



## YNEPF Strategic Plan 2016 H2 to 2019



### YNEPF Objectives, H2 2016 to 2019

#### 1. Organisation Strength

- More referees.
- More competition venues / organisers
- Identify potential for cross over events, organise powerlifting “demonstrations”
- Have “unattached” lifters form clubs, to provide powerlifting “bases” throughout the divisional area.
- Training days / courses for lifters, referees and coaches.

#### 2. Involvement

- Increase attendance at AGM.
- More competition organisers / spotters / loaders / helpers.
- Resolve competition calendar and simplify competitions (i.e. all “open”)
- “Equipment manager” role to be created or added to other role

#### 3. Marketing.

- Clothing line.
- Increase number of sub-junior and junior lifters (the next generation).
- Press articles on powerlifting in the region.

#### 4. Social Media

- Instructional training videos.
- Competition highlights to YouTube, Instagram, Facebook.
- Seminars from training days to be streamed via Livestream and to YouTube.
- New website.
- Online shop.

#### 5. Constitution

- Write a new constitution and have it accepted by the committee and the English Powerlifting Association and British Powerlifting.

#### 6. Integrity

- Continue working with EPA and BP DCO for targeted testing at competitions within the region.
- Ensure testing is in line with membership numbers.



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Objective	Item	Current Standing	Action Items
1. Organisation Strength	Referees	# of referees??	<ul style="list-style-type: none"> <li>• Identify those who are willing to referee and have GBPF members for 18 months or more, schedule referees courses accordingly (so they pass shortly after 2 years membership).</li> <li>• Identify referees who haven't refereed since their exam and chase / push to referee, otherwise remove certification?</li> </ul>
	Competitions and helpers	2 main venues – Eggborough and Ashington	<ul style="list-style-type: none"> <li>• Identify additional competition venues, ideally venues spread throughout the YNE (1 – Darlington / Teeside area? 1 – York area?).</li> <li>• Support from experienced comp organised and document structure to help first time comp organisers created</li> <li>• Rationalise competition schedule to decrease stress on organisers</li> </ul>
	Crossover Events	N/A	<ul style="list-style-type: none"> <li>• Look into possible crossover events (sporting related?) that we can run small comps / training sessions at, to increase the visual potential of powerlifting.</li> </ul>
	Clubs	29 in 2015	<ul style="list-style-type: none"> <li>• Contact unattached lifters from similar areas to suggest setting up clubs?</li> <li>• Identify areas where clubs are currently set-up and look for areas where no clubs are present, speak to lifters in these areas about clubs.               <ul style="list-style-type: none"> <li>• Waive affiliation for first year of new clubs set-up</li> </ul> </li> </ul>
	Training Days	1 per year (as of 2015)	<ul style="list-style-type: none"> <li>• Run same course twice in a year, once in NE and one in Yorks, to make lifter access easier</li> <li>• Look at additional topics – nutrition, PED dangers, mobility, rehab etc</li> </ul>
2. Involvement	AGM attendance	10	<ul style="list-style-type: none"> <li>• Increase communication about AGM on FB</li> <li>• Committee to speak to members through the year, get ideas of what lifters want and recommend they attend AGM</li> </ul>
	Help at comps	Per organiser	<ul style="list-style-type: none"> <li>• List of people willing to spot / load / run table at comps in their local</li> </ul>



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			<p style="text-align: center;">area</p> <ul style="list-style-type: none"> <li>•Clubs bringing &gt;5 lifters to provide at least 1 spotter / loader</li> </ul>
	Comp calendar	11 comps (inc. Roses)	<ul style="list-style-type: none"> <li>•4x2 day comps – 2 novice, 1 “seniors”, 1 open</li> <li>•1x1 day junior, senior, master equipped</li> <li>•1x1 day push-pull</li> <li>•1x1 day classic and eq bench (same day as push-pull? Classic bench in the morning, eq in the afternoon post deads?)</li> <li>•1x1 day northern universities</li> <li>•(Plus the Roses)</li> </ul>
	Equipment Manager	0	<ul style="list-style-type: none"> <li>•Set-up equipment manager role or absorb into another role.</li> <li>•Organise calibration / repair of equipment as required</li> <li>•Arrange movement of equipment between competitions as required</li> <li>•Understand where all of the YNEPF equipment is and where there is an ongoing demand for it, move it between clubs as required</li> </ul>
3. Marketing	Clothing	N/A	<ul style="list-style-type: none"> <li>•New logo(s) - -done. Run comp for new back design every year or so, to keep the clothing up to date.</li> <li>•Expand the range if demand for t-shirts / hoodies is high, e.g. bottoms, leggings, etc.</li> <li>•Regional team to use divisional clothing at national comps – supply hoddies, t-shirt and bottoms at a discount rate?</li> </ul>
	Next Generation	N/A	<ul style="list-style-type: none"> <li>•Look at running taster sessions for younger lifters</li> <li>•Work with strength clubs e.g. rugby, to build strength in team, look for potential crossovers</li> </ul>
	Press	Club organisation	<ul style="list-style-type: none"> <li>•Put stories to press e.g. World Records, etc.</li> <li>•Biographies to website?</li> </ul>
4. Social Media	Additional Help	N/A	<ul style="list-style-type: none"> <li>•Social Media role is growing, need to identify people who are willing to</li> </ul>



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			help, then arrange for them to be co-opted as required by the Media Manager.
	Training Videos	N/A	<ul style="list-style-type: none"> <li>•Increase visibility of YNEPF Instagram account, re-post of lifter training videos.</li> <li>•Videos of coaching from top YNEPF coaches to be recorded and posted for benefit of lifters.</li> </ul>
	Comp Highlights	N/A	<ul style="list-style-type: none"> <li>•Have additional media support at comps, with access to YNEPF Instagram, to post videos of lifters.</li> <li>•Livestream of comps to be recorded, then edited down to each weight class and posted to YouTube</li> </ul>
	Seminar streaming	N/A	<ul style="list-style-type: none"> <li>•Livestream account set-up</li> <li>•Need to arrange webcam and WIFI access at each event, also record to put to YouTube</li> </ul>
	Website	1 running	<ul style="list-style-type: none"> <li>•Update website to new provider.</li> <li>•Aim to provide additional content, including shops, local clubs etc.</li> </ul>
	Online shop	N/A	<ul style="list-style-type: none"> <li>•Shop to be set-up as part of the new website, selling YNEPF merchandise</li> </ul>
5. Constitution	Re-write	Draft	<ul style="list-style-type: none"> <li>•New constitution to be written, to allow YNEPF to fall in line with the EPA / BP</li> <li>•Version with committee to be amended with comments, then sent to EPA / BP for comment, prior to being put to the YNEPF members.</li> </ul>
6. Integrity	Testing	8 tests in 2015	<ul style="list-style-type: none"> <li>•Testing to be in line with membership numbers.</li> <li>•Testing to be targeted and arranged as and when required.</li> <li>•Speak with BP / EPA for OOC testing</li> </ul>



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Objective	Item	Current Standing	2017 Standing	2018 Standing	2019 Standing
1. Organisation Strength	Referees	Current	Current +5	Current + 15	Current + 30
	Competition	2 main venues	2 main venues	3 main venues	4 main venues
	Crossover Events	N/A			
	Clubs	30	35	40	45
	Training Days	1	2	2	2
2. Involvement	AGM attendance	10	20	25	30
	Help at comps	Per organiser	List of helpers	2017 List +10	2018 List +10
	Comp calendar	11 comps (inc. Roses)	8 comps	TBC	TBC
	Equipment Manager	0	1	1	1
3. Marketing	Clothing	N/A	Online store & Divisional Team Line	TBC	TBC
	Next Generation	N/A	Discuss w/clubs, arrange certification	Taster days	TBC
	Press	Club organisation	2 articles	4 articles	8 articles
4. Social Media	Additional Help	N/A	3 helpers	5 helpers	8 helpers
	Training Videos	N/A	Each training day	N/A	N/A
	Comp Highlights	N/A	All comps	N/A	N/A
	Seminar streaming	N/A	Each training day	TBC	TBC
	Website	1 running	New site running	TBC	TBC
	Online shop	N/A	TBC	TBC	TBC



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5. Constitution	Re-write	Draft	Accepted	N/A	N/A
6. Integrity	Testing	8 tests in 2015	Continued, based on membership numbers	Continued, based on membership numbers	Continued, based on membership numbers