

LISTEN ENGAGE REPRESENT

Welsh Athletics and Run Wales National Conference Vale Resort, Hensol Saturday 19th October 2019



CLUB CASE STUDY: DEVELOPING PROJECTS TO SUPPORT CLUB DEVELOPMENT

Port Talbot Harriers













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





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



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



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



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



- · 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)



- · 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



- · 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



- · 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!



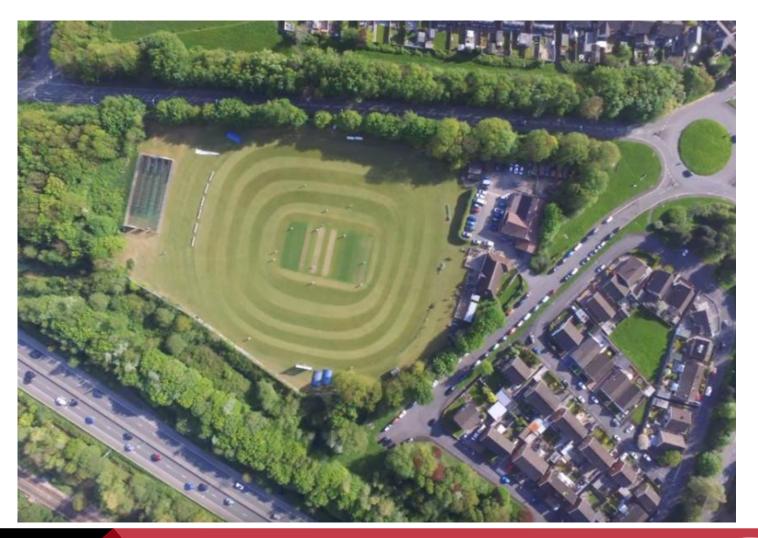














- Nothing But A Street Corner
- · Portacabin
- Exploring Grants
- Urgent Need To Build





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



BULLING For The Future

#BuildingForTheFuture



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



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



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



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



















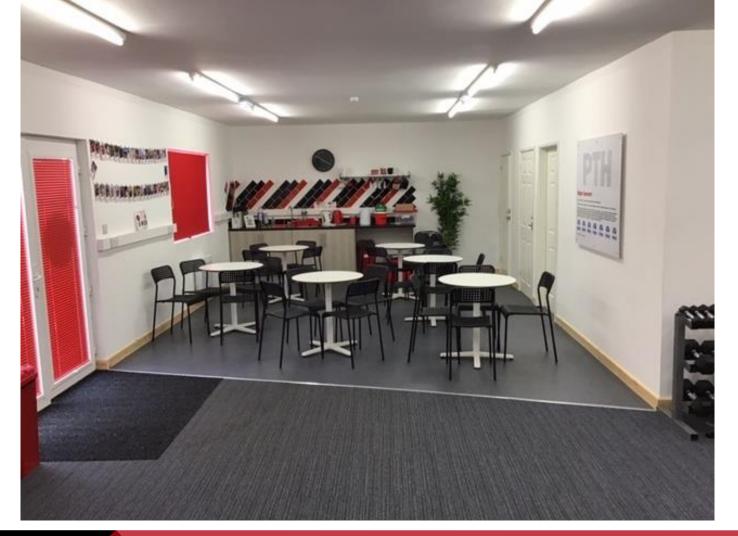














Parama Ann. Tim Niew. Sith an Parama. Name of Parama, Name of

James James Linery Villy Mathies, Lary McDeen, Groys Man, Care Mongan, Danis Gross-Jone Marce, Learne Mortag, Marin Saning, Oher Mortagin, Marin Nollindas, Carel Cark, Anna Chillean, Danis Zanis Parkly Anna Pancess, Fastore, Advante, Party

Major Sponsors

Ion Swanson - John Davies - Craig Williams - Bartlett Engineering (SW) Ltd- Pebble Engineering

Andrew & Cath Courts - Jayne Gregory-Haines - Laura Powell - Sian Whitelock - J W Morris - Riverside Industrial Equipment - Systems Pipework Ltd

Nicola Bailey - John Collins - Carolyn Foley - June Foley - Joel & Jody Francis - Bernard Henderson - Tony 'Bomber' Holling - John Hopkins - Sarah Howard Ben Hughes - Paul Jelley - Chris John - Jason Jones - Mathew Jones - Tania & Dave Mellis - Michael Monaghan - David & Gaynor Oak - Alan Perhins Paul Rees - Danielle Roper - Dereit Tayler - Bethan Thomas - Valery Thomas - Darren & Tanya Vaughan - Sian Whitelock - Alex Williams - Clare Williams B. Harwood & Son Ltd - Bobay Florist - Cinnamon Kitchen - CLINELL - D. W. Harris - GAMA Healthcare Ltd - Howdens Builders - Pump Supplies Sensitive Water Solutions Swim School - Tarw Sportswear - Wanna Drive Well - Welsh Coast Cycles















Thanks to all the above sponsors











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



Was It Worth It?

.YESSSSS!



THANK YOU!



