

Club Support Action Plan (01st April 2011 – 31st March 2012)

To 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 Support Action Plan

1. To support NGBs to deliver services and programmes to 'grow', 'sustain' and 'excel' in sport and physical activity
2. To further build and support a network of active, accessible and accredited clubs
3. To develop the club infrastructure and enhance the support network available to sports clubs
4. To develop a planned and coordinated programme of sports club education and training opportunities
5. To increase the number of sports clubs receiving investment support, accessing external funding and developing sustainable clubs

1.0 Club Accreditation

	What	How	When	Who	Performance Measurement
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 and communicate to partners 	Ongoing	Club DM NGBs	Comprehensive database updated and promoted
	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 	Ongoing	Club DM Club Development Champion	SASSOT Website pages highlighting club accreditation

	What	How	When	Who	Performance Measurement
		<ul style="list-style-type: none"> 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 for recognition and reward 	Q2	Club DM SLCOF SDO	Promotion campaign implemented
			Q1	Club DM	Case studies section live on website
			Ongoing	Club DM	1 article in each SASSOT e-newsletter
	Increase the number of accredited clubs and enhance the support network available to them	<ul style="list-style-type: none"> Support SDO's / NGBs with club accreditation Continue to roll out the 'SASSOT Sports Club Accreditation Funding' scheme Implement EFDS Club Accreditation system and EFDS Inclusive toolkit Support local authorities signing up to the Clubmark Charter and offering specific benefits / subsidiaries to Clubmark clubs with schools/FE/HE/NGB's to integrate their benefits. Ensure promotion to sports clubs 	Ongoing	Club DM	All partners/clubs supported as required
			Ongoing	Club DM WDM	20 clubs financially supported to achieve accreditation by 31/03/12
			Ongoing	Aiming High Sport Officer Club DM	2 clubs to achieve EFDS Clubmark 16 clubs to complete toolkit
			Q1	Club DM SLCOF SDOs	9 LA's adopted and promoting a Clubmark Charter
	Provide face-to-face support for clubs via engagement events	<ul style="list-style-type: none"> Provide support for club development forums / evenings in local authority areas as requested or lead as appropriate Develop a programme to provide advice on funding / SPC / CoachWeb 	Ongoing	Club DM	8 forums attended/supported
			Q2	Club DM SASSOT Team	Number of clubs accessing support

	What	How	When	Who	Performance Measurement
	Develop a planned and coordinated programme of club development training opportunities	<ul style="list-style-type: none"> Work with NGBs to identify their needs in terms of training and education to support clubs and volunteers including Coach Manager training Engage and promote the resources to support club and volunteer development available on runningsports, including volunteer management, recruitment, retention and recognition Identify appropriate Club Development workshops to be integrated into the annual SASSOT Education and Training programme (including pre-requisites for accreditation criteria and coach manager training) 	Ongoing Ongoing Q1	Club DM WDM ETO Coaching DM Club DM WDM Club DM WDM ETO Coaching DM	Comprehensive club and volunteer training programme implemented, promoted and communicated

2.0 Support links between school and community sports clubs

	What	How	When	Who	Performance Measurement
	Help support links between school and community sports clubs	<ul style="list-style-type: none"> Audit of affiliated clubs within the sub-region - include in online database and linked to a mailing list so that relevant info can be sent directly to clubs as well as via NGBs Advocate and promote Sport England's "Win Win" toolkit to local partners Audit of all schools, FE and HE institutions re what facilities they have, when they're currently available to the public / community groups etc 	Q4 Ongoing 12/11	Club DM NGBs Club DM Club DM Education sector	Online database complete Increase in NGBs/sports groups accessing school sport facilities Audit completed and communicated to NGBs

	What	How	When	Who	Performance Measurement
Links between school and community		<ul style="list-style-type: none"> Identify priority clubs for club links work that are not currently accredited, and work with appropriate partners to ensure these clubs gain accreditation Promote SASSOT's club and coach databases to all partners and encourage them to access relevant information 	Q1	Club DM NGBs	15 new accredited clubs
			Ongoing	Club DM SASSOT Team	Number of partners using databases
	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 Use the SSP/LA Priority Mapping audit results with NGBs to identify clubs that SSPs/schools have a link with but are not currently accredited and prioritise these to achieve accreditation Formal club-link clubs, and clubs identified as exit routes for Sportivate need to be a priority for support towards accreditation 	Ongoing	Club DM NGBs SSPs	Increase in the number of formal club link agreements
			Q1	Club DM NGBs	Increase in number of accredited clubs which have been identified as a priority
			Ongoing	Club DM NGBs	10 clubs identified as exit routes
	Sports Makers programme	<ul style="list-style-type: none"> Develop a menu of Sport Makers volunteer opportunities, brokered with National Governing Bodies, Clubs and Community Organisations involved in sports participation and create database 	Q2 & 3	WDM Club DM	830 volunteer placements identified supporting 16+ activity on database

3.0 Funding and Investment Support

	What	How	When	Who	Performance Measurement
Funding Support	Establish central resource for providing funding advice to partners	<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 Identify and promote funding opportunities (local/regional/national), including GrantFinder, to partners, clubs and community groups to support their projects Include subsidised sports grant and funding workshops for clubs in SASSOT's Education and Training programme 	Q1	Club DM	Audit completed & data published
			Ongoing	Club DM SASSOT Team	Production of funding information pack
			Q1	Club DM WDM ETO	2 x workshops delivered
Investment Support	To provide advice and support to sports clubs on investment support, funding streams and applications	<ul style="list-style-type: none"> Support partners, clubs and other community groups in the development of appropriate funding applications by providing advice and assistance and data relating to Active People and Market Segmentation Support NGBs to signpost clubs to online guides, links to funding opps, links to Runningsports on how to prepare funding bids To advise Sport England and other external funding organisations on the merits and local fit of applications for funding Raise awareness via positive promotion and advocacy of the benefits of being a Community Amateur Sports Club and signpost to expertise Promote and advocate the use of the Community Sport Asset Transfer toolkit with local partners and signpost partners to expertise where required 	Ongoing	Club DM KCEM	Partners supported & feedback via Satisfaction Survey
			Q2	Club DM	Increase in number of hits on funding website page
			Ongoing	Club DM SASSOT Team	15 organisations supported through Sport England's funding application process
			Ongoing	Club DM	Number of clubs supported to become CASC
			Ongoing	Partnership Director	Number of community groups supported using the Asset Transfer toolkit