



Case study

Topic – “Developing a new Junior section to grow a club’s membership.”

Overview

The Tameside Sport & Physical Activity Network is managed and developed 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.

The network is now working with over 100 sports clubs and Physical Activity groups within Tameside.

Name of Club – Xarifa Underwater Hockey Club

What you said, - Phil Thompson Head coach said – “The club have always had some juniors but not enough to constitute a full junior section, we have tried to develop this in the past but with little success, we are keen to develop a full junior section with weekly sessions to ensure the sustainability of the club, we wanted to develop a taster day to give any young people the chance to come and try the sport”

What the network did to support the club - The Active Tameside Sport & Physical Activity Network contacted schools on the club’s behalf along with all children enrolled on Active Tameside’s Learn to Swim scheme and explained that the club would like to deliver some sessions to the pupils with the goal being the transition from the school/scheme to attending weekly club sessions, the network also contacted the local media who promoted the taster day across all social media platforms.

The outcome and result — “Phil Thompson Head coach said – Working with Tameside Sport and Physical Network, has been a breath of fresh air, after years of seeking introductions to local schools and other sports clubs, we have seen a marked improvement in engagements, and now feel that clubs are a more integral part of the facility where we provide our session for the community

Our recent taster session, had 27 young people in attendance all of whom had a great time learning what UWH was all about, and many of them have expressed an interest to attend further sessions, we have now started a regular session with a dozen new members, and more to come after the holiday season, we are really excited about the future and growth of the club over the next 12 months”

If you are looking to develop your club or group email –
Tsportsnetwork@activetameside.com for further information or visit
www.tamesidesportsnetwork.co.uk



TAMESIDE SPORT & PHYSICAL ACTIVITY NETWORK

