

The Sports and Coaching Camp Business Guide

End-of-season review

Add your details and work through this sheet with your team.

Camp / programme

Prepared by

Date

Season and offerings

Details

Customer promise

What we said we would deliver

Delivery evidence

Teaching, attendance, support, and customer feedback

Money result

Sales, refunds, full costs, owner work, cash, outstanding obligations

Demand

Which offerings sold, when, to whom, and through which channels

People

Staff performance, retention interest, cover gaps, training needs

Safety

Incidents, near misses, repeated hazards, reporting quality, unfinished actions

Customer experience

Arrival, teaching, communication, pickup, complaints

Operations

Venue, suppliers, equipment, systems, outages

What to keep

Evidence-backed strengths

What to stop

Unhelpful or unsafe work

What to improve first

Three actions with owners, budgets, and dates

Next-season decision

Repeat, change, pause, or close, and why

Finish urgent incident and legal duties when due. Do not wait for this meeting.