aims/objectives for your Club this year, and understand how we can support you with these. This could be anything from growing your membership by 10% to hosting a new or improved event!

If you have any questions or issues about the development plan or anything else please don’t hesitate to contact us at the Student Activities Centre (clubs@imperial.ac.uk).

**Notes:**