

A background image showing several women in sports attire, including a woman in a bright pink tank top in the foreground looking upwards and to the left, and others in blue and pink shirts in the background. The image is slightly blurred, suggesting motion or a shallow depth of field.

The Big Club Conversation

*Building Successful and Resilient
Community Organisations*

Niall Judge, Development Manager Clubs

What do we know about clubs?

- Clubs and community groups make up a large part of the provision of sport and physical activity in England.
- One in four over 16's is a member of a sports club or group.
- 32% of 'active' adults are club members.
- 1 million people who are 'inactive' are members of sports clubs or groups.
- But there is stark inequality in who takes part in clubs:
 - Half as likely to take part if you have a disability / long term health conditions
 - Over half as likely to not take part in a club if you are from a lower socio economic area
 - Much more likely for young people to be taking part in clubs

Sport England Strategy 2021 onwards

- Working towards development of our next strategy
- Shaping Our Future <https://www.sportengland.org/why-were-here/shaping-our-future-strategy>
- What we've heard so far
 - Channelling our resources where its needed most
 - Support the backbone of sport and activity
 - Step up on the big issues
 - Do the basics brilliantly

Club of the future

A resilient /sustainable club is....

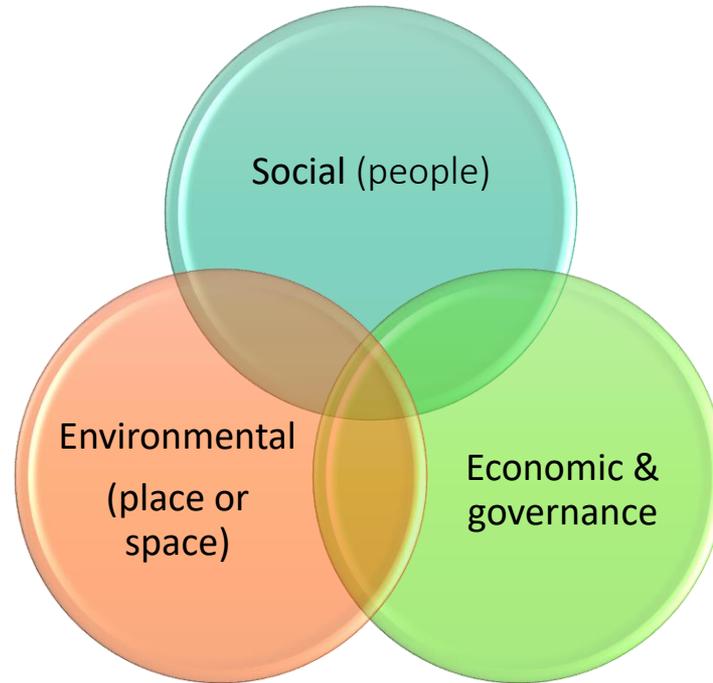
- Focussed on its customers and volunteers needs and puts them at the heart of everything it does.
- Well-connected and relevant to its local community.
- Financially independent/resilient.

‘Local, **trusted and consistent community organisations** are at the heart of the approach (to draw young people away from violence). This emanates from being part of the community **long-term** and having **established relationships** with local families and organisations’

Batson, Chiles, Webster Commission March 2020

A sustainability model – A balanced approach to club development

Club Culture



Club Vision

We are interested to hear:

What you think about this model.

How easy or difficult is it for clubs and community groups to achieve?

How can the volunteer workforce be supported to create a culture which is open, welcoming and accessible?

