

Your Results

Summary - current experience vs 6 months from now

Club name	Steel City Sports CIC
Club Improvement Plan date	1/05/2021
Comparison range	6 months
Carried out by	Melissa Thoms
Status	Submitted

Assessment area	Now	6 months from now
Club People	Level 3	Level 4
Club Marketing	Level 3	Level 4
Club Management	Level 3	Level 4
Club Finances	Level 4	Level 4

Development plan - next 6 months

- [Club People](#)
- [Club Marketing](#)

Club People

Your members (players & participants) are the reason your club exists, and volunteers are the lifeblood of most clubs. Understanding and managing these people is vital for a healthy and vibrant club.

The current assessment of your club

Members, Players, Participants By seeking regular feedback, you are demonstrating that understanding your [members](#) is important to you. The next step is to make sure that you are always responding to feedback, by clearly communicating any developments with your members.

Members Needs and Wants You're already reviewing your offer, but to be a more sustainable club you need to make sure you [adapt your offer](#) as necessary. Remember, the way people participate in sport is changing and there are lots of alternatives to your club out there. You can't rely on sticking to the same old formula you've always used, without reviewing whether it still meets your current and potential members' wants and needs.

Coaching Your [club's coaches](#) form an important part of your overall offer to members and potential members and may have a significant impact on their experience at your club. You're

on the right track by having a plan in place. You can take this to the next level by making sure you ask your members and participants what they need from the coaching, and check that your coaches are happy with how they are supported by the club.

Volunteering You understand that without the time, energy and commitment of [volunteers](#), grassroots sport would not happen. You seek regular feedback to help you understand your volunteers' wants and needs. The next step is to make sure you are always responding to feedback, which will help you motivate your volunteers and show you are supporting them in their roles.

Inclusive Clubs Being [inclusive](#) is embedded in all of your activities, which is great. You clearly understand that being welcoming and inclusive is a strong feature of many healthy and successful clubs. Keep up the good work and remember, if all your members feel valued and receive equal opportunities, they are more likely to remain a member of your club and promote it to others.

Roles and Responsibilities With clearly communicated, well-defined roles your club is making it easier for [current and new volunteers](#) to get involved and understand what is expected of them. Take a bit of time to identify if this is the case for every volunteer, not just a select few, and try to address any gaps in understanding.

Recognising volunteers is often overlooked at sports clubs. Try to create a culture at your club where all your members recognise and are appreciative of your volunteers' time and effort. [Signpost your volunteers](#) to resources available on Club Matters to support them in their roles.

Different sports have different approaches to [developing talent](#), so it's important to link in with your National Governing Body to check you are doing the best for the talented individual(s) at your club. Access our [A-Z Contact List](#) to get in touch with your governing body.

Recommended Club Matters resources

[Overcoming Barriers \(File\)](#)

[Youth Personalities - Practical Guidance \(File\)](#)

[Action Plan Template \(File\)](#)

Club Marketing

Successful marketing starts with understanding what people want from your club. Once you know this you can tailor your offer and get your message out in the right way to help attract the people, partners and sponsors you need.

The current assessment of your club

Marketing Activities Try to resist marketing the club in a random, ad-hoc approach; planning is crucial to effective marketing. You should start to develop a clear [marketing strategy](#). Not only will this help you stay focused and organised, but you'll also find that your marketing efforts are more successful if you've taken the time to fully understand your aims and objectives.

Sponsorship [Sponsorship](#) can be a great way to generate income and form a partnership with a local business or organisation. Once you've got sponsors on board, it's important to maintain your relationships with them and fulfil any commitments you agreed. Set up a tracker to monitor how regularly you communicate and get back in touch if you feel the relationship is slipping.

Promoting your Club Make sure you always consider who you are trying to communicate with and what message you want to get across and choose the most appropriate [marketing options](#) based on this. Review how effective the options you are currently using are, for example by asking your members or new joiners for their feedback, and don't be afraid to try something new.

Social Media When used in a safe and effective way, [social media](#) can be a really powerful way to promote your club and stay in touch with your members and other groups with an interest in the club. Keep up the good work and make sure your [Social Media Officer](#) (or equivalent) stays up-to-date with any developments as social media is constantly changing.

Recommended Club Matters resources

[Developing a Marketing Strategy \(Online Module package\)](#)

[Sponsorship proposals \(File\)](#)

[Evaluating Marketing Options Online Module \(Online Module package\)](#)

