

Sports Club Action Plan (April 2010 – March 2011)

Develop dynamic, coordinated and sustainable networks of high quality clubs providing sporting opportunities for all in partnership with National Governing Bodies of Sport

Priorities of the Club Action Plan

1. To further build and support a network of active, accessible and accredited clubs
2. To develop the club infrastructure and enhance the support network available to sports clubs
3. To develop a planned and coordinated programme of sports club education and training opportunities
4. To increase the number of sports clubs receiving investment support, accessing external funding and developing sustainable clubs
5. To support NGBs in delivering increases in people's satisfaction with the quality of sport experience (in line with SE 2008-11 strategy)

1.0 Strategic Objective One: Club Accreditation

SO1	What	How	When	Who	How Much
Club Accreditation	Maintain and promote SASSOT's accredited club database	<ul style="list-style-type: none"> • Maintain SASSOT's web-based sports club database to include all Clubmark/NGB accredited/SASSOT QualityMark/Disability clubs and communicate to partners 	Ongoing	CDM NGBs SUAO	
		<ul style="list-style-type: none"> • Assist NGB affiliated club audit in partnership with Staffordshire University Knowledge Transfer Partnership - TBC 	12/10	CDM NGBs Staffordshire University	

	Raise the profile of club accreditation	<ul style="list-style-type: none"> Promotion of Clubmark / NGB accreditation / SASSOT QualityMark to partners and clubs via website/e-newsletter Recognition of club accreditation at a local level and raised profiles of accredited clubs - All local authority/SSP websites to have information regarding club accreditation Maintain Club development section (best practice / case studies / templates / resources) on SASSOT website Include articles on accredited sports clubs in SASSOT e-newsletter to recognise and reward 	Ongoing	CDM	
			Ongoing	CDM SLCOF SDO SSPs	
			Ongoing	CDM	
			Ongoing	CDM	
	Increase the number of accredited clubs and enhance the support network available to them	<ul style="list-style-type: none"> Audit Local Authorities to confirm what support they can offer to clubs in accreditation Organise Clubmark/QualityMark workshop for SDOs/identified SSCOs where agreed by PDM so that they can become Designated Support Officer's for sports clubs working towards accreditation Continue to roll out the 'SASSOT Sports Club Accreditation Funding' scheme Implement EFDS Club Accreditation system and EFDS Inclusive health checks Support local authorities signing up to the Clubmark Charter and offering specific benefits / subsidiaries to Clubmark clubs. NGB's to integrate their benefits. Provide support for club development forums / evenings in local authority / SSP areas as requested 	08/10	CDM SDOs	
			07/10	CDM	
			Ongoing	CDM Workforce Steering group NGBs	£20,000
			Ongoing	CDM Aiming High sport officer	
		12/10	CDM SLCOF SDOs		
		08/10	CDM		

		<ul style="list-style-type: none"> Communication of Vetting & Barring scheme requirements for sports clubs and identify training needs with NGBs 	07/10	CDM WDM NGBs	
	Develop a planned and coordinated programme of club development training opportunities	<ul style="list-style-type: none"> Identify appropriate Club Development workshops to be integrated into the annual SASSOT Education and Training programme (including pre-requisites for accreditation criteria) 	Ongoing	CDM WDM ETO	

2.0 Strategic Objective Two: Club Links

SO2	What	How	When	Who	How Much
Club Links	Support partners to increase the number of formal club link agreements between SSPs and sports clubs	<ul style="list-style-type: none"> Develop and share good practice in achieving 'high quality' club links and include promotion of the formal agreement for all club links 	Ongoing	CDM NGBs SSPs	
		<ul style="list-style-type: none"> Promote the benefits of club links to all partners via website/e-newsletter 	Ongoing	CDM	
		<ul style="list-style-type: none"> Use the SSP Priority Mapping audit results with NGBs to identify clubs that SSPs have a link with but are not currently accredited and prioritise these to achieve accreditation 	Ongoing	CDM NGBs	
		<ul style="list-style-type: none"> Prioritise clubs that need further support to achieve accreditation that SSPs have identified that there is a need for a formal club link or exit route from school activity 	Ongoing	CDM NGBs SSPs	
		<ul style="list-style-type: none"> Formal Club link clubs, and clubs identified as exit routes for Sport Unlimited need to be a priority for support towards accreditation 	Ongoing	CDM NGBs	
		<ul style="list-style-type: none"> Provide SSPs with accredited sports club information 	Ongoing	CDM	

3.0 Strategic Objective Three: Investment Support

SO3	What	How	When	Who	How Much
Investment Support	To provide advice and support to sports clubs on investment support, funding streams and applications	<ul style="list-style-type: none"> Maintain an up to date list of local, sub-regional, regional and national funding schemes and opportunities for sports clubs on the SASSOT website and e-newsletter 	Ongoing	CDM	£1,000
		<ul style="list-style-type: none"> Identify and promote funding opportunities (local/regional/national), including GrantFinder, to partners to support their projects 	Ongoing	CDM SASSOT Team	
		<ul style="list-style-type: none"> Include sports grant and funding workshops for clubs in SASSOT's Education and Training programme and subsidise workshops 	Ongoing x 2	CDM WDM ETO	
		<ul style="list-style-type: none"> Help to secure investment for sports clubs by providing advice and assistance in prepare funding applications including the supply of data relating to Active People and Market Segmentation 	Ongoing	CDM KCEM	
		<ul style="list-style-type: none"> Promote the Community Amateur Sports Club scheme and increase the number of clubs receiving tax breaks for there club 	Ongoing	CDM	
		<ul style="list-style-type: none"> Promote initiatives for sports clubs on how they can raise income – (sponsorship / fundraising) 	Ongoing	CDM	