



WELSH ATHLETICS  
ATHLETAU CYMRU



*LISTEN  
ENGAGE  
REPRESENT*

**Welsh Athletics and Run Wales  
National Conference  
Vale Resort, Hensol  
Saturday 19<sup>th</sup> October 2019**



WELSH ATHLETICS  
ATHLETAU CYMRU

**CLUB CASE STUDY: DEVELOPING  
PROJECTS TO SUPPORT CLUB  
DEVELOPMENT**

**Port Talbot Harriers**



**WELSH ATHLETICS**  
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# PORT TALBOT HARRIERS

WELSH ATHLETICS CONFERENCE 2019

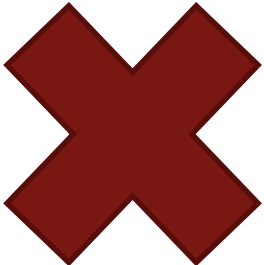




# PORT TALBOT HARRIERS

WELSH ATHLETICS CONFERENCE 2019

# PORT TALBOT HARRIERS



# PORT TALBOT HARRIERS

- **Well Established**
- **Well Respected**
- **Traditional**
- **Future???**



# **PORT TALBOT HARRIERS**

- **Formed A Committee**
- **Created A Constitution**
- **Found A Home**
- **Changed Direction**
- **Maintained Professional Standards**





# **PORT TALBOT HARRIERS**

- **Developed A Coaching Programme**
- **Created 'Have Fun & Run'**
- **Became A More Inclusive Club**
- **Doubled Membership**



# **PORT TALBOT HARRIERS**

- **Developed Events**
- **Responded to Member Requests For MultiSport**
- **Added Coached Swim Sessions**
- **Doubled Membership**



# **PORT TALBOT HARRIERS**

- **Added MultiSport Events**
- **Partnered With Richard Burton 10K Event**
- **Added Outdoor Coached Swim Sessions**
- **Continued To Add Members At Every Stage**



# **PORT TALBOT HARRIERS**

- **Club In 2019 - Annual Award Winning Events**
- **Hilly5 Trail Race (May)**
- **Steelman Triathlon (May) - Televised**
- **Aquathlon Series (June, July & August)**
- **Port Talbot Half Marathon (August)**
- **Partnered With Richard Burton 10K (Nov)**
- **(Also, hosted Commonwealth Games Trials)**



# **PORT TALBOT HARRIERS**

- **Club In 2019**
- **Approx. 500 Members**
- **Membership £10 a year**
- **100 Coached Running Sessions**
- **80 Coached Open Water Swim Sessions**
- **50 Coached Turbo Bike Sessions**
- **20 Open Water Beginner Classes**
- **Lots & Lots Of Member Led Activity**
- **Talks/Seminars**
- **Free Coffee Shop**



# **PORT TALBOT HARRIERS**

- **Club In 2019**
- **For A Small Fee To Cover Hire Costs .....**
- **One Fortnightly Coached Track Session**
- **Two Coached Swimming Pool Sessions Each Week**
- **One Open Water Swimming Pool Session Each Week**



# **PORT TALBOT HARRIERS**

- **How?**
- **Dedicated Key Members**
- **Talent Spotting - Right Person For The Job**
- **Gave People Responsibility & Ownership**
- **Got Connected**
- **Communicated (FB, Emails, Surveys etc.) Listen & Thank**
- **Good Social Life**
- **Ideally, Lots Of Members Doing A Little Each**
- **Concentrated On Good Retention Rates**
  
- **We Haven't Go It Right But We Are Working On It!**



# CLUBHOUSE PROJECT











# CLUBHOUSE PROJECT

- **Nothing But A Street Corner**
- **Portacabin**
- **Exploring Grants**
- **Urgent Need To Build**



# **CLUBHOUSE PROJECT**

- **Fundraising Campaign**
- **Research (No Need To Reinvent The Wheel)**
- **Name For The Project?**



PORT TALBOT HARRIERS

**BUILDING**



*For The Future*

**#BuildingForTheFuture**



# **CLUBHOUSE PROJECT**

- **Need To Get The Message Out**
- **Social Media**
- **Celebrity Endorsements**
- **Press Releases**
- **Radio Programmes**
- **Flyers**



# **CLUBHOUSE PROJECT**

- **Fundraising Campaign (Member Led)**
- **Bucket Collection At Liberty Stadium**
- **Club Meal Nights**
- **5 A Side Competitions**
- **Sponsored Everything**
- **Second Hand Kit Sale**





# **CLUBHOUSE PROJECT**

- **Fundraising Campaign (Committee Led)**
- **Crowdfunding**
- **Donations From Members**
- **Donations From Friends**
- **Donations From Local Businesses**
- **Target £40,000**



# **CLUBHOUSE PROJECT**

- **Fundraising Fatigue!**
- **Reached £32,000**
- **Decision Time**
- **Aimed High**
- **Patience ... Rome Wasn't Built In A Day**

























# **CLUBHOUSE PROJECT**

- **How?**
- **Vision**
- **Ownership - Everybody Involved**
- **Club Trusted Few Key Individuals**
- **Right People Given Responsibility**
- **Once In Place Everybody Helped**



# CLUBHOUSE PROJECT

- Was It Worth It?

**. YESSSSSS!**





**THANK YOU!**







# PORT TALBOT HARRIERS

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