

CLUB VISION - A CLUB DEVELOPMENT PROJECT

AIM: “High Quality Sports Clubs at the Heart of Local Communities”

Sport England is looking at various interventions that will help support sports clubs to achieve their full potential.

Sport England has classified clubs into 3 types:

1. New Sports Clubs – establishment of new sports clubs and generic clubs
2. Quality Sports Clubs – sustain and develop quality accredited clubs
3. Performing Sports Clubs – realise and maximise potential (not just about excellence but generally performing well)

The focus will be about developing “**Quality Accredited Clubs**” and ensuring that those clubs are “**Outward Facing**” into their respective communities.

Additional focus will be on supporting “**Clubs who have the desire to help themselves**”.

Clearly, proposed interventions will help to ensure there is a strong lasting London 2012 legacy for our club structures in the region.

Project Objectives:

1. Establish a regional network of Quality Accredited Clubs
2. Establish a network of 2,012 legacy clubs which are “Outward Facing” into their respective communities.

There are 3 strands to the Club Vision Project:

Strand 1:

Mapping exercise of current clubs and gaps in provision (area profile by SSP/CSP)

Current situation: local partners (LAs) have inputted as have NGBs – waiting to see what the combined outcome is i.e. comprehensive countywide club spreadsheet

Strand 2:

- a) To develop a regional network of club champions (Trainers and Mentors)
- b) To develop and coordinate club standards workshops across the region (2 per SPAA)
- c) To establish and coordinate a regional 2012 Club Legacy Programme which provides a direct financial support (£1000) to accredited sports clubs (marketing / communication, equipment and education/training)

Current situation: element (c) - countywide accredited club projection spreadsheet been pulled together and Stage 1 CIF bid submitted for the county.

Strand 3:

Regional research with approximately 50 clubs (large, medium and small) to identify sites which serve as excellent case studies.

Current situation: local partners have nominated numerous clubs within Cumbria and there is a possibility that there will be a focus group of Cumbrian clubs in the near future.

The NW Regional Sports Board has approved the priorities of the project and has encouraged the project to move forward.

The overall project amounts to approximately £3m of new investment into future Club Development in the NW Region.