Developing A Lasting Participation Legacy Through Clubs

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England Athletics
Athletics Clubs

- 114,000 members and growing – circa 5% per annum
- 1300 affiliated clubs
- 65% off track
- 35% track and field
- Circa 30,000 youth athletes (11-19)
- Circa 55,000 “senior” athletes (35 +)
Why Clubs?

• Over 100 years of “rootage” vs ever changing NGBs
• Local service providers – ever present
• Heartbeat of communities
• Support system for aspiring champions
• A source of volunteering
• Level playing field – fluid mix of members
• 2012
Why Networks

- Single focus club flawed in our sport
- Following examples from other countries – Swedish model et al
- Complexity of athletics as a sport – many event groups and technical complexity
- Importance of coaching on long term athlete retention and performance
- No one club all things to all people
- Local funding tight – maximise resource
Outcomes

• Growing participation and membership

• But not to the detriment of.....

• Sustaining existing participation in clubs and improving the quality of experience

• Excel – improving the performance of existing participants – success means different things to each person
Key strands

• Coach development
• Business efficiency
• Volunteer recruitment
• Youth Induction & Conditioning
• 3rd party partnership engagement – local solutions
• Wider community reach – mass participation (Run In England)
• Competition improvement – especially for young athletes
Keys to success

- Learning from others who have been before
- Staff focus – work with those who want to evolve
- Financial focus
- Local support – lots of carrot – some stick
- Resources and tools – youth induction
- Systematic change – self sufficiency
- Recognising and articulating what success looks like
- The end game – NGB light touch
Spring 2013. Eight months since the Olympics... and athletics clubs are buzzing

COMPETITION
It's a big day as the composite junior team gather before their local area QuadKids festival.

COMMUNITY
The clubhouse is packed as youngsters, families, members and an Olympic champion all gather.

SKILLS
On the infield area, coaches take a group of young athletes through a fun, multi-activity session.

LEARNING
A Level 2 coach and promising U20 athlete puts a sprint hurdles group through its paces on the straight.

DEVELOPMENT
A hammer guru has been specially drafted in to work with club coaches within the network.

VOLUNTEER
A group of young leaders supervise the high jump bed and pole vault area - urging athletes on.

IF WE BUILD IT, THEY WILL COME...AND STAY... ENGLAND ATHLETICS WHAT DOES YOUR CLUB LOOK LIKE IN 2013?
Funding through 52 Nationwide Athletics Club Networks
Clubs
Local Authorities
Sponsors
Facility Owners
CSPs
Schools
HE/FE
Volunteers
Coaches
England Athletics
CCSO
Run In
England
Sponsors
Merging ideas and plans

Are we that different from other sports?
What is Athletics 365?

- A consistent approach to young athlete development across England (‘like for like’ activities in every club);
- A young athlete progression pathway (From playground – Podium);
- A delivery Syllabus for coaches for every athletics event (and other areas such as physical conditioning);
- A recognition and reward scheme for athletes;
- A system which provides the fundamental skills which underpin all athletics events and that are applicable to all other sports (Developing athleticism, not just athletic development);
- A Club Youth Development Programme
Building towards 2012 and beyond

Recruit  Retain  Reward  Results
Is it working?

In the first year we have supported the development of coaches in a number of ways. We have run four coach development events; two times generic & two times event specific involving 79 coaches working with 130 athletes. In addition our coaches have accessed national, regional, county & local workshops, master-classes and conferences.

In addition, we have provided mentoring and coach development through the Network Coach Mentor position, to circa 80 coaches direct. Our coach mentoring program has targeted specific needs identified by our coach mentor and EA CCSO.

Hertfordshire Athletics Network

The network has held numerous coach development days and offered coaches master classes and workshops in a variety of different areas including Physical preparation, planning and periodisation, biomechanics and event specific sessions. Each of these sessions / days has attracted over 50 coaches. We have also organised flying coaches’

Sussex Athletics Network

All the clubs in the Network have grown closer through a number of joint ventures that have seen them work collaboratively. Through engaging the parents regularly in club activity it has meant that a number of parents are now taking coaching qualifications enabling the club to increase the number of young athletes it can cater for. In addition there are other parents who are now going to train as officials to help the club at league matches this season

Manchester Athletics Network

During Year 1 the Black Country Athletics Network has developed into a very constructive group sharing best practice and helping each other to increase club membership, the skills of coaches and improve club infrastructure

Black Country Athletics Network

www.englandathletics.org
DASH AC – IMPLEMENT 365 SYSTEM IN AUTUMN TERM
BERKSHIRE
GREATER CAMBRIDGE
BEDFORDSHIRE
CHESHIRE NETWORK etc...
All following suite
Is it working?

- 52 funded networks in place – accelerating change
- Range of non-funded networks on top of this approach
- 500 + clubs benefitting covering over 60,000 affiliated members
- 45% networks delivering short form QK/SH competition growth from 20% in 2009/10
- 365 launched – 1000 coach packs and 1200 athlete packs distributed in 3 wks – confirmed delivery in 35% networks
- Sport consultation shows coaching and club dev priorities high – 7-8.9
- Over £2million partnership funding sourced beyond EA grant to date
- Over 7000 coaches have benefitted from projects delivered by networks including
Is it working?

– Flying coach visits;
– Generic workshops;
– Mentoring and Buddying;
– Athletics 365 workshops;
– Coach education support.

• Over a 2% affiliation increase of ‘networked’ clubs in comparison to ‘non-networks’ clubs in 18 months
• 219 accredited clubs in total and growing
• Excel targets exceeded with clear correlation of athlete/coach to network clubs
• Many networks are moving at different rates – success currently looks different in cases
• Evaluation study on work to date – early 2011
Health Warning

• This is a long term strategy delivered with short term funding
• Cultural change takes time and many forms
• Patience
• Not hard and fast – not selling cars
• This is a way of life – funding helps but isn’t the key driver
• Viral change