

Club Development - Derby City

Club development is a key area for National Governing Bodies of Sport. We hope to be able to provide the reach to a local level that regional officers, county officers may not have the capacity to do and working with clubs on a very local level, in some cases, ward specific pieces of work.

We focus everything that we deliver through clubs that are either existing or want to set up as new clubs. We have tailored our delivery structure to suit this. (See attached sheet).

The ethos to delivery is about capacity building and this is communicated at the beginning of engaging with the club or group wishing to establish a club.

Capacity Building

Sport development will adopt a capacity building approach to delivering the above outcomes. The practices involved in this will include:

- **Back to Basics** – Clubs to understand where they are currently and understand their needs before capacity building can take place.
- **Hand Holding** – Adopting a patient approach to development and understanding that clubs need long term support (there is rarely a quick fix to development).
- **Accessibility** – Opening the door to development. Getting people talking about developing certain areas and getting it on a club's agenda.
- **Empowerment** – Giving clubs and their volunteer workforce the skills to develop for themselves and for their own agenda.
- **Incentives** – Reason for developing. Clubs are at the heart and it has to be their agenda not ours. We are working for them.
- **Ownership** – Clubs must own capacity building and development. They must be the driver for all development. A stage of change approach. If a club is not ready to be developed it cannot be developed.
- **Self Help** – Resources available 24/7. They need not be in direct contact with us, they can help themselves to advice, resources and services.
- **Partnerships** – Sharing development activity, knowledge and resources with key partners such as NGB, SSP, CSP and other key partners.
- **Pull Away** – When starting the journey there needs to be a gradual pull away culture. Building clubs confidence and skill base before allowing them to develop in their own way and gradually pulling away our input.

Case Studies

Derby Trailblazers Basketball Club, we have developed two key areas alongside the club using the above approach. The club have recently appointed a community coach who is now delivering within schools and the local community. Working in partnership with the club we have helped them formulate their own plan for how they want to see basketball develop in the community and the coach appointment was one outcome of this.

The second area is within volunteering; the club has grown significantly over the past couple of years and they have begun to develop ways of recruiting new volunteers from within the club as opposed to the “parachute” in method as they used before. The club have held parent evenings and volunteer workshops to help identify exact roles needed and also advertise them to potential

club people to become volunteers. The club now has a volunteer working group that makes all volunteering related decisions.

Derby Mercury

Derby Mercury Cycling club has recently approached us for help in recruiting more young people into the club and developing a junior section. This area falls under the management and structure area and also links with SSP support that they give us. We have been working with them to develop an action plan to get them into schools within their area of the city, Darley Abbey/Allestree.

This is club led in terms of the area they would like to target and we have also helped them identify appropriate people to become coaches to physically deliver the schools sessions. They have formed a close link with cycle derby and are aiming for British cycling “go ride” accreditation. They have 3 coaches applying for recruit into coaching funding.

For further information contact the Sport Development team at 01332 641243 or will.turner@derby.gov.uk

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B-ACTIVE: CLUB DEVELOPMENT

One to one club mentors, training courses and workshops, advice service, club development steering group



Structure & management

Templates for constitutions, meetings, policy documents, action planning, hints and tips, needs analysis.



Coaching Development

Recruit into coaching grants, coaching funding through SSP, multi-skill/fundamentals information, signposting to courses, generic training courses.



Equity

Disability awareness courses, capacity building clubs to have confidence to deliver to disabled participant schools/clubs advisory on equity, equip loan scheme.



Funding

Pre-submission of bids (safety net for clubs), online service, funding newsletter, hints and tips.



Marketing

General marketing advice for placement of posters, media sources, work across teams to help market all areas of clubs.



School and Community

Recruit into coaching, DCM, criteria for what clubs and schools want from a link. Community projects linking/networking with clubs, SSSCo/SSP contacts, local neighbourhood forum information and contacts. CSC's



Volunteering development

Club capacity building tools, volunteer awareness workshop, promotion of club volunteer opportunities, resource and policy templates, club advisory service.

