

STEP BY STEP GUIDE

for local support and development organisations
who want to engage with community sports
clubs and organisations



navca

local focus national voice



**SPORT
ENGLAND**

Introduction

This resource has been developed by NAVCA to act as a guide for local support and development organisations wanting to engage with community sports clubs and organisations. It should be read in conjunction with the “Celebrating the Sport Partnership” document, which celebrates the key achievements of the project. This can be found at www.navca.org.uk/localvs/sport/sportnews/celebratingsport.htm

The step by step guide:

- provides local support and development organisations with information and guidance to enable them to work with and provide support to community sports clubs and organisations
- adopts a step by step approach to engagement
- provides key contact details.

“Local sports clubs are a popular and important part of the local voluntary sector, but their needs are often overlooked.”

Chief Executive, York CVS

Background to NAVCA and its work with Sport England

Traditionally voluntary and community sports clubs have stood outside the mainstream voluntary and community sector, meaning many do not benefit from the wide range of support and advice NAVCA and its members – local support and development organisations – can offer.

NAVCA was funded for three years by Sport England to develop a culture of collaboration and joint working between NAVCA members and sporting partners to ensure sports participation and volunteering opportunities are maximised and the wider value of community sport is fully recognised.

The objectives of the project were to:

- improve partnership working between NAVCA members and community sport at both national and local levels ensuring a culture of collaboration is embedded between the two sectors;

- ensure local sports clubs and organisations access services and support from NAVCA members so they can improve their effectiveness and reach;
- influence local policy making and resource allocation so sport’s contribution to promoting social inclusion is recognised and supported.

Why work with sport?

There are more than 150,000 community sports clubs in England. As voluntary and not-for-profit organisations, they are very much part of the voluntary and community sector.

Sport brings great benefits to communities, playing an important role in tackling health inequality, social exclusion and community cohesion. Community sports clubs are an essential part of civil society. They are run by volunteers, help address social exclusion and bring people together. They experience the same challenges as the rest of the local sector. In fact 24% of volunteers are involved in sport (Volunteering England, 2002) and the NCVO Civil Society Almanac (2009) showed sport is



the third largest economic contributor to civil society generating a massive £5 billion. The 2008/09 citizenship survey found 52% of regular formal volunteers volunteer within sport and/or exercise organisations.

Local support and development organisations can support community sports clubs to be more effective and sustainable by encouraging them to make better use of the advice, guidance and support on offer including:

- governance and organisational development support
- funding advice and bid writing
- marketing and publicity
- volunteer management
- training and development of volunteers linked to accreditation
- community accountancy and finance
- IT support.

Resources on the above can be downloaded from the Skild website

www.skildframework.org.uk/resource

The benefits to community sport clubs?

Organisational development support: community sports clubs have the same support needs as other voluntary organisations and community groups.

- Access to training, information, advice and guidance
- A wider base of volunteers to choose from
- New skills and fresh ideas

To find out more about NAVCA's work with sport visit **www.navca.org.uk/localvs/sport**

How to use this resource

Community sports clubs are active in all communities and are very much part of the voluntary and community sector. Local support and development organisations have a lot to offer community sports clubs and sports organisations like County Sports Partnerships. By joining and working with your local Community Sports Partnership or local authority

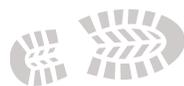
Sports Development Unit you will be able to share knowledge and expertise of working with the wider voluntary and community sector.

We have identified three key steps to developing relationships with community sports clubs and organisations.

Step 1	Making contact
Step 2	Identifying need
Step 3	Working together

The flowchart on pages 4-6 marks out the path you would need to take, depending on your yes or no answer.

The NAVCA "Targeting the Third Sector" resource can be used alongside this guide. Published in October 2009 it was designed for National Governing Bodies of Sport (NGBs) and County Sport Partnerships (CSPs). It explains voluntary and community sector infrastructure and the organisations that exist within the sector to support sporting infrastructure and help them find the most appropriate organisation to work with. Copies are available on the NAVCA website **www.navca.org.uk/publications/target/targeting.htm**



The benefits to local support and development organisations and the sector locally



Dudley CVS received funding from Dudley Borough Council for the Club Capacity Building Project.

The project provides:

- a strategically co-ordinated education programme that meets the sports club sector demands, and provides key support tools for clubs to assist in their own development and sustainability
- guidance on issues including management committees, governing documents, insurance, child protection, CRBs, policies and procedures, and funding advice etc
- networking opportunities
- pro-active outreach support in the community
- support with sourcing, training and implementing policies and procedures for supporting volunteers.

NAVCA is working with Black Country Sport (CSP) and Dudley CVS to improve voice and representation of community sports clubs in the town.

East Riding Voluntary Action Services (ERVAS) provided support to community sports clubs as part of a NAVCA pilot. ERVAS developed an organisational health check that was aligned to ERCAS (East Riding Club Accreditation Scheme) which prepares clubs for the Clubmark quality mark. The services most requested by sports clubs were:

- NGB and local accreditation support
- support to develop policies and procedures
- IT
- funding and fundraising ideas
- financial accounts advice
- registering club with volunteer centre
- promotion and marketing support
- support to become a registered charity.

“one of the key findings was that sports groups need exactly the same services from us as other voluntary organisations...”

Sian Balsom, Development Officer, York CVS



Club development support

This flowchart shows the three steps that local support and development organisations should take when wanting to work with community sports clubs and organisations.

STEP 1 Making contact

Have you made contact with sports organisations?

Are community sports clubs and organisations members of your organisation?

No →

Yes



GO TO STEP 2

It is important to make contact with sports organisations and raise awareness of what you can offer. Key organisations to contact locally are:

County Sports Partnerships (CSPs) County Sports Partnerships are local networks of local authorities, NGBs, clubs, schools and School Sport Partnerships, Primary Care Trusts and other local agencies committed to working together to increase participation in sport and physical activity. They are led by a central team of people whose job it is to provide leadership and co-ordination of the network. To find the CSP in your local area please visit www.cspnetwork.org

Local authority Sports Development Unit/Leisure Services (LASDU) Sports Development Units exist in nearly all local authorities. Generally their role is to create a place where sport is central to people's lives and where opportunities for participation encourage a healthy lifestyle. These can offer holiday activities for young people, support for community sports clubs and groups and activities aimed at getting more people physically active, and information for people interested in joining a sports club and helping organise events.

National Governing Bodies of Sport (NGBs) NGBs are essentially infrastructure organisations for community sport at county, regional and national level. They exist to organise, regulate and encourage more people into their sport or activity. There is great variation in the size and capacity of NGBs, ranging from large ones such as the Football Association to smaller ones such as Rounders England.

When making contact, ensure you undertake a targeted approach by:

- promoting the services and support that can be offered to community sports clubs
- identifying key sports bodies locally by sharing databases
- sharing information and aligning websites; sharing e-bulletins
- advertising in sports sections of the local paper
- encouraging clubs to become members.

Useful contacts The NAVCA Sportal contains information on key contacts in sport www.navca.org.uk/localvs/sport/structure/



STEP 2 Identifying need

Have you offered development support to sports organisations?

Yes



GO TO STEP 3

No →

Get in touch

Contact your County Sport Partnership (CSP) to start building a formal relationship. The CSP will be able to link you with other sports organisations in their local area such as National Governing Bodies of Sport, local authority sports development officers or local community clubs. For more information on the structure of sport contact Sport England www.sportengland.org

CSPs will be in touch with local community sports and organisations. They will be able to help you identify key contacts and provide opportunities for your organisation to link into various networks. Many will not be aware of the services offered by local support and development organisations or the partnerships and the networks you are linked into locally.

- Identify a key contact person in your CSP or local authority Sports Development Unit
- Send an introductory email or give them a call to tell them about your work
- Arrange a meeting to find out how you can work together
- Identify key roles/responsibilities to avoid duplicating activity
- Explore opportunities to actively promote the partnership with the CSP
- Encourage CSPs/local authorities to signpost clubs

To find your local CSP visit www.cspnetwork.org

Supporting clubs and volunteers

If you need more sport-specific resources to help you with sports volunteering, runningsports have developed a variety of tools and guides that are free to download. From quick online tips to fun and informative workshops, runningsports will help you get more for your organisation, the clubs you support and their members www.runningsports.org

Many community sports clubs will be working towards Clubmark which is the national sports quality accreditation scheme for clubs with junior sections. To find out more visit www.clubmark.org.uk



STEP 3 Working together

Have you built formal relationships with community sports clubs or organisations?

Yes



If you have successfully worked in partnership with a local sports organisation or club, please share it with the other NAVCA members by sending it to webedit@navca.org.uk and getting it put onto the sports good practice section of the website.

No →

Support for sports organisations can vary, but the main support will be through club development which is essential to the sustainability and growth of community sport at a local level. Club development support is very similar to the general organisational and capacity-building support that is offered to other voluntary organisations and community groups. Community sports clubs will have the same development needs as any other voluntary organisations and community groups. Many CSPs, NGBs and LASDOs have toolkits and support for clubs and volunteers, but capacity to support their clubs is often limited and introducing clubs to the local support and development organisations will enable the clubs to develop and become more locally sustainable.

More often than not clubs will need support with organisational development including:

- action planning
- finding new committee members
- community accountancy support
- accessing funding
- training
- IT support e.g. designing a website.

You can help them identify what help they need by:

- completing an organisational health check
- providing one-to-one support e.g. developing an action plan
- signposting to other specialists in the organisation such as community accountants or funding advisers.

Copies of health checks are available to download from the Skild website www.navca.org.uk/services/learningopps/skils/healthchecks/Home.htm

Working together

Voluntary Action LeicesterShire (VAL) works closely with Leicestershire and Rutland Sport, its CSP. The VAL volunteer coordinator was the voluntary and community sector representative on the CSP strategic board and helped shape the development of the sports volunteering strategy. VAL has a dedicated sports and physical activity volunteering team whose role is to work with clubs, organisations and sports groups to develop volunteering roles and promote good practice in sports volunteering.



Examples of local support and development organisations working with community sport

Supporting clubs

North Tyneside VODA has worked with sports clubs for a number of years. They advertise their services in the sports section of local papers which has improved their reach and means that sports clubs have accessed their services.

Clubs generally access their development and funding advice services. They have found that clubs are generally in need of significant amounts of funding especially those that own facilities.

VODA have met clubs who would like to access funding for development but need significant support around project development and management.

Helping clubs to grow

York CVS worked with Octopush (underwater hockey). Octopush was based within York University and as a result its membership fluctuated between terms.

As some of the original committee were due to leave their course, York CVS supported them in developing a succession plan to prevent the club from folding. Recruitment drives for members took place in Fresher's week

A junior section has been established and the club was successful in accessing Sports Unlimited funding to increase wider participation with young people aged between 13 and 16.

Working with local authority sport development

York CVS worked with Active York and the York City Council Sports Development Team to improve communications and promote partnership working. They did this by:

- sharing data – as a result the number of clubs registered with York CVS jumped from 14 to 118
- sharing newsletters and increasing joint communications including linking websites – because of this more than 100 clubs signed up to receive York CVS' newsletter
- running joint workshops and events, after which York CVS saw a significant rise in the number of sports groups accessing their general services.



Accessing funding

In East Riding community sports clubs who received development support from ERVAS has meant an additional £15,000 worth of funding into sports clubs.

“Three groups who were in need of funding to support club development have all been successful in achieving grass roots grants funding – this came about through working with the groups from the NAVCA sports pilot. Again it shows the importance of CVS’s working with sport clubs.” Paul Hamlett, ERVAS

To see more examples of members working with community sports clubs visit www.navca.org.uk/localvs/goodprac/sport/

Supporting management committees

Wootton Park Rangers used a skills audit tool kit, designed by NAVCA.

The audit assessed current skills the club committee have and the ones they need. It helped them to identify the skills they needed, including the need for a treasurer. They went on to do some targeted recruitment to get a new treasurer.



Useful contacts

NAVCA

The NAVCA Sportal is an online resource which local support and development staff can utilise to support them in their work with community sports clubs. The Sportal has resources which can be used by sporting partners and examples of good practice where members work with community sports clubs.

www.navca.org.uk/sport

NAVCA's Skild aims to equip development workers in local support and development organisations with the skills and knowledge they need to give relevant and high quality support to local voluntary and community groups. There are a lot of resources available to use with community sports clubs. www.navca.org.uk/services/learningopps/skild/

Health checks for groups
www.navca.org.uk/services/learningopps/skild/healthchecks/Home.htm

Sport England

Sport England is committed to the creation of a world-leading community sport environment. This means focusing our investment on organisations and projects that will grow and sustain participation in grassroots sport and create opportunities for people to excel at their chosen sport. Sport England has launched funding programmes which are open to a wide range of organisations. These include sports clubs, voluntary or community organisations, local authorities, schools, colleges and universities. To find out more about the funding programmes www.sportengland.org/funding.aspx

runningsports

Created and funded by Sport England, runningsports provides skills and support for volunteers working in all sports in clubs, teams or organisations. Sign up as a partner and encourage community sports clubs to become network members so they can utilise the free online resources available. These resources are ideal for use by any development worker and can really support work with clubs.
www.runningsports.org/

Clubmark

Clubmark is the only national cross sports quality accreditation scheme for clubs with junior sections and is funded by Sport England. It is built around a set of core criteria which ensure that accredited clubs operate to a set of consistent, accepted and adopted minimum operating standards. Many community sports clubs may need information, advice and guidance to support their progress through Clubmark. www.clubmark.org.uk/

National Governing Bodies (NGBs)

NGBs are essentially infrastructure organisations for community sport. They exist to organise, regulate, and encourage more people into their sport or activity. There is great variation in the size and capacity of NGBs, ranging from organisations such as the Football Association and British Cycling, to England Volleyball.

Sport and Recreation Alliance

The Sport and Recreation Alliance is the new name for CCPR or the Central Council of Physical Recreation. The Sport and Recreation Alliance is the umbrella organisation for the governing and representative bodies of sport



and recreation in the UK and represents more than 300 members – organisations like The FA, the Rugby Football Union, UK Athletics, the Ramblers, British Rowing and the Royal Academy of Dance. Our role, like every trade association, is to speak up on their behalf, represent their views and to provide them with services which make their life easier.

www.sportandrecreation.org.uk/

County Sports Partnerships (CSP)

County Sports Partnerships are local networks of local authorities, NGBs, clubs, schools and School Sport Partnerships, Primary Care Trusts and other local agencies committed to working together to increase participation in sport and physical activity. They are led by a central team of people whose job it is to provide leadership and co-ordination of the network. To find the CSP in your local area please visit

www.cspnetwork.org

Sporting Equals

Sporting Equals is an independent body which aims to encourage BME communities to get involved in all aspects of sport and physical activity. It works with a range of organisations

to support the promotion of racial inclusion and equity. www.sportingequals.org.uk

Women's Sport and Fitness Foundation (WSFF)

WSFF is the charity that campaigns to make physical activity an everyday part of life for women and girls. To make being active more attractive for women and girls they do three things: Help, Inspire and Persuade. For more information or to access the resources published visit www.wsff.org.uk

English Federation of Disability Sport

The English Federation of Disability Sport (EFDS) is a charity responsible for the promotion and development of sporting opportunities for all disabled people in England. It is the national body responsible for developing sport for disabled people in England and works closely with the National Disability Sports Organisations (NDSOs) recognised by Sport England to develop sporting opportunities for the 11 million disabled people in England.

www.efds.co.uk/

Volunteering England

Volunteering England works to support and increase the quality, quantity, impact and accessibility of volunteering throughout England.

To find your local volunteer centre go to www.volunteering.org.uk/volunteercentres.

To find out more about Volunteering England's work with sport visit www.volunteering.org.uk/WhatWeDo/Projects+and+initiatives/volunteeringinsport



NAVCA is the national voice of local support and development organisations in England. We champion and strengthen voluntary and community action by supporting our members in their work with over 160,000 local charities and community groups. NAVCA believes that voluntary and community action is vital for vibrant and caring communities.

We provide our members with networking opportunities, specialist advice, support, policy information and training. NAVCA is a vital bridge between local groups and national government.

Our specialist teams take a lead on the issues that matter most to local support and development organisations. We influence national and local government policy to strengthen local voluntary and community action.

Membership is open to all local support and development organisations.

For more details about the full range of ways that NAVCA can help you please go to www.navca.org.uk or call us on 0114 278 6636.

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Company limited by guarantee
Registered in England no. 2575206
Registered office as above



Sport England invests National Lottery and Exchequer funding in organisations and projects that will grow and sustain participation in grassroots sport and create opportunities for people to excel at their chosen sport.

Sport England is committed to creating a world-leading community sport environment, and has set specific and measurable targets to achieve by 2012/13:

- One million people doing more sport
- A 25% reduction in the number of 16- to 18-year-olds who drop out of at least five key sports
- Improved talent development systems in at least 25 sports
- A measurable increase in people's satisfaction with their experience of sport
- A major contribution to the delivery of the five hour sports offer for children and young people.

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