

# Club Development

**CHRIS TURNER** | Club Development Manager

TEL 01785 619 681

EMAIL [cturner@staffordbc.gov.uk](mailto:cturner@staffordbc.gov.uk)

One of the key elements in supporting participation in sport is building a quality club infrastructure whilst improving and developing the capacity for sports clubs to attract new members. SASSOT aim to enhance the support network available to sports clubs and develop dynamic, coordinated and sustainable networks of high quality clubs providing sporting opportunities for all in partnership with National Governing Bodies of Sport.

## Highlights

- ▶ SASSOT became the first County Sports Partnership in the West Midlands to be awarded the license as a Clubmark certified organisation (this means that SASSOT can accredit sports clubs with Clubmark to those clubs who affiliate to a Sport England recognised National Governing Body but which doesn't already have an accreditation system)
- ▶ Sporting Club Tamworth Youth Bowling Club became the first sports club within the sub-region to be awarded with SASSOT Clubmark
- ▶ Currently 247 sports clubs within the sub-region have achieved accreditation either through Clubmark, FA Charter Standard or the SASSOT Quality-Mark with another 95 clubs working towards accreditation
- ▶ The SASSOT Sports Club Accreditation funding scheme was launched which aimed to provide financial assistance to sports clubs to achieve accreditation or re-accreditation. South Staffordshire PCT supported the delivery of the project in Tamworth, Cannock Chase and East Staffordshire. So far £12,256.50 has been distributed to assist over 44 sports clubs
- ▶ The NHS North Staffordshire / SASSOT sports club 'capacity' funding project was rolled out in Newcastle under Lyme and Staffordshire Moorlands which aimed to increase the capacity of sports clubs to attract more children and young people in regular participation. SASSOT awarded funding of £9,497.72 to 19 sports clubs to develop projects to increase capacity within their club
- ▶ SASSOT helped to secure funding for a number of sports clubs by providing advice and support in preparing funding applications including the supply of data relating to Active People and Market Segmentation

## Looking ahead to 2010-11

- ▶ Developing the web-based club database to include all affiliated and disability sports clubs
- ▶ SASSOT are keen to support and encourage all local authorities, SSPs, schools and other agencies to define and embed their support for Clubmark by clearly reviewing, enhancing and stating the range of the benefits made available to accredited clubs and adopting a Clubmark Charter as policy in each local authority area
- ▶ Implement the English Federation of Disability Sport club accreditation system and inclusive health checks
- ▶ Use partner audit data results and intelligence to identify and prioritise support offered to sports clubs to achieve accreditation
- ▶ Development of a Sports Volunteering Plan to increase the number and quality of volunteers working within sport to ensure the long-term sustainability of sports structures and clubs

*SASSOT believes sports clubs of every shape and size are at the heart of everything we do and a modern network of sports clubs will be the centrepiece of people's sporting experience."*

*Chris Turner, Club Development Manager*



01  
Knypersley Cricket Club secured funding through the NHS North Staffordshire/SASSOT Sports Club 'Capacity' Funding scheme for new off field nets which has increased their Junior section by 4 teams)

02  
Sporting Club Tamworth Youth Bowling Club proudly display their Clubmark certificate