

Sport Clubs

Activity Box 3.1

Module 3: Different VENUES



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Key Facts

- 151,000 Sport clubs in the UK, each club has an average of 141 adult members (115)
- Around 60 million people are Sport club members in Europe (Report Commissioner Tibor Navracsics)

Specific Clubs this Activity Box applies to:

- Vast possibility of venues that can be offered by non-profit Sport Clubs to public in general.
- It covers both indoor and outdoor venues

Why is it so important

Contribution

- A functional and appealing facility could easily attract people to involve in Sport
- Besides the opportunity of doing physical activity, an indoor facility may contribute to social interaction between club members
- Effectively using Clubs can greatly affect health and mental well-being
- It also contributes to social inclusion and volunteering goals
- ISOs may dispose of new spaces where their Sport can be practiced and disseminated
- Good alternative when organizing Sport one-time events such as tournaments

International endorsement

EU Physical Activity guidelines

Sport organisations contribute to the social well-being of communities and can ease pressures on the public budget. Through their versatility and cost-effectiveness, clubs can help meet the needs of the population for physical activity.

Barriers to Sport that should be overcome

- Limited offer of services to minorities and age-based restrictions
- Indoor facilities may not have adequate services such as appropriate dressing rooms
- Parking lots availability
- Often after-hours access is not permitted by facility owners
- Excessive focus on competition
- Lack of adapted areas for disabled athletes
- Access fees

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Tips and key success factors

Complimentary facilities

- Differentiated spaces (changing rooms/bathrooms) according to gender
- Equipment and accessibility for children with disabilities
- Other services: rent of lockers, towels, snacks, drinks

Added values

Club owners should develop and “marketize” attractive “packages” with additional benefits to club members:

- Personalized training schedules
- Basic insurance service
- Access to Sport facilities
- Discounts in stores
- Free access to tournaments

Recruitment and retention processes

See [Additional Guidelines 9](#) for more suggestions to increase club membership and to “keep participants on board” (motivation)

How to increase the use of Sport Club venues

- ISOs can endorse ranking systems (E.g., chess or table tennis) or support local leagues or tournaments organised by clubs. Additional information can be consulted in [AB 4.3: Competitive Tournaments](#) and [AG 9: Skill scheme](#)
- The use of communication platforms or social media can be a good mechanism to connect players willing to play
- Be creative: festivals, exhibitions and tournaments will attract potential new members to your club. Module 3, “Different TIMEFRAMES & SCOPES OF PROJECTS”, cover different events that could be used

Adapted Rules to maximize the use of Sport equipment and facilities

Please go to [Additional Guidelines 7](#)

Preventing injuries and accidents in events or regular training sessions

[Additional Guidelines 2](#) raise awareness of and advocate for the positive physical and mental health benefits of Sport for All

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Other tips:

- Keep spaces always clean
- Clubs should offer permanent coaches to assist participants that lack training skills
- Create protocols in case of emergency
- Secure places to store personal belongings
- Define schedules according to different competitive levels to avoid dropouts
- Offer children spaces for adults (parents)
- It's also very important that you promote your club to the general public too
- Every time the club does something positive, try to get public recognition for it
- Contact local papers and magazines, local radio and television stations and tell them your story
- The more your club is talked about and recognised, the more chances you'll have to increase your membership
- Any negative impact of indoor and outdoor activities on the environment should be prevented

Available Resources

- Recommendations to improve your club. [Click Here](#)
- Sport clubs for health resources. [Click Here](#)

Sample Case

Better platform (Network of Sport Clubs)

- Leisure centres play host to over a thousand Sport clubs across the UK every year.
- As a social enterprise and the largest operator of Sport facilities in the UK, we work closely with the national governing bodies of England, Wales and Ireland, along with other industry stakeholders.
- We ensure our facilities and development programmes follow guidance and, where required, form part of their National Development and Performance Pathways.

More information:

Web site. [Click Here](#)

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