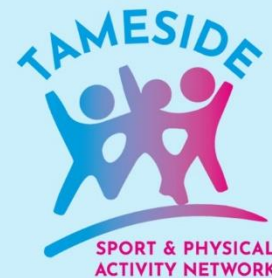


# Tameside Sport & Physical Activity Network - Case Study



## Marketing and Promotion of Sports Clubs and Physical Activity Groups

### Overview

The Tameside Sport & Physical Activity Network is an independent organisation supported by Active Tameside. Its main aim is to give 1-1 local support and advice to all affiliated members on any aspect of club or group development within the borough of Tameside.

### Names of clubs/groups

Ashton Albion Boxing Club, Denton Synchronised Swimming Club, Mottram CC, Stalybridge St Paul's CC, Denton St Lawrence CC, Denton CC, Active Angels, Denton Park Social Bowling Club, Micklehurst CC, Ashton Target Sports, Tameside Netball Club, Dukinfield CC, Stamford Golf Club, East Cheshire Harriers & Tameside AC, Ashton CC, Xarifa Underwater Hockey Club.

### What the clubs/groups said

"We currently receive very little publicity through the local press and media and want to attract more people to become involved with our club/group."

### What the Network did

When each club affiliates to the Tameside Sport & Physical Activity Network they go through a club support audit. This identifies key areas for development where 1-1 support will be given by the network over a 12-month period. All of the clubs above identified a need to improve its reach to market and promote club activities whether that be participation, workforce development or social activity.

### The outcome and result

The Tameside Sport & Physical Activity Network introduced all of the above clubs and groups to the Head of Sport at the Tameside Reporter, Mark Philip. This has resulted in all clubs being interviewed to talk about their own club/group, outlining what they offer and the plans for the future. This was also turned into print and digital content, and was shared across all Tameside and Quest Media social platforms.

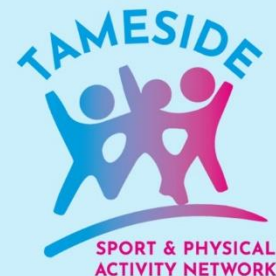
All clubs now have a vital contact for future marketing and promotion, which goes Tameside-wide and beyond. Many clubs and groups have attracted new members and volunteers, along with groups who have developed new provision in local Tameside schools.

## Below are some examples of marketing through the Tameside Reporter

### Hyde Village Striders

<b>RUNNING</b>		<h3>Striders on the run for charity</h3>	<p>Hyde Village Striders Running Club has raised £1,267 for Tameside Action for Social Communication and Autism support group.</p> <p>Each year the club chooses a specific charity to raise funds for. This year, the club chose TASCAs as their chosen charity and raised the funds through raffles and tombolas. The club was helped by Active Tameside's Andy Dwyer, who provided some prizes.</p> <p>TASCAs are a parent-run support group for families with children who have Autistic Spectrum Disorder and communication difficulties in the Tameside area.</p> <p>The cheque was presented by Liz Mason to Maria Carty and Karen Walsh at Astley Sports Village.</p> <p>Hyde Village Striders are an inclusive running club and are open to anybody over the age of 18 and interested in running.</p> <p>In other running news, the registration process for this year's Mossley 10k has official opened.</p> <p>The event, which starts and finishes at Mossley AFC's Seel Park ground, is an undulating and picturesque course and takes runners from Top Mossley, around Bottom Mossley and Greenfield with views of the countryside around Mossley and Saddleworth.</p> <p>This year's event is taking place on Sunday, July 19.</p> <p>Sponsored by O'Donnell Solicitors, the event was back for its sixth consecutive year in July 2019 and attracted a record-breaking 316 runners.</p> <p>Paul Green took the plaudits after being the first to cross the finish line in 34.31, while East Cheshire Harriers' Hayley Simpson was the first female to cross the finish line in 42.31</p>
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# Tameside Sport & Physical Activity Network - Case Study



## Xarifa Underwater Hockey Club

### UNDERWATER HOCKEY

# Players take the plunge

By Mark Phillip

Seven members of Xarifa Underwater Hockey Club made a splash at the World Championships at Ponds Forge, Sheffield in August.

A number of those swimmers took the plunge and emerged with silver medals while representing the Great Britain U24 squad, including Harry Thompson and George Lythe.

Harry is the son of club treasurer Phil Thompson, who has been involved with the club for more than 30 years and continues to play to this day.

Unfortunately, unlike many mainstream sports, underwater hockey is self-funded and can therefore cause participants a few financial problems.

Speaking to Reporter Sport about his journey with the club, Phil said: "I've been involved for just over 30 years and the club started off in Dukinfield as part of the diving club, and then it was spun off as its own underwater hockey club."

"We used to train at Miles Platting in Manchester and then we moved the junior session 15 years ago to Dukinfield Pool, and have since moved to Medlock.

"It's a six-a-side sport, with four substitutes, played on the bottom of a swimming pool with a lead weighted puck that weighs 3lb.

"The objective of the game is to push the puck into the opposition's goal. It's the only sport in the world where you have to hold your breath. That's what

makes it unique and gives it that third dimension."

Despite the lack of funding, Xarifa's committed coaches have produced a string of fine athletes that have soared to the highest level.

Phil was delighted that seven of the club's members represented GB in August - but none more so than his son Harry, who has followed in his father's footsteps.

"For a lot of the athletes who train with us, they'd start off on a periodisation programme, where they'd be at the gym four or five times a week, starting off with low level cardio - maybe at 65 per cent - and then that would run over weeks and months in the lead up to the championships, where they'd be in the gym twice a day doing really high and intensive short bursts at 90 per cent heart rate.

"Harry has two silver medals. One for the U19s when we played in Hobart, Tasmania, two years ago, and he has a bronze medal with the GB elite team, which he got in Spain. He won his last silver medal at the GB World Championships in Sheffield.

"It's all self-funded, but a lot of people still have that desire to compete at the highest level that they can. It's a sport that people can become quite addicted to - once they start playing it they don't give up."

In a bid to source funding, the club has recently become affiliated with the Tameside Sport and Physical Activity



**PROUD:** Phil Thompson, the treasurer of Xarifa Underwater Hockey Club.

Network, launched in conjunction with Active Tameside last month.

The initiative aims to promote clubs in the local area and help them source funding which will, in time, help them grow exponentially.

Of the partnership, Phil said: "We're looking forward to seeing what benefits that brings. As a club that's run by volunteers and is self-funded, we're always looking for support from the

local authority to get interaction with schools and community groups to bring some exposure to the sport so we can introduce new members."

Xarifa Juniors train once a week at Medlock Pool on a Sunday from 4.30 to 5.30. Adult sessions take place at the Manchester Aquatics Centre on Monday and Thursday nights.

A video with the club has been uploaded to questmedianetwork.co.uk

## Ashton-under-Lyne Target Sports Club



# Aiming high

**ON TARGET:** John Trotman is a National Series British Champion and combines his training with East Cheshire Harriers Running Club.

It's one of the more unusual sports in Tameside, but target sport is growing from strength-to-strength and could potentially feature in future Olympics. The sport is simple and similar to the winter biathlon: participants run around a 400 metre track before at-

tempting to knock down five targets with an air rifle. The process is repeated one more time before a final lap of the track completes the race. Tameside's version, Ashton-under-Lyne Target Sports Club, is based

at East Cheshire Harriers' running track with sessions taking place once a month on Sundays. Doug Pepper, a GB Target Sprint Selector, coordinates the sessions. He hopes that more media coverage will result in bigger participation rates

and ultimately more funding. The club has recently affiliated into the Tameside Sport Network and will now work with Andy Dwyer on a one-to-one basis to source extra funding amongst other things. The club has a number of notable

members, including 10-year-old John Trotman, who is a National Series British Champion. A video with Doug and John can be found on our website, [www.questmedianetwork.co.uk](http://www.questmedianetwork.co.uk)

Mark Phillip