



Club Development Strategy

Overview

Sports Clubs play a crucial role within their communities. They offer sustainable opportunities for a wide range of people and abilities to participate in sport and physical activity and they are fundamental to the 1% increase in participation year on year and contribute to improving healthier, safer and more vibrant communities.

This strategy will focus on the delivery of tangible outcomes that will make a difference to Young People, Parents/Carers, Volunteers, Local Authorities, School Sport Partnerships and National Governing Bodies of Sport.

The overall Club Development Strategy contains three separate documents:

1. Club Development Delivery Plan

This plan outlines Sport Across Staffordshire & Stoke-on-Trent's commitment to further building and supporting a network of active, accessible and accredited clubs (at the time of writing, there are 49 Clubmark and 115 FA Charter Standard Clubs in Staffordshire & Stoke-on-Trent that can be recognised as this).

2. School Club Links Funding Application

This Funding Application will enable School Sport Partnerships across Staffordshire & Stoke-on-Trent to put forward innovative projects to enhance School Club Links within Staffordshire & Stoke-on-Trent and potentially reduce the drop out rates from sport by young people at Key Stage 4.

3. FUNdamentals Delivery Plan

This plan outlines Sport Across Staffordshire & Stoke-on-Trent's vision for creating access to high quality Multi-skill Environments that will improve physical literacy at the FUNdamentals stage of the Long Term Athlete Development Model. This plan will have strong links to School Club Links and NGB Player Pathways.



SASSOT Club Development Delivery Plan

Objective: To increase the number of Accredited Sports Clubs within Staffordshire & Stoke-on-Trent					
Outcome	Action	Who	Timescale for Action	Resources	KPI
Enhance the support network available to sports clubs	Role of SDOs within Clubmark to be clarified	CDO SDOs	Feb 07	Officer time	9 SDO roles within Clubmark clarified and agreed
Enhance the support network available to sports clubs	Identify and induct individuals from Accredited Clubs to act as Mentors for clubs working towards Accreditation	CDO NGBs	May 07	Officer and Volunteer time	2 Mentors per Local Authority identified and operational
Enhance the support network available to sports clubs	Clubmark 'Drop in' Sessions to be organised as part of SASSOT Coach & Club Education Programme	CDO E&TO	April onwards	£150	3 Clubmark 'Drop in' sessions as part of SASSOT Coach & Club Education Programme
Enhance the support network available to sports clubs Increase understanding and awareness of Clubmark	CSP Clubmark Support & Information Pack to be compiled to add value to current NGB info	CDO BDM	May 07	Through Partnership Services	CSP Clubmark Support & Information Pack supplied to all registered and interested clubs
Increase understanding and awareness of Clubmark	LAs to give priority promotion of Accredited Clubs in LA Club Directories	CDO BDM SDOs	Sept 07	£500	1 Club Directory per LA with priority promotion given to Accredited Clubs in Club Directories
Increase understanding and awareness of Clubmark	Increased awareness of Clubmark amongst Education Partners	CDO	July 07	Officer time	SSCos from 10 SSPs met with and details of Accredited Clubs communicated
Increase understanding and awareness of Clubmark Increase external benefits of obtaining Clubmark	Liaise with Facility Managers Forum to raise awareness of Clubmark, investigate reduced rates and increased access time to sports facilities for Accredited Clubs	CDO BDM PD	Nov 07	Officer time Subsidised facility costs	Facility Managers Forum attended and outcomes agreed

Enhance communication between partners	NGBs to provide CSP with accredited/registered/interested lists on a monthly basis	NGBs	Feb 07 onwards	Officer time	Reporting procedure agreed
Enhance communication between partners	Location of Accredited Clubs and SSPs to be mapped	CDO BDM	Apr 07 onwards	£200	Map produced and available to partners
Increase external benefits of obtaining Clubmark	List of external benefits to be agreed and resourced	CDO BDM	Dec 07	Officer time Course rebates	External benefits agreed and available to accredited clubs

Acronyms

CDO	Club Development Officer
SDOs	Sports Development Officers
NGBs	National Governing Bodies
E&TO	Education & Training Officer
PD	Partnership Director



School Club Links Funding Application Guidance

Physical Education and School Sport Club Links Outcome:
Increased Participation in Community based sport and improved quality of community life

Guidance Notes:

Key objectives:

- Set up new and innovative activities and/or support and compliment existing provision
- Maintain and achieve school to club link target set with Youth Sport Trust Area Development Officer

Key outcome:

- Increased participation in community based sport

This project supports SD4 in the Sport Across Staffordshire & Stoke-on-Trent Delivery Plan (April 07 – March 08) and is an example of the Delivery System working in practice. The monitoring process also links to the CSP core function of Performance Measurement.

£5,000 funding per School Sport Partnership from Sport Across Staffordshire & Stoke-on-Trent for:

- Purchase of equipment to support a Community Sports Coach
- Hire of facility for satellite club
- Investment in quality staff i.e. training of coaches/Adults Other Than Teachers/teachers to deliver School to Club Links activity
- Support of clubs in working towards, achieving and maintaining Clubmark status
- Completion of binding school to club agreements/contracts signed by Primary Link Teachers/School Sport Coordinators/Partnership Development Managers/Club Representatives

Definition of a School to Club Link: A school has links with a club when pupils are actively guided towards club activities, either in a quality assured setting at the club itself, or on the school premises. Activities on the school premises would include regular coaching sessions and out-of-hours clubs organised by the club's coaches, but would not include one-off 'taster' sessions.

Application Process and Timescales:

- Application with Action Plan (using Annual Review template) to be returned to Club Development Officer by Wednesday 28th Feb 2007
- Executive Board Funding sub group to meet to consider application and make recommendations in March 2007 and report to Executive Board to consider applications in April 2007
- Begin School to Club Link activities in summer term 2007
- Review returned to Club Development Officer on Friday 14th September (at same time as Annual Review)
- Repeat process for 2008/09



SASSOT Fundamentals Delivery Plan

Objective: To create and sustain a Multi-skills Club in 8 School Sport Partnership areas that are supported by a network of quality Fundamentals Coaches					
Outcome	Action	Who	Timescale for Action	Resources	KPI
4 Full time Fundamentals Coaches employed (1 each in S. Staffs, E. Staffs, S. Moorlands & Stafford)	Match funding sourced & CIF application formulated and submitted in conjunction with partners	CDO WDO scUK SDOs PDMs	Mar 08	£55,000 Match Funding from partners	4 Full time Fundamentals Coaches employed and deployed
1 new Multi-skill Club operational in North Stoke SSP	Identify and deploy new Multi-skill Club deliverers at Staffs Uni to support new & existing provision	CDO PDM SDO scUK	Jan 07	LTAD, Fundamentals of Human Movement and Multi-skill clubs in Practice Workshops and Mentoring	Actions agreed 10 students identified
1 new Multi-skill Club operational in South Stoke SSP	Identify and deploy new Multi-skill Club deliverers at Staffs Uni to support new & existing provision	CDO PDM SDO scUK	Jan 07	LTAD, Fundamentals of Human Movement and Multi-skill clubs in Practice Workshops and Mentoring	Actions agreed 10 students identified
1 new Multi-skill Club operational in Staffs Moorlands SSP	Identify and deploy new Multi-skill Club deliverers at Staffs Uni to support new & existing provision	CDO PDM SDO scUK	Jan 07	LTAD, Fundamentals of Human Movement and Multi-skill clubs in Practice Workshops and Mentoring	Actions agreed 10 students identified
1 new Multi Skill Club operational in South Staffordshire SSP	Identify new Multi-skill Club deliverers within South Staffordshire to support new & existing provision	CDO PDM SDO	Oct 07	LTAD, Fundamentals of Human Movement and Multi-skill clubs in Practice Workshops, Funding (£500) and Mentoring	Actions agreed Min 5 new deliverers identified

1 new Multi Skill Club operational in East Staffordshire SSP	Identify new Multi-skill Club deliverers within East Staffordshire to support new & existing provision	CDO PDM SDO	Apr 07	LTAD, Fundamentals of Human Movement and Multi-skill clubs in Practice Workshops, Funding (£500) and Mentoring	Actions agreed Min 5 new deliverers identified
1 new Multi Skill Club operational in Stafford & Stone SSP	Identify new Multi-skill Club deliverers within Stafford & Stone to support new & existing provision	CDO PDM SDO	Oct 07	LTAD, Fundamentals of Human Movement and Multi-skill clubs in Practice Workshops, Funding (£500) and Mentoring	Actions agreed Min 5 new deliverers identified
1 new Multi Skill Club operational in Lichfield & Burntwood SSP	Identify new Multi-skill Club deliverers within Lichfield & Burntwood to support new & existing provision	CDO PDM SDO	Oct 07	None LTAD, Fundamentals of Human Movement and Multi-skill clubs in Practice Workshops, Funding (£500) and Mentoring	Actions agreed Min 5 new deliverers identified
1 new Multi Skill Club operational in Cannock & Rugeley SSP	Identify new Multi-skill Club deliverers within Cannock & Rugeley to support new & existing provision	CDO PDM SDO	Oct 07	None LTAD, Fundamentals of Human Movement and Multi-skill clubs in Practice Workshops, Funding (£500) and Mentoring	Actions agreed Min 5 new deliverers identified
Increase links to community and NGB player pathways in each SSP area	Attend NGB Forum to investigate NGB input into SASSOT Fundamentals Action Plan	CDO WDO	Apr 07	None	NGB input agreed
Increase links to community and NGB player pathways in each SSP area	Sports specific Clubs identified to act as outlets from Multi-skill Clubs	CDO	Jan 08	Multi-skill clubs in Practice Workshop	3 Clubs in each School Sport Partnership area identified to act as outlet

1 Multi skill Academy for Gifted & Talented Pupils operational in Staffs Moorlands	Identify additional opportunities for Gifted & Talented Multi Skilled Athletes	CDO PDM	July 07	Unknown	Actions agreed & Resources Identified
1 Multi skill Academy for Gifted & Talented Pupils operational in South Staffs	Identify additional opportunities for Gifted & Talented Multi Skilled Athletes	CDO PDM	Oct 07	Unknown	Actions Agreed & Resources Identified

Acronyms

CDO	Club Development Officer
PDM	Partnership Development Manager
SDO	Sports Development Officer
scUK	sports coach UK
WDO	Workforce Development Officer