

Bearsted Korfball Club Strategic Objectives



1. Aspire to be a Premier League Club

- Aim for promotion by 2027.
- Provide the best coaching, equipment, venues and player support possible to achieve objective.
- Ensure we have a clear plan to develop players out of juniors to become potential first team players.
- Promote in a manner to attract more players to the first team squad.

2. Sustainability

- Ensure finances and resources are available to achieve objectives not just maintain status quo.
- Agree forecast player fees for the next 3 years based on agreed requirements, aiding budgeting.
- Expand income through fundraising, grants, merchandising/kit sales.
- Spread roles/tasks across a wider group of members, encourage parents and younger players to take up responsibility.

3. Known as the biggest producer of junior players in the country

- Continue school's development work currently underway.
- Plan for local fair's and events to promote the club.
- Ensure all junior coaches have level one accreditation.
- Encourage junior players and coaches to engage with Kent age group teams.

4. Ensure that the club has an active social scene

- Ensure we have club wide events to have everyone together.
- Plan ahead for end of season and Christmas events.
- Use social media to promote the club.
- Aim for 50 adult club members.

5. The club continues to be safe and has an inclusive culture

- Development of the club's culture/brand that all members sign up too.
- Maintain all player welfare requirements as set by the England Korfball Association.
- Look at how players can be supported to play if financial support is required.
- Ensure training and player engagement meets the club's standards.