

Keighley & Craven Athletic Club



Keighley & Craven

ATHLETIC CLUB

A Community Club

**Club Futures Document
2004 – 2006**

www.keighleyandcravenac.co.uk

Keighley & Craven AC

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Keighley & Craven AC Club Futures 2004 - 2006

Introduction

Keighley & Craven Athletics Club was formed in 1998 as a result of merger talks between Keighley Road Runners and Keighley Hill Runners.

The club has evolved into one of the main athletic clubs in West Yorkshire, and has retained its friendly and down-to-earth atmosphere.

The club has now established an HQ at Greenhead. The development of this HQ will take a lot of patience and effort from members, but the reward will be a focus for the club adjacent to an athletics track, a school and a park, and foothold in the future development plans for the site. It will also make the administration and communication within the club, as set out in this document, very much easier.

Athletics is a wide-ranging sport which caters for a huge variety of interests, and the club is endeavouring to provide the best framework it can for everyone in Keighley: young, middle-aged and older; males and females; residents, visitors and tourists; people who do other sports; able and less able; talented and just plain enthusiastic.

In order to maximise opportunities for athletic activities and to create a successful club, there are a number of key requirements:

- Information as to what is going on, where and when;
- Suitable facilities for activities to take place;
- Suitable leadership and coaching at those facilities;
- Positive participation and support from Club Members.

The title of this document is designed to fit in with the uk:athletics "Club Futures 2" initiative. All sports clubs will in future need to achieve a "kitemark" or "club marque" to show that suitable standards are being maintained. Keighley & Craven AC intends to achieve such standards as soon as possible.

The club has already become a uk:athletics "good practice" example for the links currently being established with junior schools in the area.

In general, the club has the following overall aim:

"To make membership of Keighley & Craven AC as fulfilling an experience as possible, where fun, health and fitness are allied with all varieties and levels of activity and competition and with great social events that make the most of the resources and facilities in the area in which we live."

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KC1. Information / Communication

There is an enormous amount of activity that goes on in the club. There are a number of ways that these activities, summarised in the following sections of this document, are communicated with members and non-members alike. It is emphasised that communication is a two-way process, and members are encouraged to use relevant methods to communicate their achievements, hopes, grouses and comments. The following list identifies club communication mechanisms and states the aims associated with them:

- KC1.1 **Club Futures Strategy Document:** *summarises the current and planned status of the club.*
- KC1.2 **The Club Website:** www.keighleyandcravenac.co.uk: *a central point of information for all sections of the club. There is a specific post of website manager in this respect.*
- KC1.3 **Club Noticeboards:** *these are established at Greenhead School, Oakbank Sports College and Keighley Leisure Centre. There is also the need to establish club information on other noticeboards, as appropriate. There is a specific post of noticeboard manager in this respect.*
- KC1.4 **Club Newsletter:** *"Imminent": provides a regular monthly update of information, posted out to all members (parent members of junior members). There is a specific post of newsletter editor in this respect.*
- KC1.5 **Club Nights:** *members are encouraged to attend Tuesday evening club nights at Greenhead (see KC5), whether training, resting, injured or otherwise, in order to catch up on news and keep up to date on what is going on.*
- KC1.6 **Club Meetings:** *the club AGM is held in January each year, when progress and general information is distributed. There is also the Club Presentation Night, to be held in future in March/April each year (see KC7), when performance and coaching progress is updated.*
- KC1.7 **Publicity Leaflets:** *the club has produced publicity leaflets, kindly copied by Bradford and Bingley, to distribute at key events and display at key location. Members are encouraged to distribute these leaflets amongst friends, family and workmates.*
- KC1.8 **Committee Meeting Minutes:** *the committee meets on the first Monday of each month, and minutes will be placed on the website. Copies are available on request by club members*
- KC1.9 **Promotional Events:** *the club will promote itself at key events in and around Keighley, including sportKarnival in June and other relevant events. There will also be promotion through the various events organised by the club (see KC7).*
- KC1.10 **Local Press Releases:** *it is aimed to provide regular copy to the Keighley News, consisting of general news stories and updates of fixtures and results on a regular basis. There will be a specific post of press officer in this respect.*

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KC2. Facilities / HQ

From January 2004 the club's HQ will be at Greenhead School, Greenhead Road, Utley, Keighley.

The club is working hard to make the following facilities are available to members:

- KC2.1 **Changing rooms and hot showers:** *(Tuesday 6pm – 9pm, Thursday 6pm – 9pm).*
- KC2.2 **Club Room:** *(Tuesday 6pm – 9pm, Thursday 6pm – 9pm). There is a specific post of club room supervisor in this respect.*
- KC2.3 **Pitstop Café:** *(Tuesday 6pm – 9pm). Tea, coffee, soft drinks and snacks for athletes, parents, coaches, etc.*
- KC2.4 **Greenhead Track:** *shortly to be re-furbished, the 400m track at Greenhead represents one of Keighley's key sporting facilities. This can be utilised for training and for promotion of local events (see KC5 and KC6).*
- KC2.5 **Sports Hall & Gymnasium:** *by prior arrangement with Greenhead School, the club will be able to make use of key indoor facilities for training and competition.*
- KC2.6 **City Learning Centre:** *the club intends to encourage the use by itself and its members of Greenhead's City Learning Centre – access to computers, the internet, photocopying, meeting rooms, etc.*
- KC2.7 **Cliffe Castle Park:** *the club can make use of the existing facilities in Cliffe Castle Park for training and events, including cross country, summer fell, road relays and orienteering. This is part of a strategy to establish Greenhead as a uk:athletics endurance centre.*

The club is also working with the school, the council, uk:athletics, West Yorkshire Sport and other key *sport*Keighley partners to develop the facilities at Greenhead in a way that is beneficial to all parties.

The club will continue to use as appropriate other facilities in the district for key sessions, including Oakbank Sports College and Keighley Leisure Centre.

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KC3. Club Structure

The club is divided into three key sections, dependant upon age, as follows:

KC3.1 *Keighley & Craven J's*: designed for youngsters of both sexes and all levels of ability up to the age of 13, but primarily aimed at children at Junior School age with an emphasis on fun, generic activities involving running, jumping and throwing. The J's involves the "adoption" of all primary school pupils in the Keighley feeder structure. The J's have a specific representative on the club committee.

KC3.2 *Keighley & Craven YES!*: designed for "Young Emerging Stars" of both sexes and all levels of ability aged 13 to 17. Primarily aimed at young people of Secondary School age who are beginning to specialise in specific types of event. YES! have a specific representative on the club committee.

KC3.3 *Keighley & Craven Seniors*: the adult section of the club, for people of both sexes and all levels of ability from 18 to 80 and beyond. All members in excess of 60 years of age receive automatic free life membership of the club. There is also a specific section of the club for veterans (females over 35 and males over 40 years of age). A nominated parent of all junior members is also a parent member of the club, although not eligible for full membership unless the relevant subscription is paid (see KC11).

KC3.4 *Keighley & Craven Committee & Administrative Structure*: is composed as follows:

- *Club President: Honorary Lifetime Role*
- *Club Chair*
- *Club Secretary (Communication & Social)*
- *Club Secretary (Competition & Coaching)*
- *Club Treasurer*
- *Committee Members*
- *Child Protection Officer*
- *Health & Safety Officer*
- *Men's Captains (Road, Cross Country, Fell, T&F, Triathlon) (separate roles)*
- *Women's Captains (Road, Cross Country, Fell, T&F, Triathlon) (separate roles)*
- *Walkers/Joggers/Runners/Racers Leaders*
- *Triathlon Captains*
- *Junior Captains*
- *YES! Captains*
- *Communication Roles (see KC1)*
- *Coaching Development*
- *Club Development*

There will be development of certain sub-sections of the club during the lifetime of this document. In particular, there will be the development of a Walking Section and particular emphasis on encouraging new members who may be put off by the (false!) perception of the club consisting entirely of very fit athletes hurtling around the track or roads at great speed. The women's section will evolve into Walkers/Joggers/Runners/Racers and there will also be specific development of respective Veterans Sections. There will also be development of disability athletics, which is already well-established and very successful in Keighley.

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KC4. Coaching and Helping

There are many qualified coaches, sports leaders, teachers, activity specialists and voluntary helpers who are members of the club. The club aims to promote the following policies with respect to this vital area of activity:

- KC4.1** *To invest in people who wish to contribute to the coaching / helping side of the club by making available relevant training and experience to a suitable level.*
- KC4.2** *To encourage the technical side of coaching by promoting the development of as many multi-event coaches as possible to at least Level 2 uk:athletics standard, partly supported by the Sport England Active Sports programme.*
- KC4.3** *To encourage the leadership side of coaching by promoting generic coaching skills (eg, working with children, etc) along with CSLA and equivalent qualifications partly supported by the Sport England Active Sports programme.*
- KC4.4** *To encourage the development of key outreach coaching roles, particularly in servicing local Primary Schools as part of a sustainable on-site coaching and support service. Also to “adopt” and support Primary Link Teachers in the relevant schools as Club Teacher Coaches (CTCs).*
- KC4.5** *To procure and develop relevant high level coaching in relevant events in order to support local athletes in top-class development on a local basis.*
- KC4.6** *To produce material that is helpful to club members in terms of training programmes, generic fitness plans and other advice.*
- KC4.7** *To encourage members and associates to train as judges and timekeepers in all events, especially via the sportKeighley network.*
- KC4.8** *To encourage members and associates, especially parents, to assist with transport, administration and helping at events / competitions. To establish the precedent that coaches are qualified to coach and other associated duties are to be undertaken by others.*
- KC4.9** *To ensure that all coaches and helpers are issued with copies of relevant club policies (see KC9), and to ensure that all coaches and helpers are protected by producing a specific Club Coach / Helper Protection Policy.*
- KC4.10** *To recognise the contribution to the club by coaches and helpers by presenting specific awards in such categories at the club presentation night in March/April.*

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KC5. Training

There are numerous formal club sessions, as indicated below. See the club website and noticeboards for specific information on training sessions.

KC5.1 **Tuesday Evenings (6.30 – 9.00pm, Greenhead)**

This is the main Club Night, Winter (October – March) and Summer (April – September). Sessions include:

- *J's Athletics & Fell (to commence early in 2004)*
- *YES! T&F & Fell (to commence early in 2004)*
- *Seniors (M) Track*
- *Easy Run)*
- *Steady Run)* *Runs on road in winter, often off-road in summer.*
- *Fast Run)*
- *Triathlon Cycle*

KC5.2 **Wednesday Evenings**

Club runs (6 - 8 miles, usually easy to steady) from various local pubs during the summer (usually off-road – see website or newsletter for details), and on the road from the White Lion at Kildwick in Winter (food available afterwards). All start at 6.45pm.

There is a swimming session with the triathletes available at the Leisure Centre on Wednesday evenings from 9.30 – 10.30pm all year round.

KC5.3 **Thursday Evenings**

This is a Club Night similar to Tuesdays. Sessions include:

- *J's Athletics & Fell*
- *YES! T&F & Fell*
- *Seniors (M) Track*
- *Easy Run*
- *Steady Run*
- *Fast Run*
- *Triathlon Cycle*

KC5.4 **Sunday Mornings (9.30am, Greenhead)**

Steady easy but long club run (2 hours plus). Lots of stops, everyone waits. All year round, good crack!

In addition to the above, members do all sorts of training, alone and together, on a regular and on an *ad hoc* basis, or as part of a specific build up to competition events (see KC6).

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KC6. Competition

The club enters teams in a wide range of competition. Club members compete in an even wider range of events. This range reflects the challenge of being an inclusive athletic club catering for both team and individual needs, and reflects the wide diversity of members and activities that are part of Keighley & Craven AC.

KC6.1 **Road Running**

Yorkshire 6-Stage Road Relay (All age groups) (September)
Northern 6-Stage Road Relay (Men) (October)
Northern 4-Stage Road Relay (Women)
Northern 12-Stage Road Relay (Men) (April)
Northern 6-Stage Road Relay (Women) (April)
National 12-Stage & 6-Stage Road Relays (April) (if qualified)
London Marathon (the club has three lottery entries via NoEAAA) (April/May)
Bradford 10K (September)
Great North Run Half Marathon (October)
Club Road Championships (M&W) (based on popular local races from 5K to 20M)
Full Bronte 5M (club promotion in Haworth, incorporating Yorkshire Veterans 5M Championships) (June)

KC6.2 **Fell Running**

FRA Calendar
Calderdale Way Relay (December)
Millennium Way Relay (June)
Keighley & Craven Way (August)
Bunny Runs (April)
Worth Way Relay (Club promotion, July)
BOFRA Calendar
Yorkshireman Off-Road Marathon & Half Marathon (Club promotion, September)
Wuthering Hike 33M (Club promotion, March)
Dave Woodhead Races (Haworth) (various local races)
Club Fell Championships (M,W & J) (based on popular local races and FRA events at different distances and categories)

KC6.3 **Cross Country**

West Yorkshire X-C League (M, W, J) (November to January, 4 fixtures)
Bradford & District X-C Championships (November)
Yorkshire X-C Championships (January)
Northern X-C Championships (February)
National X-C Championships (March)
National X-C Relays (November)
Club X-C Championships (based on the WYX-C League fixtures)

KC6.4 **Track & Field & Sports Hall Athletics**

West Yorkshire T&F League (May to September)
Young Athletes League
Northern Mens League (May to September)
Yorkshire T&F Championships
Keighley & Craven Schools Athletic Championships (May to July)
Keighley & Craven Schools Sports Hall Series (September to March)
Senior Sports Hall Event (July)
Club T&F Championships

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KC6.5 *Triathlon*

There are a number of events throughout the year, in terms of both triathlon and biathlon. Triathlon (which of course involves swimming) tends to be a summer sport (for obvious reasons!) whilst biathlons go on all year round. The club promotes many of its own competitions, whilst local, regional and national competitions need to be entered well in advance. See the club website and newsletter for details, or come down on a club night at Greenhead or on a Wednesday Night session.

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KC7. Promotions

A considerable amount of time and energy is spent in by a relatively small proportion of club members in organising races and events throughout the year, as follows:

KC7.1 *Races / Competitions*

Wuthering Hike

White Lion Fell Race

Rivock Edge Fell Race

Yorkshireman and Half-Yorkshireman Off-Road Marathons

Full Bronte 5M (Northern Veterans Championships)

Keighley & Craven Way (via the website)

Lothersdale Fell Race

Bronte Way Fell Race

Worth Way Relay All-Terrain Race

West Yorkshire X-C League fixture (certain years only)

Northern Mens 12-Stage and Women's 6-Stage Road Relays

Schools/Club Sports Hall Competitions

Keighley & Craven Schools T&F (in conjunction with Oakbank School)

Club Sports Day (to be established)

KC7.2 *Other Events*

sportKarnival (June, in conjunction with the Keighley Festival)

Annual General Meeting (January)

Club Christmas Handicap and Social (December: new from 2004)

Club Presentation Night (March/April: larger and grander from 2004)

Quattro Staggione Club Handicaps (Spring/Summer/Autumn/Winter)

Numerous Club Trips, Birthday Runs, Excuses for Socials, etc.

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KC8. Club Kit

The Keighley & Craven AC club kit is based upon Keighley's colours of Green, Red and White. The main element is the club vest, and this is a requirement in most races:

KC8.1 **Club Vest**

Red, green and white hoops. "Broadband" design adopted in 2002 is now the official club vest. Available from the club in all sizes, male and female designs. A club "crop top" will shortly be available for female members.

KC8.2 **Shorts / Briefs**

Officially red, although other colours can be worn.

KC8.3 **Socks**

No specification.

KC8.4 **Training Tops**

Long-sleeved tops available in green, white, blue or grey, with club logo.

KC8.5 **T-Shirts**

Various designs with club logo available.

KC8.6 **Polo Shirts**

Club polo shirts in various colours with club logo are available.

KC8.7 **Leggings**

No club specification.

KC8.8 **Weather-proof Jackets**

No current club specification, although it is intended to produce team jackets in the near future. Special jackets are made available to active club coaches.

KC8.9 **Hats**

Club woolly hats and peaked caps available in the near future.

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KC9. Club Documents

There are a number of key policy and guidance documents that underpin the activities of the club, as follows:

KC9.1 *Club Constitution*

KC9.2 *Child Protection Policy*

KC9.3 *Coach / Helper Protection Policy*

KC9.4 *Equal Opportunities Statement*

KC9.5 *Health & Safety Policy*

KC9.6 *Coaching Structure Document*

KC9.7 *Junior Training Pack*

KC9.8 *Club Job Descriptions*

Copies of all the above documents are available for reference in the clubroom at Greenhead.

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KC10. Club Affiliations

The club is affiliated to a number of bodies that reflect its status in the national sport and also its local activities:

KC10.1 **Governing Bodies**

*North of England AAA (includes athlete registration scheme).
uk:athletics (includes Club Futures 2, the athletics Club Mark)
British Triathlon Association
Fell Running Association
Yorkshire Veterans
Northern Veterans
Road Time Trials Council (Cycling)*

KC10.2 **National / Regional Schemes**

*West Yorkshire Sport
Sport England Active Sports*

KC10.3 **Local Affiliations**

*sportKeighley (key sportKlubs representative)
Keighley Festival
Bradford Council
Keighley Voluntary Services
Greenhead School Pathfinder (Extended Schools) Initiative
Oakbank Sports College
Oakbank School Sports Co-ordinator Network
Airedale NHS Trust and PCT
Keighley Healthy Living Network
Walking For All in Keighley
Sport Camps
Keighley College*

It is likely that activities will expand and that the club may register with, for example, the British Orienteering Federation over the period of this plan.

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KC11. Club Funding

The club is funded from the following sources:

KC11.1 **Club Subscriptions**

Payable in January each year. Categories are as follows:

Senior, Intermediate, Junior, Family, Parent, Concessions.

For all intending to compete the club subscription covers the NoEAAA individual registration fee.

KC11.2 **Club Promotions**

Many of the events listed in KC7 raise valuable funds for the club, especially the Yorkshireman. A large proportion of such funds also goes to local charities.

KC11.3 **Grants / Awards**

The club has in the past been successful in obtaining Awards for All grants and will continue to apply strategically for relevant funding.

KC11.4 **Sponsorship**

The club has traditionally relied on a good deal of "in-kind" sponsorship from local organisations, including Magnet, Bradford & Bingley, Sport Camps and SK(UK) Ltd, and local organisations have in the past sponsored races and prizes (Speaks, O&K Escalators, Keighley Festival).

The club is keen to attract sponsors in the future.