

CLUB DEVELOPMENT IN THE SOUTH WEST

MULTI SPORTS CLUB MODELS

The examples of multi sports club models on the following pages aim to provide guidance when developing new schemes and to highlight the issues surrounding the development of multi sports clubs. These are not necessarily models for development as all sports clubs are different and should be considered on their own merits, but they provide ideas and suggestions on potential services that could be delivered and the benefits that could be derived.

General benefits:

- *Juniors have the opportunity to play more than one sport;*
- *A larger club will mean more potential volunteers to coach and develop sport;*
- *Stronger sections help fund smaller ones giving a greater level of security and providing shared facilities which otherwise may not be viable e.g. access to an ATP;*
- *Sports can share expensive items, such as facilities and equipment for pitches;*
- *The club can be ongoing throughout the year so sports participation can be less seasonal;*
- *Larger clubs enjoy better facilities, both sporting and social. More members mean more money and economies of scale;*

General considerations:

- *Management. Sub clubs require strong leadership. The needs of the different sections must be acknowledged and considered by both management and the members so that everyone benefits;*
- *The sports themselves must share a common goal applicable to the needs of the overall club. It is very hard to share facilities without a common aim;*

Inter sport relations:

- *There may not be enough ancillary facilities such as changing rooms for all the teams. This can lead to friction between sports especially where winter & summer sport seasons overlap;*
- *Siting of pitches can be a potential source of problems, e.g. where rugby or football pitches overlap with the cricket pitch. Therefore at the start and end of respective seasons, timetabling of matches must be done carefully;*
- *Single sports clubs fear being taken over by other, bigger, clubs and losing autonomy. Many clubs have worked hard to develop and may not want to give up control;*
- *If a social base is built up around the club it is important that the sport remains the focus and that members are aware of the aims of the club;*

Wider community use:

- *As well as the social side, club houses can be used for other activities that can support the community and bring more people into the club during times not used by the sports clubs;*

Voluntary/Professional:

- *As clubs grow they may require paid staff to successfully coordinate all activities. Volunteers may not be able to devote enough time to running a large sports club and coordinating the increasing number of activities the club could be involved with.*

Management structure:

An overall management committee could act as an umbrella committee with individual sport committees feeding into it. The level of autonomy of the sports and their level of representation on the umbrella committee will vary from club to club depending upon local circumstances and the individuals involved.

One option is to have equal representation on the overall committee from the individual sports.

Another option is to have proportional representation according to size or seniority of the constituent clubs.

The important thing to remember is that the majority of members must agree to the management structure and that it must be perceived as fair, from the start.

Main committee roles could include:

- *Ground maintenance;*
- *Leadership & management;*
- *Coaching;*
- *School club links;*
- *Volunteer management;*
- *Social events;*
- *Fund raising;*
- *Competition.*

Individual sports roles could include:

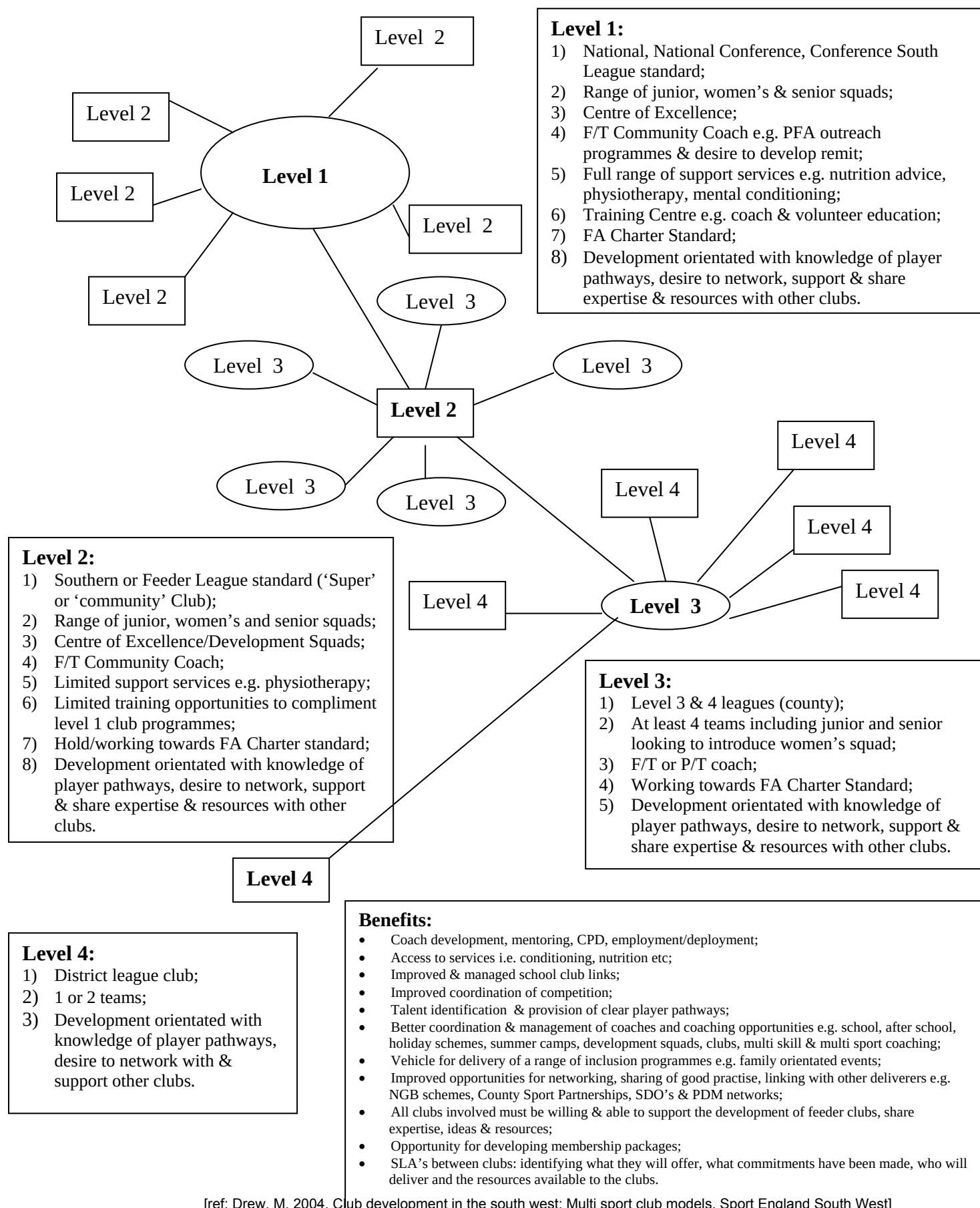
- *Day to day running of the individual sports;*
- *Responsibility for liaising with main committee and ensuring all share the aims of the clubs as a whole.*

Note: The information in italics is based on research carried out into existing multi-sports clubs in Wales. Ten clubs were involved with the study. More information can be obtained from the Sports Council for Wales at www.sports-council-wales.co.uk

1. Sport Specific:

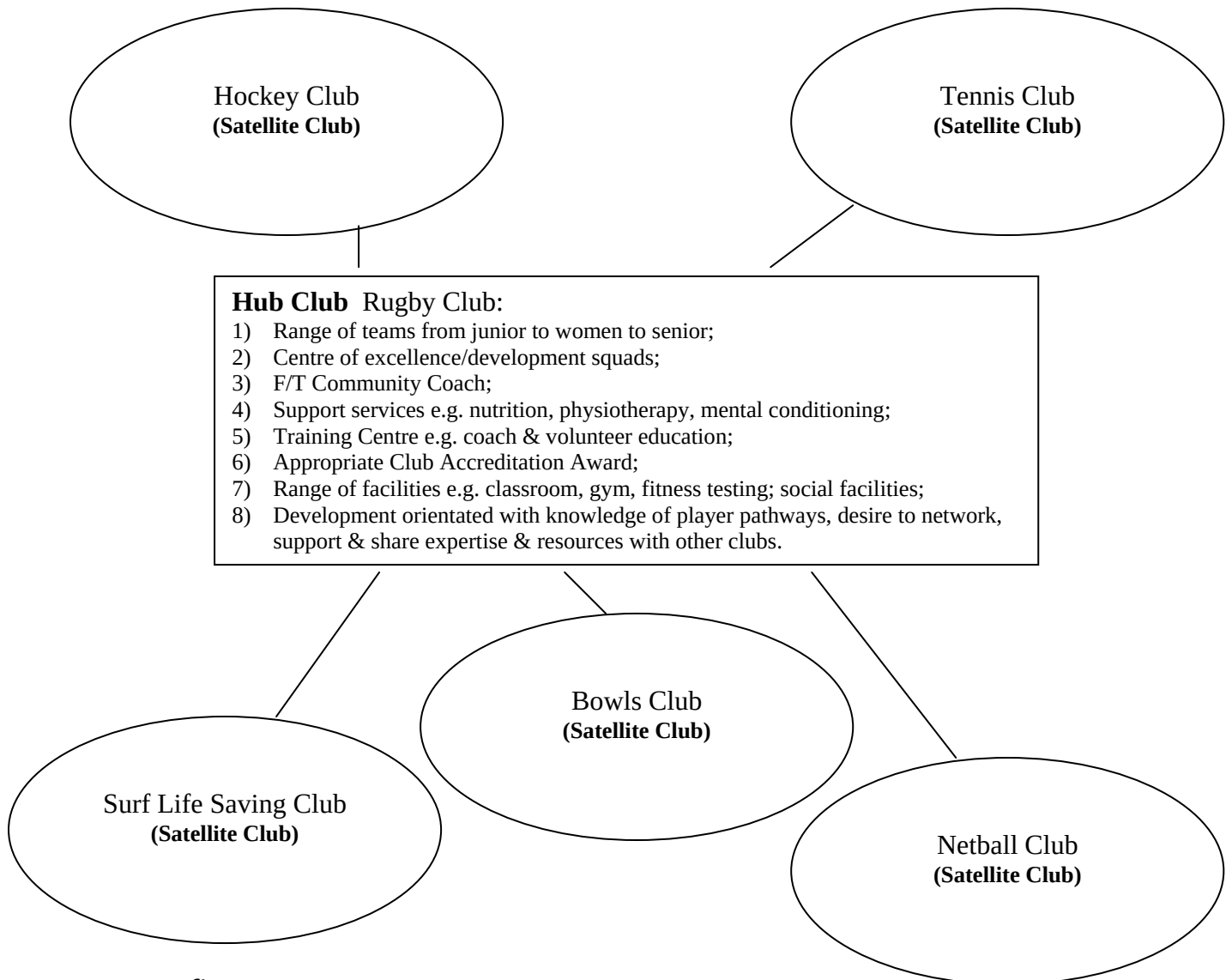
Football

(Rugby, Cricket, Hockey??)



2. Multi Sport with a Hub Club: (All sports)

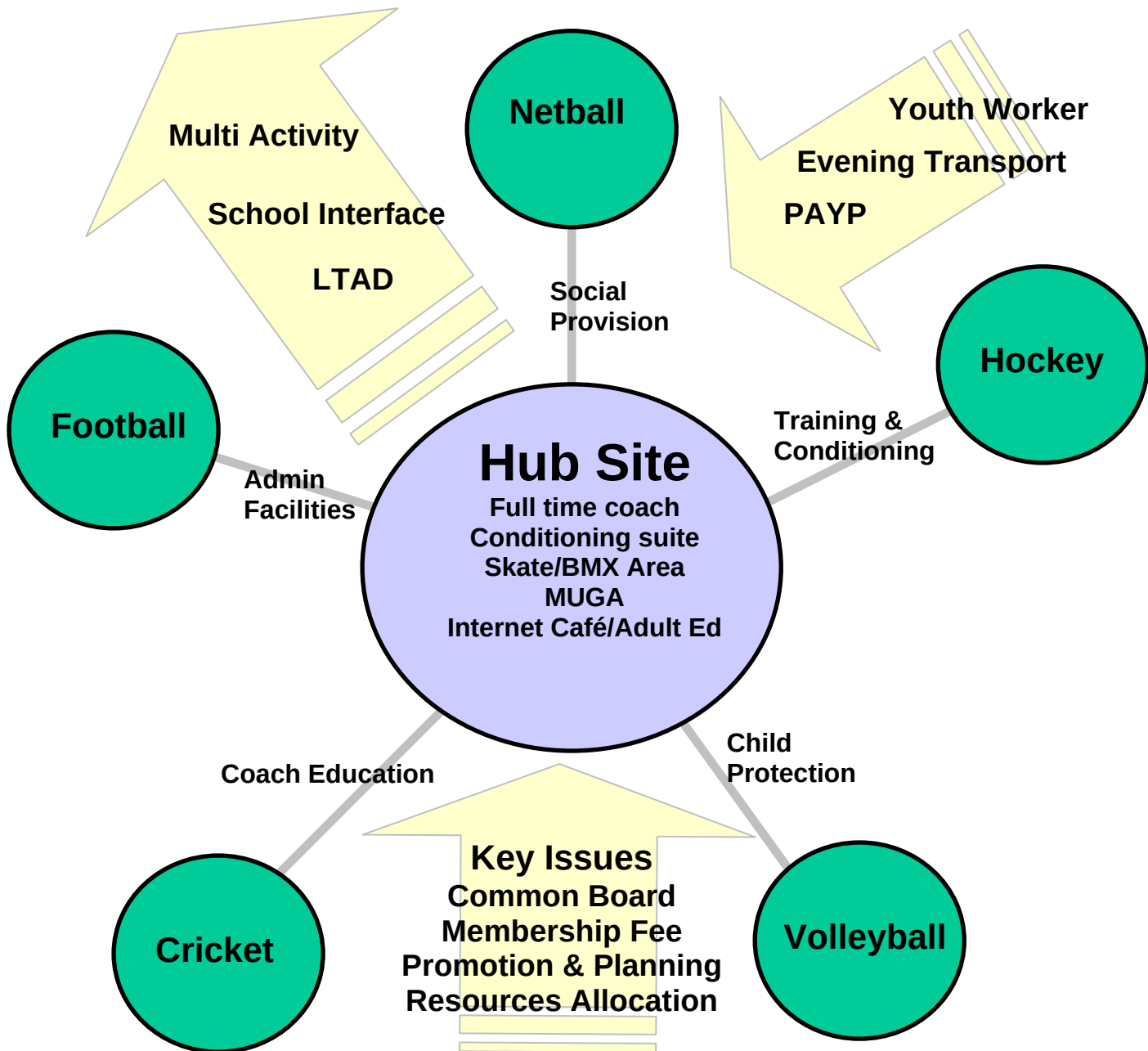
An average size town may have 6 sports clubs each with their own ground/premises where certain benefits could be derived by working together, for example:



Benefits:

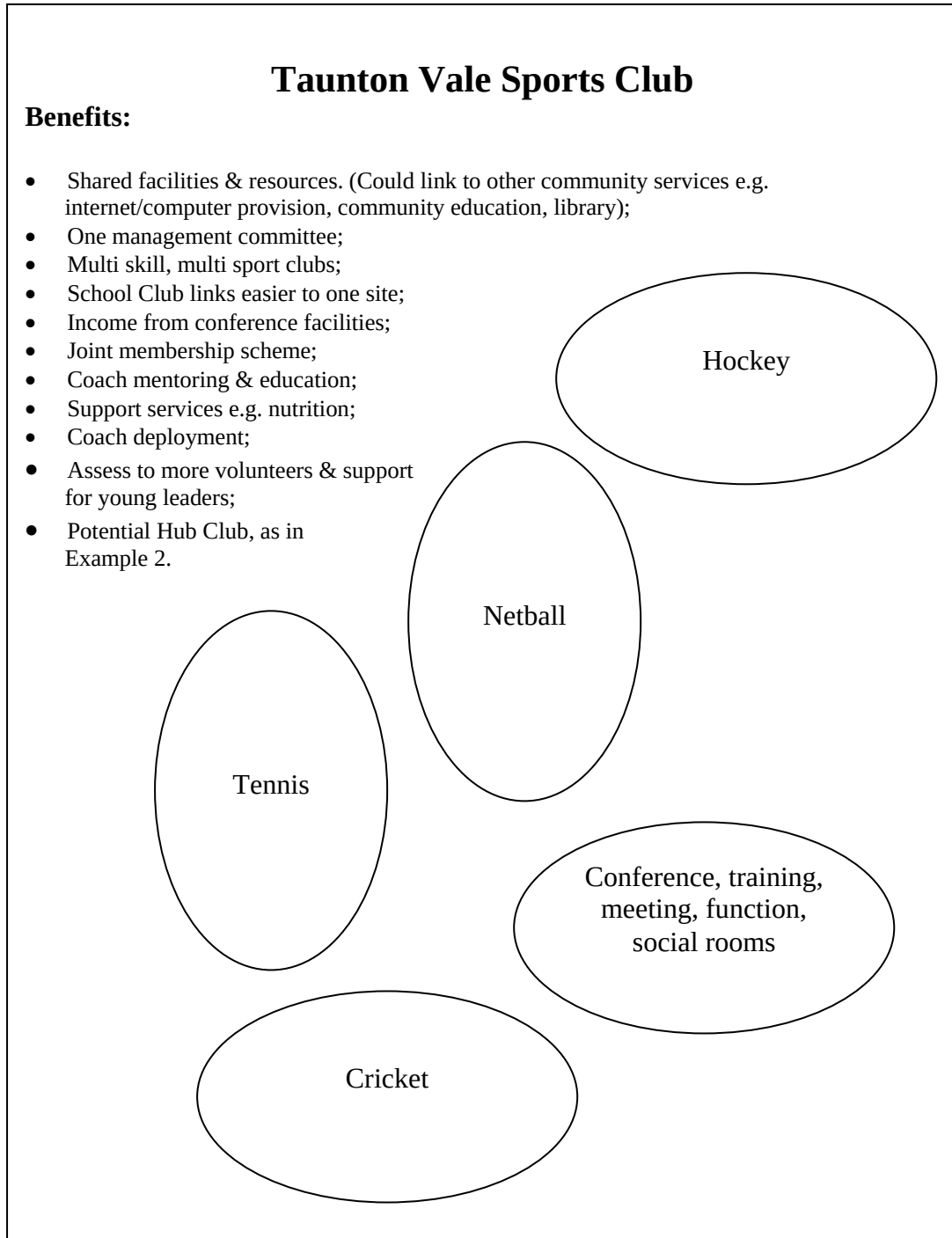
- Coach development, mentoring, CPD, employment/deployment;
- Access to services i.e. conditioning, nutrition etc;
- Improved & managed school club links;
- Improved coordination of competition;
- Talent identification & provision of clear player pathways;
- Better coordination & management of coaches and coaching opportunities e.g. school, after school, holiday schemes, summer camps, development squads, clubs, multi skill & multi sport coaching;
- Vehicle for delivery of a range of inclusion programmes e.g. family orientated events;
- Improved opportunities for networking, sharing of good practise, linking with other deliverers e.g. NGB schemes, County Sport Partnerships, SDO's & PDM networks;
- All clubs involved must be willing & able to support the development of feeder clubs, share expertise, ideas & resources;
- Opportunity for developing membership packages;
- Joint membership to a range of clubs;
- Mentoring and support for young leaders;
- SLA's between clubs: identifying what they will offer, what commitments have been made, who will deliver and the resources available to the clubs.

The diagram below also illustrates the Multi Sport with Hub Club concept. (Diagram as used in the SW Regional Plan for Sport 2004-2008).



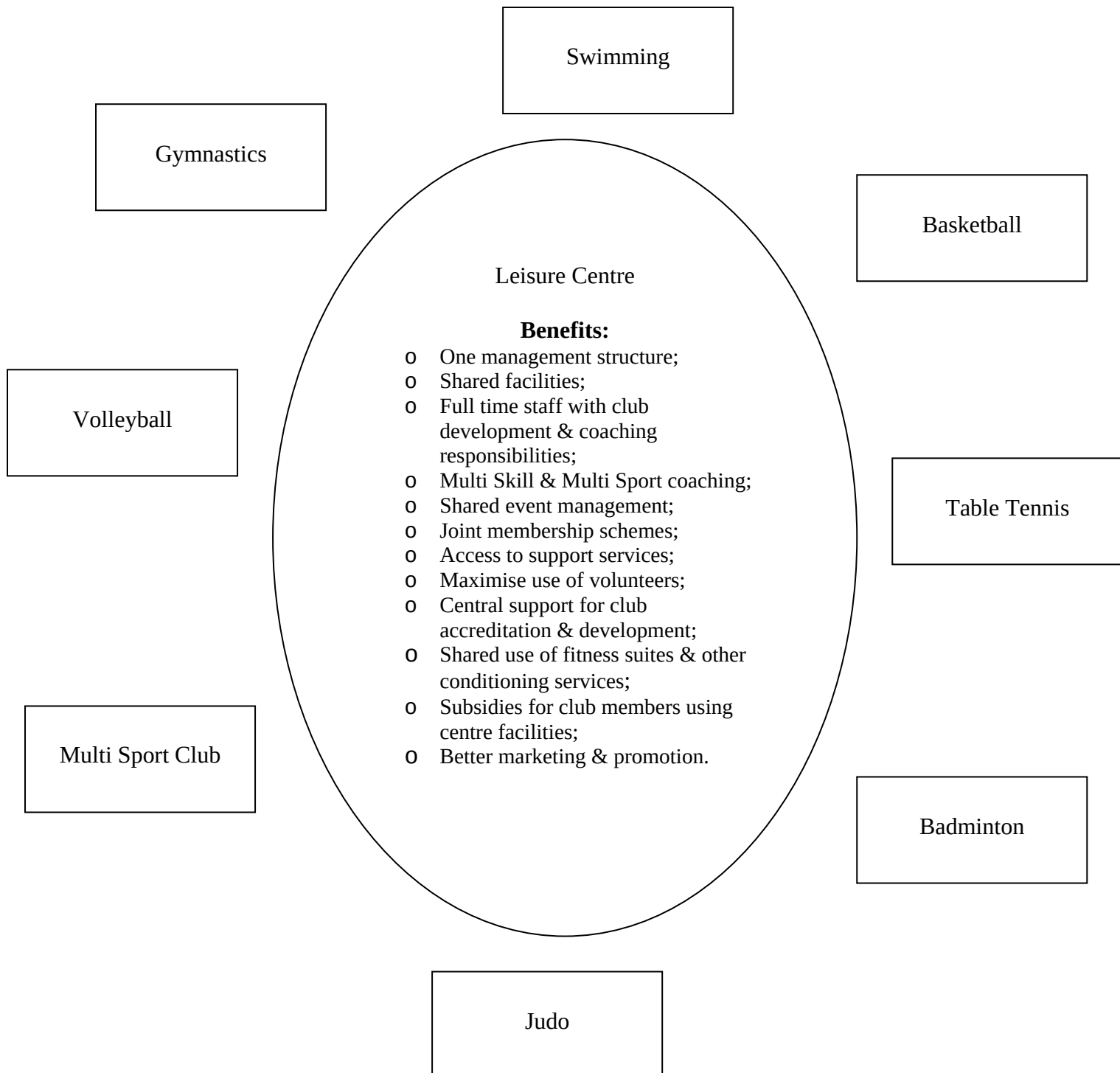
3. Site Specific: (All Sports)

This would be on a single site and could be located in a village and managed through a Sport & Recreation Trust or a Parish Sports Association, or in a larger conurbation for example:

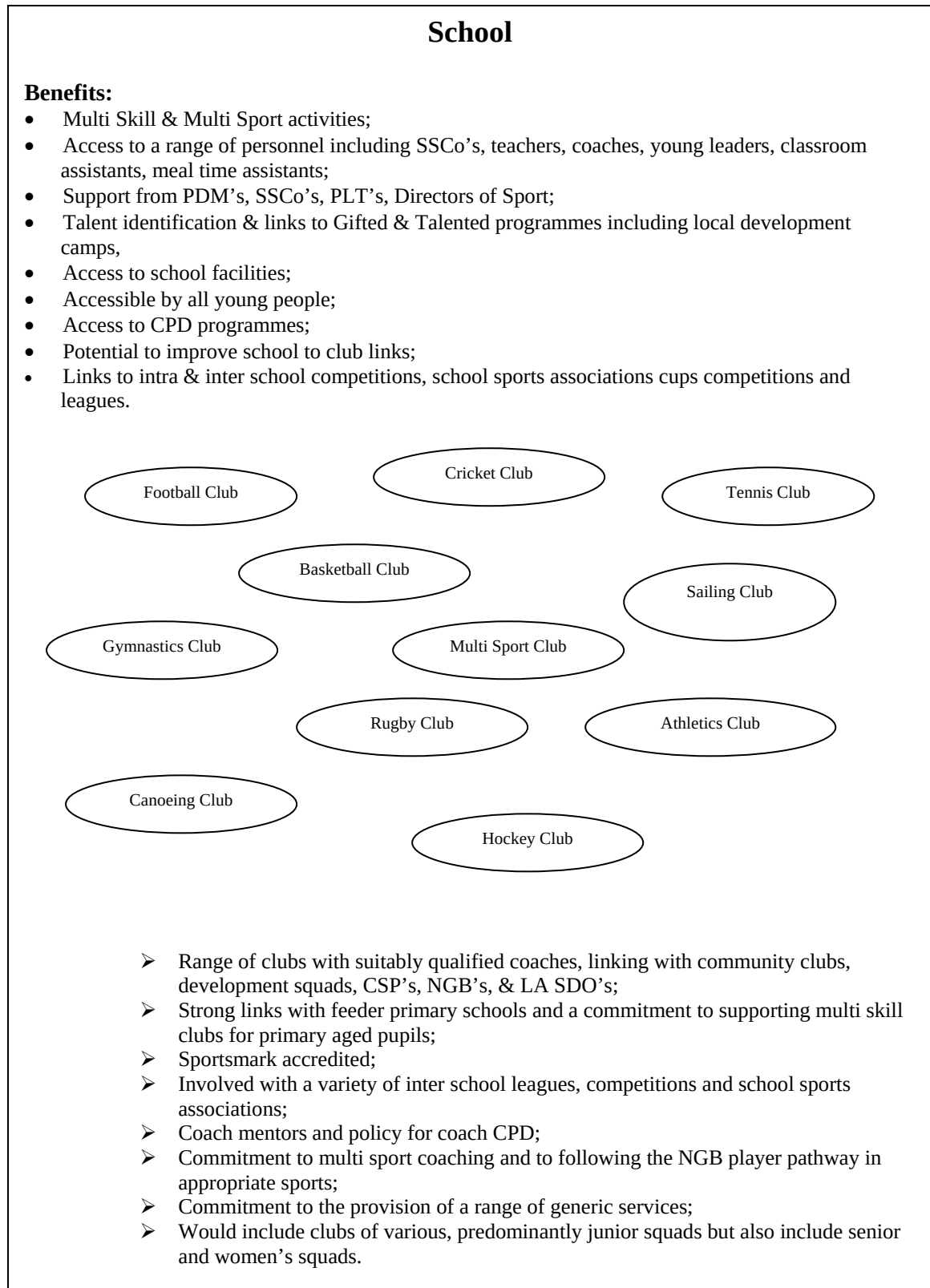


4. Leisure Centre Based: (All Sports)

A variety of clubs located at a leisure centre sharing facilities and benefiting from a variety of services. Would include clubs of varying sizes, involving junior, women's and senior squads.

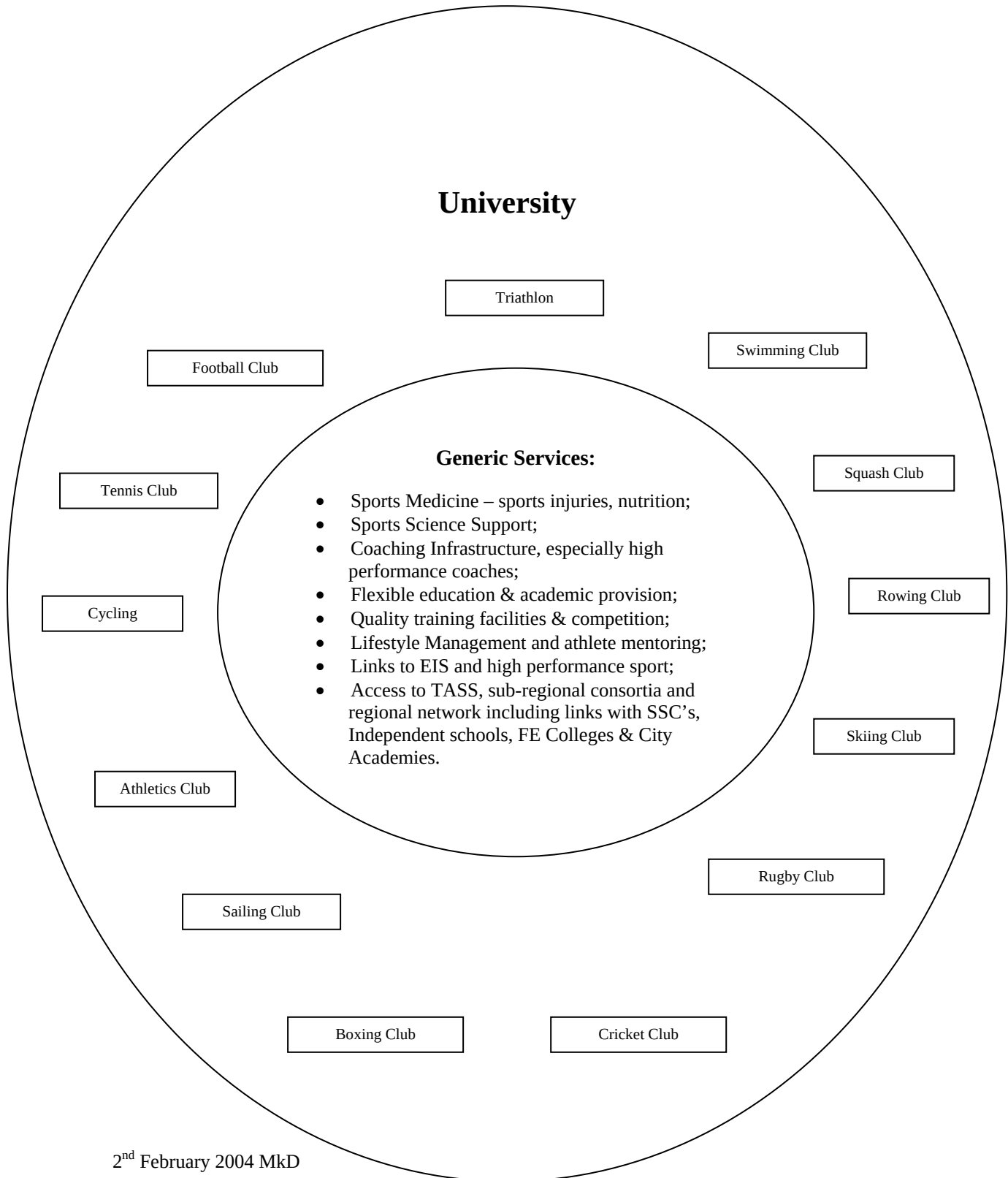


5. School Based: (All Sports)



6. Further Education / Higher Education based: (All Sports)

A range of clubs of various types and sizes, many with high performance squads, but also with open membership to local communities.



2nd February 2004 MkD