

# How do Welsh clubs compare?

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WELSH ATHLETICS  
ATHLETAU CYMRU

# Setting the scene...

- ▶ Ground Rules
- ▶ Apologies
- ▶ Promises

## Content:

1. Context, about athletics in Wales
2. Sharing what I know and a bit about you
3. Club case studies
4. Characteristics of a good clubs and good leadership
5. Thoughts and conclusions



# 1. Context, about athletics in Wales

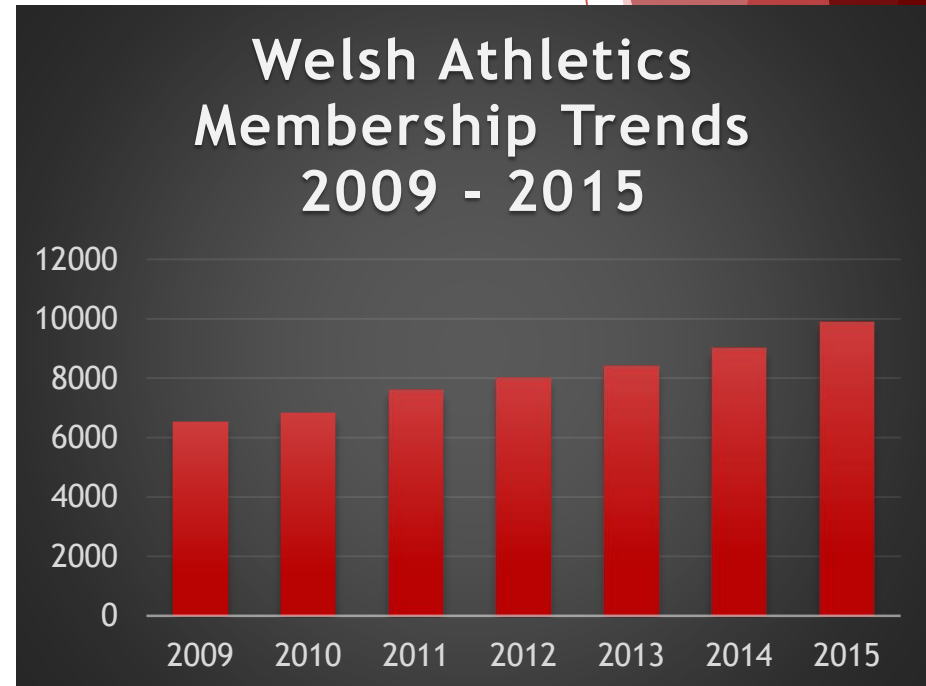
## Athletics by numbers...

- ▶ 96 Clubs
- ▶ +9500 members
- ▶ 4 Regions
- ▶ 8 School Districts
- ▶ 22 Local Authorities



# Trends and Developments

- ▶ Growth in participation, both competitive and recreational
- ▶ New clubs
- ▶ Extending the club offer
- ▶ More organised clubs with a customer focus and more business like approach

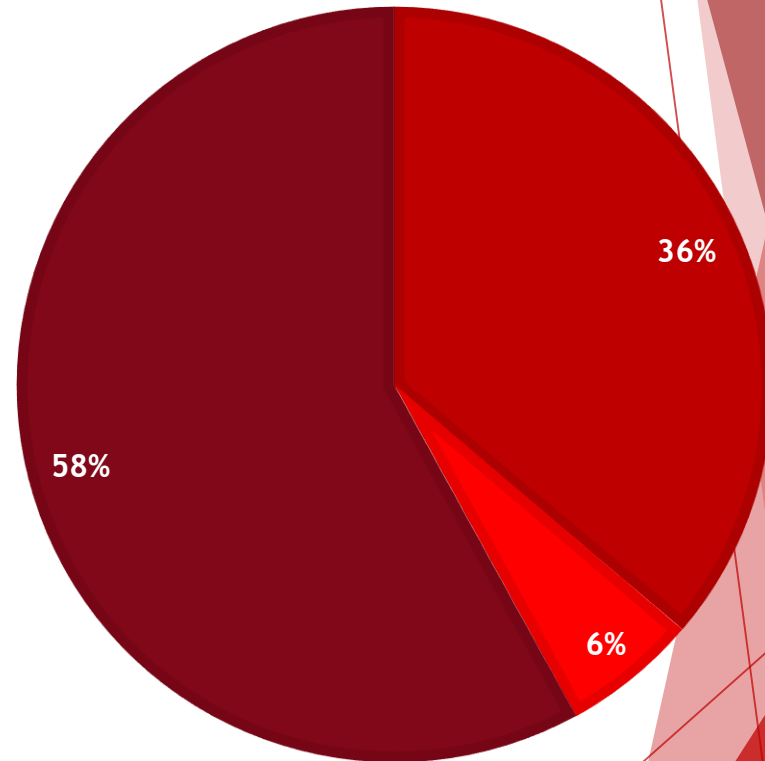


# Challenges

- ▶ Membership profile
- ▶ Retention
- ▶ Volunteers
- ▶ Funding and Finance
- ▶ Facilities

## MEMBERSHIP

■ U11 - U15 ■ U17 & U20 ■ Senior



## 2. Sharing what I know and a bit about you...

- ▶ Clubs are amazing
- ▶ All clubs have people
- ▶ Clubs are a phenomenon
- ▶ All clubs have strengths
- ▶ All clubs have weaknesses
- ▶ Most clubs need more.



# So, how do Welsh clubs compare? About you...

## Task:

1. What is the primary function of your club?  
(what is your clubs mission statement / vision / reason for existence?)
2. What does your club do well?
3. What could your club improve / do differently?



# 3. Club case studies: Cardiff AAC Academy



- ▶ Cardiff Athletics Academy
  - ▶ History
  - ▶ Termly structured sessions, recognised curriculum of delivery, athlete development
  - ▶ Income generation
  - ▶ Paid coaches
  - ▶ Coach and parent development sessions
  - ▶ Competition ‘Super Sunday’
  - ▶ Challenges; Committee! paid coaches, paid administrator, competition, extending age groups and activities, building capacity (coaches).

# Club case studies: Lliswerry Runners

- ▶ History: a traditional running club, traditional approach and traditional values
- ▶ 2012 got involved in the local parkrun, had 72 members, 1 club coach
- ▶ 2015; 268 members, 4 Coaches, 6 Coaching Assistants and 11 Leaders in Running Fitness
- ▶ Strengths; individuals, common goals, a sense of responsibility
- ▶ Challenges; Capacity building. What is the offer? New to running? Juniors? Structured curriculum of delivery?

# Club case studies: Rhymney Valley AC



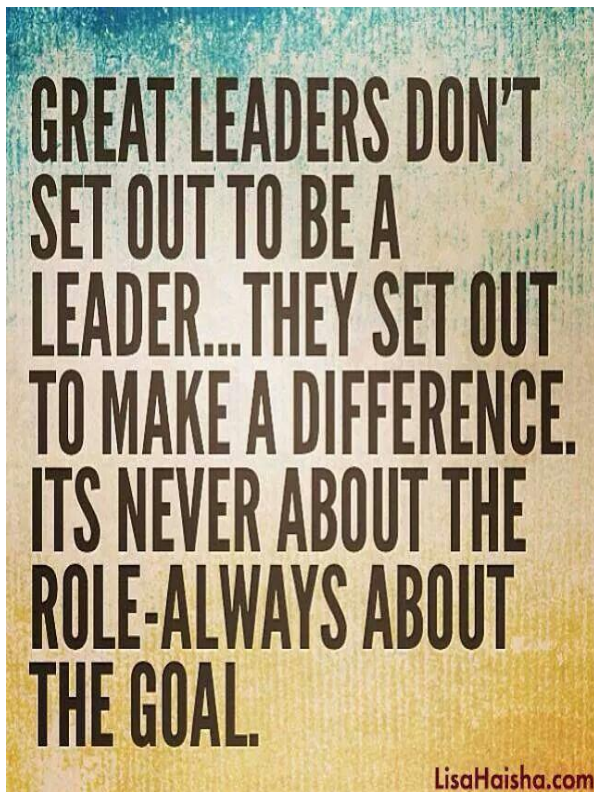
- ▶ New, young community club, junior focus
- ▶ 2013; 0 members, 0 club coaches, 0 officials
- ▶ 2015; 134 members, 12 qualified officials, 5 coaches and 6 Coaching Assistants, an army of (willing?) volunteers
- ▶ Strengths; people! They are not afraid to ask
- ▶ Challenges; teething problems, competition, building capacity, facilities

# 4. Characteristics of good clubs?

- ▶ **Led** by great individuals
- ▶ Value their volunteers
- ▶ Communicate well
- ▶ Know their primary functions and **why** they exist
- ▶ Are well structured
- ▶ They know where they need help
- ▶ Have a plan of what they want to do, how they are going to do it and who is responsible
- ▶ Have great business and financial planning
- ▶ Are open to change and forward thinking.

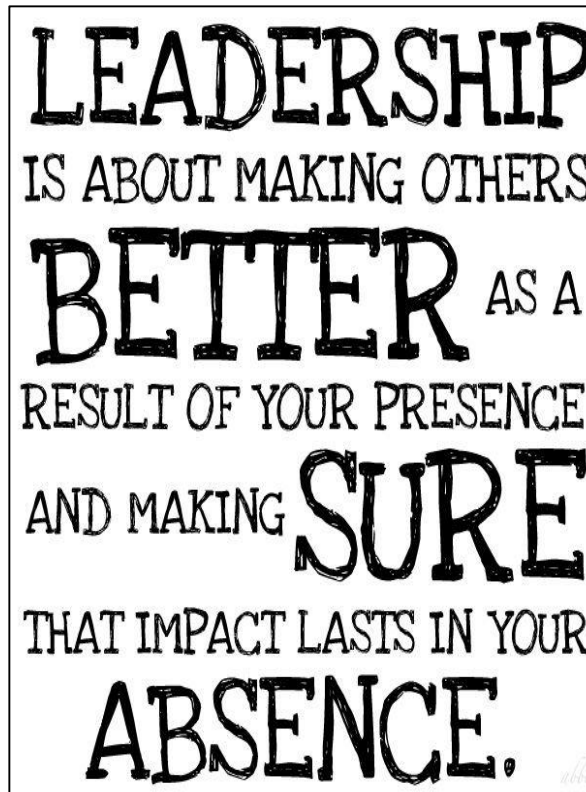
# Characteristics of good leadership

- ▶ Transformational Leadership (James MacGregor Burns)
- ▶ Start with **Why** (Simon Sinek)



GREAT LEADERS DON'T SET OUT TO BE A LEADER... THEY SET OUT TO MAKE A DIFFERENCE. ITS NEVER ABOUT THE ROLE-ALWAYS ABOUT THE GOAL.

LisaHaisha.com



LEADERSHIP IS ABOUT MAKING OTHERS BETTER AS A RESULT OF YOUR PRESENCE AND MAKING SURE THAT IMPACT LASTS IN YOUR ABSENCE.



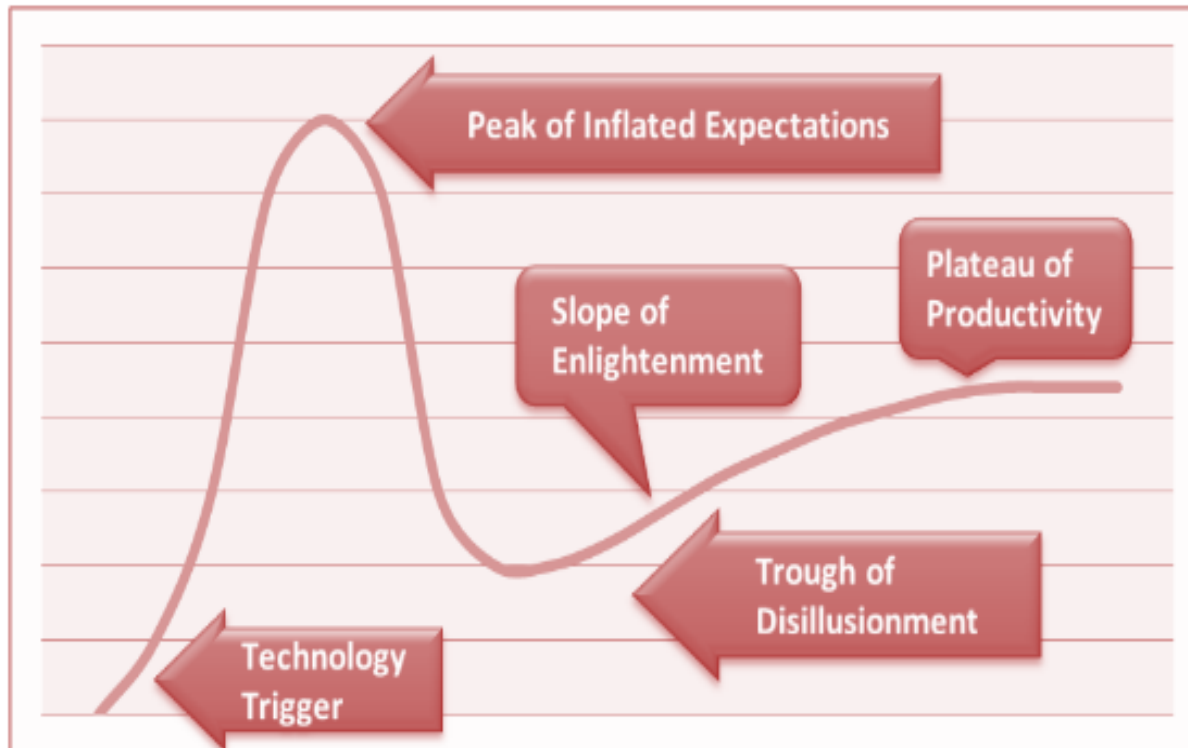
## 5. Final thoughts and conclusions...

- ▶ Be clear on what you are trying to achieve
- ▶ Look after people
- ▶ Embrace challenge, challenge is good
- ▶ Have a plan
- ▶ Be positive
- ▶ Accept that there will be problems.



# Final thoughts and conclusions...

- ▶ Try new things and try something different
  - ▶ “If you do what you’ve always done, you’ll get what you’ve always got”
  - ▶ The Gartner Hype Cycle



# Final question

- ▶ What will you do differently?
  - ▶ What you are doing is great. Can you improve it and, more importantly, do you want to improve it?

