



A Strategic Development Plan for Cycling Ireland 2009 - 2014

Background

Cycling Ireland (CI) is the governing body for the sport of cycling on the island of Ireland. This Strategic Development Plan (“the Strategy”) replaces the 2005 to 2009 Strategic Development Plan.

The Strategy was developed following consultations with representatives drawn from the organisation’s members, clubs, provinces and commissions over the winter of 2008/2009, these consultations assisted in identifying the needs and opportunities that Cycling Ireland face.

Through the application of the Strategy in the coming years it is envisaged that success will be achieved on the sporting level, in terms of participation in cycling as an activity and that all parts of the organisation (volunteers, clubs, provinces, commissions) will be empowered to bring about the desired outcomes.

As of July 2009, CI has circa 5,600 members across 174 clubs throughout the country. CI operates with a provincial structure overseeing local activities. In addition there are a number of commissions responsible for specific areas, e.g. road, track, women and off-road etc. CI currently employs five full time staff members along

with three part time positions. The delivery of the current operations and future strategy is heavily dependent on the continued funding at current levels from our funding partners.

Purpose of the Strategy

This Strategy sets out a clear vision and purpose for Cycling Ireland to lead and deliver an ambitious plan which will:

- Increase participation levels;
- Improve performance;
- Develop communication channels;
- Ensure proper governance.

This strategy will contribute to National Strategies and Outcomes of the following bodies:

- Irish Sports Council
- Sport Northern Ireland
- Department of Transport
- Coaching Ireland & Institute of Sport & Sport Institute of Northern Ireland
- Olympic Council of Ireland

Core Values

This Strategy will be founded on the following core values:

- Equality in participation and representation;
- Ethical sporting and professional values;
- Maintaining the sport's tradition and identity within local communities;
- Valuing the volunteer network;
- Clear and frequent communication.

Our Vision

The vision for the long term is to exceed previous performances at world level, to increase participation at all levels in particular youth and operate from a sound governance platform.

Our Mission

Cycling Ireland is committed to being the lead organisation for the sport and activity of cycling through:

- Promoting cycling as an accessible and enjoyable leisure pursuit where every cyclist may participate and develop to their full potential;

- Putting in place a support structure that will identify and allow talented cyclists to compete on a world stage;
- Engaging and sustaining partnerships with clubs, members, government agencies (ISC, Coaching Ireland, Sport NI etc.), commissions, provinces, and local authorities;
- Ensuring compliance with all relevant statutory and regulatory requirements;
- A compelling marketing and communications strategy that reaches out and encourages more participants into our sport.

Delivery and Implementation

The Strategy is based on focusing on the following six spokes:

1. **Cycling for All** – increase cycling use as a means of transport and as an enjoyable leisure and sporting activity;
2. Improve **Performance**;
3. Clear **Communication** channels;
4. Sound **Governance**;
5. Development and fostering of **Resources** (human, physical and financial)
6. **Recruitment** and **Retention**, particularly youth members.

The delivery targets, timelines and responsibilities are outlined in Appendix 1.

Monitoring and Evaluation

Monitoring of this strategy will be carried out by the Chief Executive Officer through recording the progress and presenting this information to the Board regularly. An annual assessment will be included in the Annual Report and presented at the Annual General Meeting. This assessment will assist in the production of the next set of annual performance indicators allowing adjustments to be made and resources allocated appropriately.