

BURY ATHLETIC CLUB

MARKET STREET ATHLETICS TRACK
BURY, GREATER MANCHESTER, BL9 9FX



STRATEGY AND DEVELOPMENT PLAN

2018 - 2021

Version: Final 1.1

October 2018

To be reviewed and updated: September 2019

<https://buryac.co.uk/>

Summary

The Bury Athletic Club's Strategy and Development Plan sets out the Club's direction for the next 3 years. The main aims are to increase participation in all areas and within all age groups of the club. To achieve this, the Club aims to build on its foundations and open up its facilities to a broader range of the local community to ensure inclusion and accessibility to all.

This Plan describes our vision for the future and how we aim to realise this vision.

It will be reviewed on an annual basis to determine and review all progress made.

Introduction

Bury Athletic Club, are a competitive Track & Field athletic club with over 400 members from all different backgrounds, ranging from children through to adults. 80% of the Club's membership are aged between 7 & 18 years old. Our athletes compete in a large range of events e.g. track & field athletics (indoor & outdoor), sports hall athletics, cross country, road races, fell races, park runs, & triathlons. The Club is active for 52 weeks of the year.

As well as our competitive training groups (Tuesday & Thursday evenings), we cater for and encourage people who may not be used to physical exercise, need more support due to being vulnerable, having been victims of crime, or have faced barriers to getting involved previously, to start to gently exercise.

Our volunteer coaching staff help to develop children and young people commencing with physical skills (e.g. agility, balance and coordination) and moving on to running, jumping and throwing activities as the children grow into athletes.

Our coaches hold athletics summer camps for children aged 6 – 14 years during school holidays and also provide work experience opportunities for young people.

The club works with partner agencies (refer below) to encourage vulnerable people to utilise our facilities, striving to ensure we can provide a safe and secure environment for them.

We work alongside local Schools and Colleges including helping to host both junior and senior track & field championships and cross country running events which form the basis for selection to represent Bury at Greater Manchester championship events.

Through facility hire we share the facility with Bury College, local secondary schools (including PE lessons, GCSE Assessments, Sports days etc.), primary schools, local sports clubs, community groups and charities e.g.-

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| -Wheels for All (Children with disabilities) | -Prestwich Athletic Club |
| -Action for Children (Children with disabilities) | -Radcliffe Athletic Club |
| -Jigsaw (Adults with disabilities) | -Ramsbottom Runners |
| -Bury Blind & Partially Sighted | -Lancashire Walking Club |
| -Bury College (Horizon/Projects) | -Elton & Walshaw Junior Football |
| -The Ark (pupil referral unit) | -Elmsbank Special School |

The facility has also been used for the past 3 years to host the 'Accessibility Festival' (for people with disabilities).

The Market St. Facility is located in one of the poorest areas of the Borough with a large Asian community nearby. One of our aims is to provide opportunities for the local community to get involved in a variety of forms of physical exercise and/or healthy living activities within an environment which is friendly, supportive, inclusive, discrete and where they can feel safe and secure. We believe that physical activity in a supportive social environment is good for mental health and wellbeing.

Helping club members achieve their goals, and helping the club to continue to deliver high quality events will require continued development of high quality coaches, officials and volunteers and the availability of high quality facilities.

Objectives

Over the next 3 years, Bury Athletic Club would like to build on its strong roots within the local community (including Bury College, Local schools, Action for Children, Wheels for All, Bury Blind and Partially Sighted etc.) and open up its facilities to a broader range people and groups to ensure inclusion and accessibility to all.

In order to provide the right kind of environment we have developed a three year strategy and development plan which includes the following improvements to our facilities:

1. Replace synthetic surface on 400m synthetic track including long jump and pole vault runways and new steeplechase water jump barrier to meet new UKA meeting standards (TrackMark) to enable the facility to be continue to be used for athletic competitions, maintain a safe surface for cycling for people with disabilities and a range of physical health activities. The track is now over 30 years old, is showing signs of significant wear (including tears in the synthetic surface) and is close to the end of its working life.
2. Upgrade Hammer & Discus cage to meet new UKA meeting standards for safety (IAAF standard cage), enable the facility to continue to be utilised for athletic competitions, and to enable young people to develop their physical skills in a sporting environment.
3. Improve safety of the 650m track by replacing the kerbing around inner and outer edges of the track. This will improve the safety of both runners and walkers using the 650m track.
4. Improve safety and capacity of the car park by extending the car park alongside Market Street (creating space for an additional 8 cars) and creating a new walkway from entrance area to 400m synthetic track and new pedestrian path from the 650m track to the car park.
5. Improve access to 400m synthetic track from 650m track (especially for children and people with disabilities who would otherwise have to cross a busy car park) by creating a new pedestrian path.
6. Install an environmentally friendly Security Hedgerow around the perimeter of the Site along Wellington Road & Market Street to provide a facility which is both discrete and secure for people to use.
7. Install new Security fence panels around Site perimeter at corner of Wellington Road and Market Street and a new Community Garden in partnership with Holy Trinity Primary School inside this fencing.

8. Build a new multi-functional 'Health and Wellbeing Centre' overlooking the 400m synthetic track alongside the existing changing rooms to enable the provision of a wide range of physical and mental health activities.
9. Install outdoor exercise equipment (including equipment suitable for people with disabilities) and 'safe fall' surfacing.
10. Purchase racing wheelchairs and storage container for use by people with disabilities.
11. Install a Site Security and Announcers Office.
12. Introduction of an electronic membership card system to improve safety at the entrance gate ('pre-paid' entry) and recording of attendance to enable the Club to achieve Sport England 'ClubMark' accreditation.
13. Build a covered walkway and spectator area overlooking the 400m synthetic track in front of new 'Health and Wellbeing Centre' and existing Changing Rooms to provide weather protection for spectators, athletes and other track users.
14. Extend car park alongside the 650m track adjacent to the railway line to create space for an additional 8 cars

We believe that these improvements will enable Bury Athletic Club and partner agencies to provide a much wider range of both indoor and outdoor activities to a much broader range of people and not only become a centre of excellence for sporting activities but more importantly a genuine hub for the physical and mental health of the local population.

Without the use of the 400m synthetic track and Hammer & Discus cage the Athletic Club and other local athletic clubs will not be able to provide appropriate facilities for athletes to train and develop. Local Colleges and Schools will not have a Track & Field facility that they can use to provide Physical Education lessons which supports their curriculum requirements. There would not be a suitable surface for children with disabilities to ride the special bicycles provided by 'Wheels for All'.

We believe that we, as a club, have demonstrated that we have the people, determination and skills needed to implement the strategy and development plan and manage the improved facilities to achieve significant benefits of the local population, local colleges, & schools, sports clubs and community groups.

The Development Plan will focus on:

- Ensuring that the Club remains a progressive, well-managed, and responsible provider of health, wellbeing and sporting services.
- Enabling the club to reach out into the local community to provide opportunities for local people to participate in a variety of social and healthy indoor & outdoor activities in an environment which is friendly, supportive, discrete, safe and secure.
- Making all facilities on site suitable for everyone regardless of their background, race, gender, age or disability.
- Providing a facility which enables local people opportunities to participate in a wide and diverse range of physical and social activities in both indoor and outdoor environments. Involvement in a mixture of such indoor and outdoor activities can be highly beneficial to both physical and mental health and wellbeing.
- Ensuring that the facilities on site meet UKA safety requirements and competition standards.

- Providing the best possible opportunities for young people to enter, progress and realise their true potential in a sporting environment.
- Offering a variety of exercise classes in the new health and wellbeing centre to a much broader range of the local population which could include (but not limited to); yoga, Pilates, exercise classes for older people, women only classes.
- Offering a variety of outdoor exercise opportunities such as jogging groups, walking groups (including women only groups), Aerobic Fitness and boot camp classes etc.
- Providing exercise options for people including people with disabilities through the use of outdoor exercise equipment and racing wheelchairs.
- Providing an appropriate environment for people who suffer from loneliness to meet up and develop new friends either through involvement in some of the new activities or a place where loneliness groups can meet.
- Encouraging and promoting social and club interaction between members in different groups, fostering a stronger community spirit.
- Supporting people into sport who may not have the funds to participate by applying to educational institutions for a contribution of Pupil Premium funding for eligible children/students and by continuing to promote our “Good as New” kit scheme.
- Promoting opportunities for people to get involved in leading community activities in a sporting environment and providing opportunities and support for training and development.
- Providing a variety of indoor strength & conditioning and flexibility classes which will complement traditional athletics training.

Creating a local hub where diverse local groups can meet and make use of the facilities

- With better access and safer parking facilities and our new health and wellbeing centre we’ll be able to work with local partners to offer a variety of training and courses such as health and wellbeing sessions, health and safety courses, first aid training and courses to train new coaches and officials.

Sustainability

The improvements and additional facilities will help the Club to develop additional revenue streams and become financially sustainable.

Investing in the development and training of our club members

- Some of the suggested improvements are required to meet current UK Athletics Standards e.g. re-laying the 400m track, new hammer cage. This will mean our young and developing athletes are able to train in the best possible facilities to further their athletics careers.
- Having the most up to date equipment and facilities will also mean that our site will be suitable for hosting local and regional events.
- The improved facilities will help the club to attract new membership, therefore providing increased income which will help the club and facilities to become financially sustainable.

Improving safety and security

- Through additional security hedgerows and fencing, and other measures we are aiming to make the site as safe and secure as possible for the many diverse range of groups and individuals using the facilities and in a way which provides, as far as possible, for a quiet and pleasant natural environment.
- All of the measures will help to protect young and vulnerable people using the facilities and to ensure they feel safe