British Taekwondo Comprehensive Delivery Guide

1. Setting Up a New Club

Follow these steps from the British Taekwondo website:

- Visit britishtaekwondo.org
- Complete club registration forms
- Ensure instructors have valid qualifications and DBS checks
- Submit all required documentation

2. Business Plan Template

- **Executive Summary:** Club vision, objectives, summary of key points.
- **Club Description:** Purpose, type (voluntary/commercial), size.
- **Market Analysis:** Local demographics, competition.
- **Organisation & Management:** Staff/volunteer structure.
- **Services Offered:** Classes, private lessons, merchandise.
- **Funding Sources:** Grants, sponsorship, membership fees.
- **Financial Projections:** Revenue, costs, profit/loss projections.
- **Marketing & Growth Strategy:** Outreach, partnerships, content strategy.

3. Marketing Plan Template

- **Objectives:** Growth, membership acquisition, retention.
- **Audience:** Identify key community groups.
- **Channels:** Social media, local press, schools.
- **Action Plan:** Events schedule, campaigns, promotional offers.
- **Metrics & Evaluation:** Membership growth, engagement metrics.

4. Tailored Business Models

Small Clubs (Voluntary & Business)

- **Structure:** Minimal staffing, heavy reliance on volunteers.
- **Funding:** Membership fees, small grants, local sponsorship.
- **Legal Considerations:** CIC or unincorporated association recommended.
- **Financial Projection:** Income ~£10k/year, expenses ~£7-8k, net profit ~£2-3k.

Medium Clubs (Voluntary & Business)

- **Structure:** Part-time paid instructors, regular volunteers.
- **Funding:** Membership fees, larger grants, sponsorship, merchandise.
- **Legal Considerations:** CIC or charity status beneficial.
- **Financial Projection:** Income ~£25-30k/year, expenses ~£20-25k, net profit ~£5-10k.

Large Clubs (Voluntary & Business)

- **Structure:** Full-time paid staff, structured management.
- **Funding:** Membership fees, substantial sponsorship, events, private lessons.
- **Legal Considerations:** Ltd company or charity status for tax efficiency.
- **Financial Projection:** Income ~£60-100k/year, expenses ~£50-80k, net profit ~£10-20k.

5. Legal Setup Guidance

- **Structure:**
  - Small: CIC/Unincorporated
  - Medium: CIC/Charity
  - Large: Ltd Company/Charity
- **Registration:** Companies House, HMRC, Charity Commission.
- **Tax & VAT:** VAT registration threshold £85,000 turnover.

6. Funding & Revenue Strategies

- **Grants:** Sport England, local councils, National Lottery.
- **Sponsorship:** Local businesses, sportswear brands.
- **Revenue Streams:** Membership fees, merchandise, events, private tuition.

7. Operational Blueprint

- **Staffing:** Clear roles, responsibilities, volunteer management.
- **Venue Management:** Secure, safe, suitable venues with accessibility.
- **Compliance:** Health & safety, safeguarding, DBS checks.
- **Instructor Development:** British Taekwondo training programs.

8. Marketing & Community Engagement Plan

- **Local Outreach:** School demonstrations, community events.
- **Partnerships:** Local councils, businesses, schools.
- **Branding:** Consistent, professional visuals and messaging.
- **Events:** Regular competitions, open days, promotional events.

9. Creative Content Strategy

- Regular engaging social media posts highlighting members, events, achievements.
- Videos/photos showcasing club activities.
- Member success stories/testimonials.

10. Club Development Checklist

11. 6-Month Growth Plans

- **Small to Medium:**
  - Increase visibility via school visits
  - Seek additional funding sources
  - Expand class schedules
- **Medium to Large:**
  - Establish paid instructor roles
  - Host larger events
  - Increase merchandise and private tuition revenue
- **Large to Sustainable:**
  - Diversify revenue (partnerships, high-profile events)
  - Invest in instructor development
  - Enhance digital presence

By following this structured guide, British Taekwondo clubs can effectively grow and sustain their activities, enhancing community engagement and achieving long-term success.