

# Supporting grassroots clubs, groups and community organisations

**Carly Miles**

Community Development Officer (Sport & Physical Activity)

Free Resources & Support;  
Club Matters,  
Active Kent & Medway,  
Sported  
Training, CPD, Case Studies  
Current Challenges  
Q&A

# Club Matters



## What is Club Matters?

Club Matters is a Sport England Lottery funded programme that provides free resources, support, guidance and workshops to:

- Grassroots sports clubs, groups and community organisations.
- The professional workforce that supports grassroots sports clubs, groups and community organisations.

Club Matters resources are designed to support organisations who are looking to set up, develop, grow, reach out to new communities and maximise their engagement with new and existing members, participants and volunteers.

If you are part of a large, small, formal or informal group, or work to support the development of these organisations, Club Matters is there to help you.

# Club Matters

## What are the benefits of using Club Matters?

- Provides information, advice and guidance to help with all aspects of running your organisation.
- Equips you with the tools and guidance you need to develop, grow and improve the long-term sustainability of your organisation.
- Helps you respond to any issues you may face.
- Access to training and CPD opportunities to develop your skills, knowledge and confidence.
- Up to date news and developments from across the sector.
- Signposting to further support from other sector experts.
- Downloadable Club Matters factsheet

### What is Club Matters?

Club Matters is a Sport England Lottery Funded Programme that provides free information, advice and guidance for organisations delivering in the sport and physical activity sector.



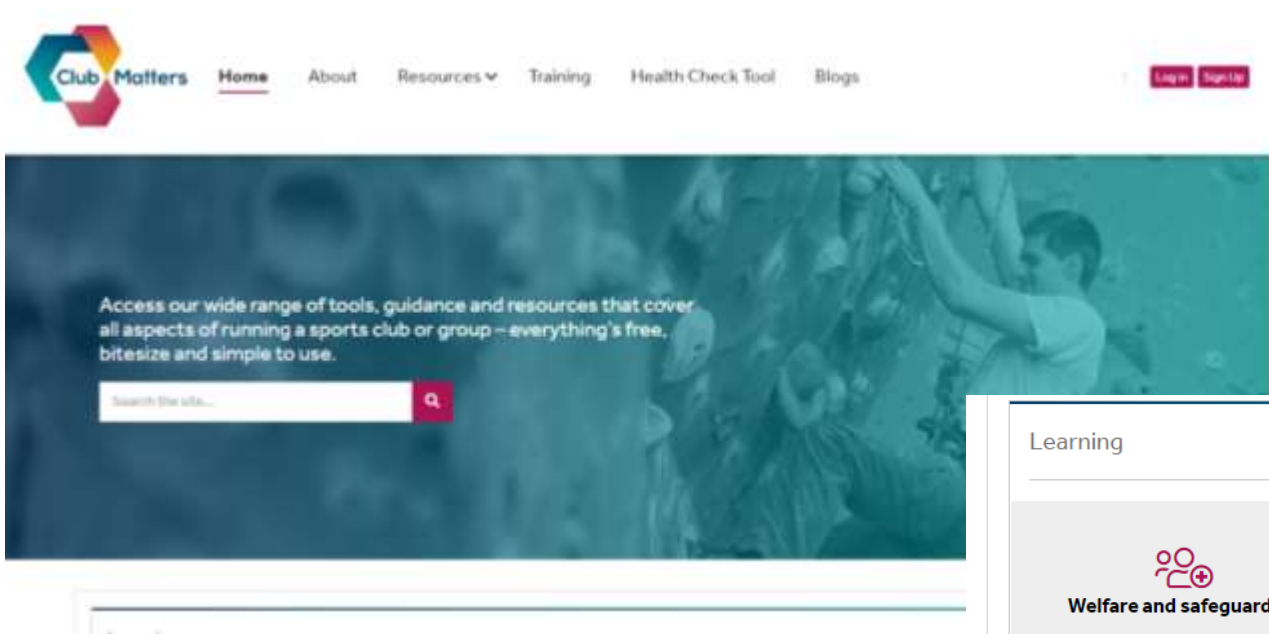
Club Matters is designed to support organisations who are looking to develop, grow, reach out to new communities and maximise their engagement with new and existing members, participants and volunteers. If you are located in England and are delivering sport and/or physical activity as part of your primary or secondary role, Club Matters can benefit you.

### What resources are available?

We provide a wide range of trusted, helpful, and practical resources that are easy to access and understand. All of our resources are free, simple and bite-sized. They include: workshops, online tutorials, videos, infographics, podcasts, guidance notes, templates and self-help tools. They offer support, guidance and learning opportunities relating to all aspects of running an organisation, including information on:

Governance structures, constitutions, leadership and committees.	Using different marketing and communications tools to reach your audience.	Managing your money including: business planning, accounts, banking, Tax and VAT.	Running, recovering and reinventing your offer during the Coronavirus pandemic.
Engaging and retaining volunteers.	Managing capital projects, facilities and asset transfers.	Understanding the needs of your participants / members.	Being inclusive and growing your reach.
Diversifying your income streams including raising funding.	Insurance and health and safety.	Safeguarding children and adults.	And...much more!

# Club Matters



Home Screen

Learning Library

Learning

 Welfare and safeguarding	 Planning for your future	 Facility development	 Volunteer development
 Financial management	 Governance	 Participant development	 Club Matters Training

Latest blogs

Featured Resources

# Club Matters

## Sign-Up for Free

Free registration to the Club Matters platform for sports clubs, groups and community organisations to access a variety of resources, tool kits and training. Visit [www.sportenglandclubmatters.com](http://www.sportenglandclubmatters.com) to sign-up.

Clubs and organisations can also sign-up to the free Club matters Newsletter which contains information on new content, sector news and opportunities.

## Access to free Health-Check Tool

The Club Matters Health Check Tool is a self-assessment tool designed to support anyone that runs community sports clubs, groups and organisations.

The interactive, and diagnostic, tool is designed to help you to understand your strengths and identify any areas for development to ensure you are providing a safe environment, whilst meeting your legal requirements.

The tool is particularly useful if; you are looking to start a club or organisation, want to check your current processes across five operational areas, or want to identify key areas of development.

# Club Matters



Welcome to Sport England Club Matters

## New account

There are required fields in this form marked \*.

First name\*

Surname\*

The email address needs to be all lowercase. It will also be your username.

Email address\*

Email (again)\*

Password\*   Unmask

## About your club/group

Are you involved in the running of a club/organisation?

## Developing and supporting clubs / organisations

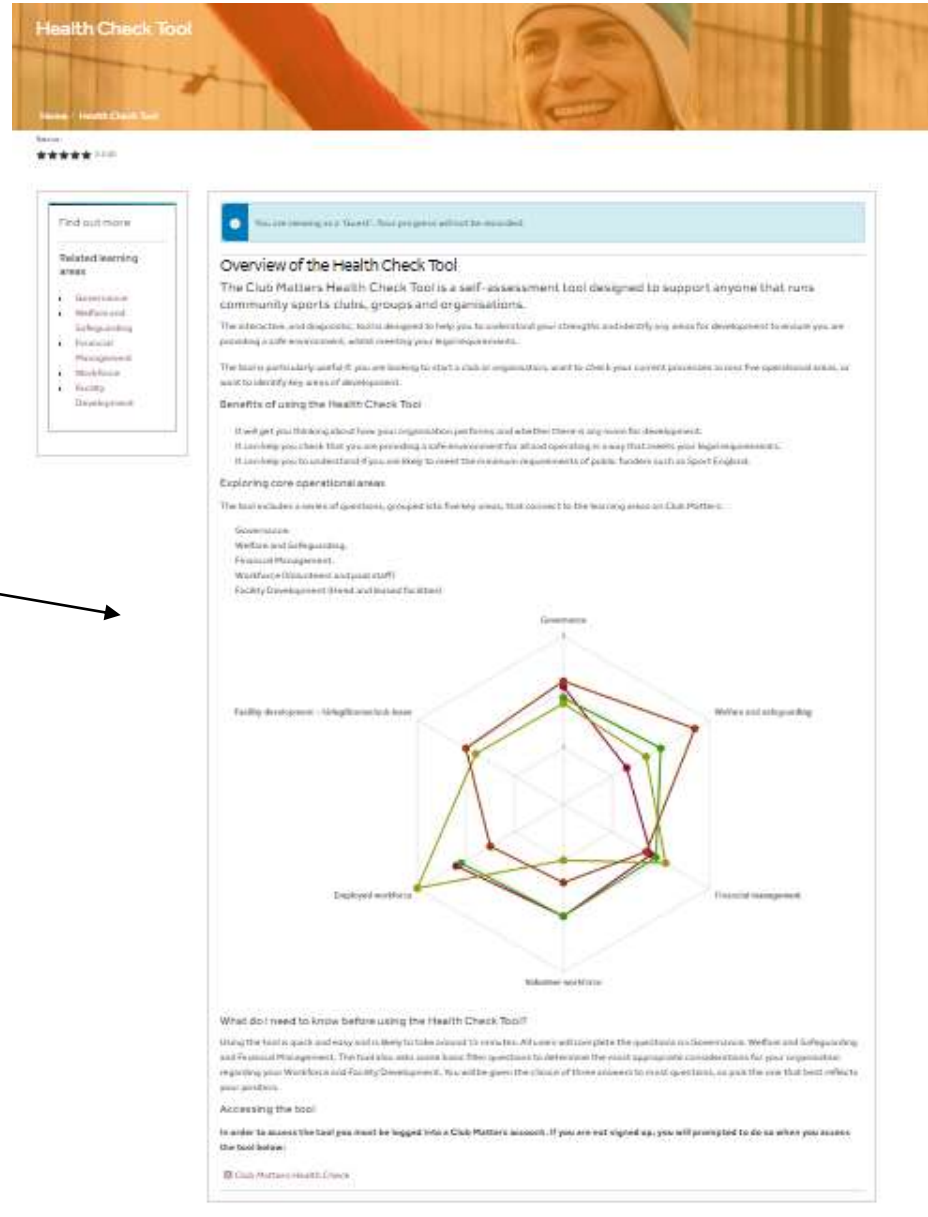
If you have a role in supporting the development of clubs and organisation throughout the sector, please answer the following questions

Are you a member of the workforce (paid or voluntary) that helps to develop a range of clubs / organisations?



Sign-Up  
Screen

# Club Matters



The screenshot shows the 'Health Check Tool' interface. At the top, there's a header with the title 'Health Check Tool' and a navigation menu. Below the header, there's a main content area with a blue banner that says 'You are viewing as a Team. Your progress will not be recorded.' The main content is titled 'Overview of the Health Check Tool' and includes an introduction, a list of related learning areas, and a radar chart. The radar chart has six axes: Governance, Welfare and safeguarding, Financial management, Employed workforce, Volunteer workforce, and Facility development - (including club base). The chart shows two data series, one in red and one in green, plotted across these axes. Below the chart, there's a section titled 'What do I need to know before using the Health Check Tool?' and another titled 'Accessing the tool'.

## Health-Check Tool

- Sign-up to Club Matters to access the free tool
- 40 questions, approximately 15 minutes to complete
- Designed to help you to understand your strengths and identify any areas for development



# Club Matters

## Free Resources

### Welfare and safeguarding

- [Managing welfare and safeguarding](#)
- [Managing health and safety](#)
- [Creating and implementing policies](#)

### Planning for your future

- [Growing your club or group](#)
- [Marketing - inside and out](#)
- [Running your club or group](#)
- [Understanding your people](#)

### Facility Development

- [Asset transfer](#)
- [Running and developing your facility](#)
- [Maximising facilities](#)

### Volunteer Development

- [Recruiting volunteers](#)
- [Effective volunteer management](#)
- [Retaining volunteers](#)
- [Meeting the needs of volunteers](#)

### Financial Management

- [Financial position and forecasting](#)
- [Financial reporting obligations](#)
- [Generating income and revenue](#)

### Governance

- [Getting the right structure](#)
- [Policies and procedures](#)
- [Running the club effectively](#)

### Participant Development

- [Engaging with current members](#)
- [Talent development](#)
- [Reaching different audiences](#)

### Coronavirus Resources

- [Keeping your club and group running](#)
- [Returning to activity](#)
- [Resources from partners](#)

# Club Matters

## Creating Community Partnerships

Organisations delivering sport and physical activity are often ideally placed to help address issues and challenges faced by their local community.

Developing partnerships with relevant local organisations can better position community sport organisations to reach those most in need, offer them the health and wider social benefits of being active, and support their own sustainability. Ultimately, these local connections help address inequalities and enable organisations and their communities to thrive.

Being active, especially within a club or group setting, can have lots of benefits for individuals and their communities, including:

### **Put your organisation at the heart of your community.**

- Partnerships, and what can be achieved through them, can raise your organisation's profile locally, develop your reputation, and create new opportunities like [community referrals](#).

### **Increase participation and opportunities to be active.**

- A more connected approach can increase participation by using the knowledge, networks, or resources of a partner to engage more people with your offer in ways that suit them.
- This helps ensure your participants reflect your local community, making your organisation feel welcoming and accessible for everyone.

### **Create a wider, more diverse pool of volunteers.**

- Partnerships can help you [increase volunteer numbers](#) through access to a wider pool of people from different backgrounds who might want to get involved.
- This creates greater diversity of thought, [brings in different skills and lived experiences](#) and ensures your volunteer workforce, like your participants, reflects your community and its needs.

### **Support financial sustainability.**

- Community partnerships can aid income generation through increased sponsorship opportunities or revenue from new participants – however, affordability for the people you're working with should be considered.

### **Make the most of local places and spaces.**

- Partners might offer access to different venues or have insight about the spaces where different groups of people spend time, helping you take your offer to them.

# Club Matters

## Training

Club Matters training courses are free bitesize training sessions that will improve your skills, develop your knowledge and ultimately help you to develop your community organisation, group or sports club.

The training builds on the online resources featured on their website and is focused on topical issues to proactively support those involved in coordinating sport and physical activity in the community.

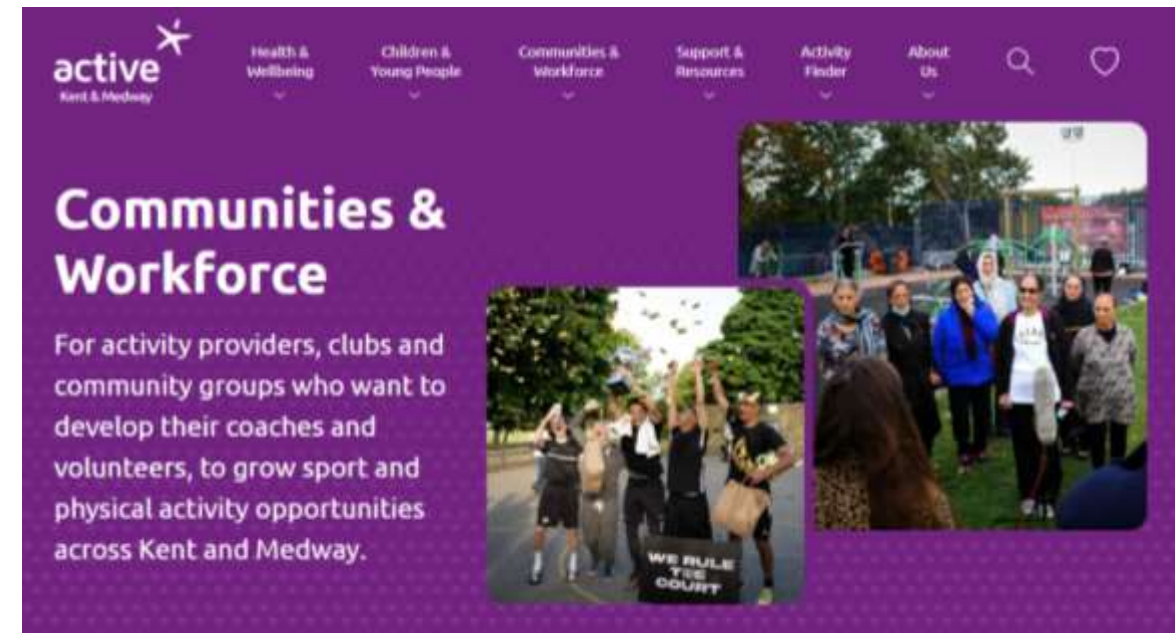
All training courses can be delivered face to face or online at a time and date that suits you and your organisation (if applicable).

They can also work with organisations to tailor courses to match needs. For more information, please visit [‘Book Club Matters training’](#) or contact [Clubmatters@sportstructures.com](mailto:Clubmatters@sportstructures.com)

# Active Kent & Medway

## Communities and Workforce

- **Coaches**; development, training opportunities, coaching and officials' bursary fund
- **Organisations**; recruitment, policies and procedures, governance
- **Workforce Development**; workshops, training, partner organisations, **case studies**
- **Funding**; coaching and officials' bursary fund, AKM Small Grants, Capital Grants
- **Volunteering**
- **Vacancies and Opportunities**
- **Active Spaces**
- **Safeguarding**
- **Open Data**; overview and how it works



# Sported



**UK's largest network of community groups supporting half a million young people to overcome barriers to reach their full potential.**

Sported supports those passionate local people who often give up their time voluntarily to run initiatives that help young people from their community to succeed.

However, grassroots groups are often under-funded and under-resourced.

Our role is to empower the local heroes running these groups by providing much-needed professional expertise, resources and operational support, free of charge, to help their group survive and thrive.

# Sported

**SPORTED**

Our Work ▾ Members ▾ Volunteers ▾ Support us ▾

## Helping community groups survive, to help young people thrive

We are the UK's largest network of community groups supporting half a million young people to overcome barriers to reach their full potential.

Join our network      Support us      Volunteer with Sported

[I need support](#)      [Donate to Sported](#)      [I want to help](#)

Welcome to Sported.

We are a UK wide charity promoting fairness and equity for young people through grassroots sport and physical activity.

Home Screen

# Sported Members

You are eligible for Sported membership if you:

- Intentionally use sport / physical activity to improve the lives of young people OR need support to start doing this
- Directly deliver regular sport/physical activity to young people aged 11 – 25
- Are committed to Sport for Development outcomes over competition
- Are a non-profit organisation OR were formed for the purpose of advancing social purpose over and above private gain

**As a Sported member, you'll receive FREE support on topics including...**

Expert Knowledge

Generating Income

Sported Programmes

Running your group effectively

Being open to all

Resources and Offers



Are you using sport or physical activity to transform the lives of young people facing disadvantage in the South East and need support?

**Do you...**

- Need help to raise funds and write stronger funding applications?
- Want to attract new participants and improve your group's engagement?
- Want to ensure your club is ready and set up for growth, funding and the future?

**Why not become a Sported member?**

SPORTED

# Sported Network

If your organisation does not directly deliver sport/physical activity but supports the delivery of this work in the sector, you could become a Sported Network Associate.

Or, if you do deliver activity but are a:

- Further Education Institution, Active Partnership. Local Authority, NGB, Statutory body, Trust/Foundation linked to a professional sports team, Leisure Centre operator or trust, Membership body where individual branches are not constituted separately

## As a part of the Network, you'll receive...

- Access to the Sported Hub, the online portal packed with learning resources, opportunities and information
- The opportunity to join Sported webinars
- The monthly Sported Network newsletter full of sector news and opportunities
- The monthly Sported Funding Bulletin highlighting funds available specifically to groups doing sport for development
- The chance to add your voice to our advocacy work

A photograph showing a group of children in white t-shirts and bright green vests running and playing outdoors. One child in the foreground is smiling broadly with arms outstretched.

"We couldn't have managed without Sported, to be honest. They have been there every step of the way."

**Do you...**

- Need help to raise funds and write stronger funding applications?
- Want to attract new participants and raise your group's profile?
- Want ensure your group is ready and set up for growth, funding and the future?

**Our free support services could help**

Sported is a UK wide charity helping community sports groups survive for young people to thrive.

Why not join a thriving network of over 2900 community sports groups and be assigned a Sported contact local to you to help you support more young people.

A square QR code located in the bottom right section of the advertisement.

 @sported     @sported\_uk    



**Name**  
**Organisation**

**What's Working Well?**  
**What Challenges are You Currently Facing?**



# Links & Contacts

Club Matters Home Page – [Sport England Club Matters](#)

Club Matters Fact Sheet - [PowerPoint Presentation \(sportenglandclubmatters.com\)](#)

Active Kent & Medway – [Communities & Workforce - ActiveKent](#)

Spoted - [Spoted UK | Spoted](#)

*Carly Miles – Community Development Officer - Active Kent & Medway - [carly.miles@kent.gov.uk](mailto:carly.miles@kent.gov.uk)*

*Louisa Arnold – Workforce & Coaching Manager - [l.arnold@kent.ac.uk](mailto:l.arnold@kent.ac.uk)*

*Gil Robertson – Regional Manager (South) - Spoted - [g.Robertson@spoted.org.uk](mailto:g.Robertson@spoted.org.uk)*

*Club Matters - [clubmatters@sportengland.org](mailto:clubmatters@sportengland.org)*

# Any Questions?