

East Midlands

Strategic plan

Regional Development Plan 2019 - 2020

By 2021 we will:	We will achieve this by:	The person leading this project will be:	The resources required are:	Key milestones or actions are:	We expect to complete the milestone by:	We know we will have completed this when:	We will celebrate success by:
Have facilitated providers to deliver PPAs	Hosting workshops and visiting clubs	Andy Oughton	ACRs to aid in the meetings and set them up	4 visits and/ or events	September 2019	Providers have a better understanding of how to provide the PPAs	A higher number of PPAs awarded in the East Midlands
Regional Paddlers gaining information from a regional website	Relaunch on social media and email campaign to inform those in the region of the site	Colin Broadway and Andy Oughton	Click counts from British Canoeing	Trained to be able to edit the site by British Canoeing staff	Pages live in March 19 and social media to be released through 2019	We receive a good number of visits to the regional page	This will allow us to publish a 2020 regional calendar to the page which will be viewed by more people
Regional Clubs better represented at RDT meetings	Have the meeting advertised on social media and regional website. Provide digital options to join meeting	Kirst Colin Broadway and Andy Oughton	Skype and microphones purchased for digital options	9 clubs represented at the September 2019 meeting	September 2019	9 clubs are regularly attending meetings	

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Clubs offering open tours to other clubs	Helping the club advertise their tours externally, asking other clubs to take part	Colin Broadway to appoint Tour coordinator	Regional Website and some Event Safety oversight.	To have run 2 multi-club tours in 2019	December 2019	The 2 tours in 2019 are completed and this is then increased to 4 in 2020	