

Developing partnerships benefit clubs, young people, schools and other organisations.

Benefits for Young People

- More access to activities and sports that are not available on the school curriculum
- A healthier lifestyle as a result of taking part in regular exercise
- Opportunity for their talent to be identified and nurtured to achieve their potential
- Opportunities to work with experts with specialist knowledge
- Increased confidence to do activities in their own time and to continue after they leave school
- Learn and develop leadership skills in coaching, officiating and volunteering roles
- Opportunity to meet new people, socialise with friends and enjoy regular exercise

Benefits for Schools

- Able to offer young people the opportunity and encouragement to take part in a greater range of activities and sport
- Recognition that as an institution they acknowledge the importance of developing young people beyond school
- Support from other organisations to fill gaps in their provision
- Sharing facilities, equipment, knowledge and expertise
- Creating positive role models

Benefits for Clubs

- Increasing membership – not only from young people, but also their parents
- Opportunities to develop young people into coaches, officials, volunteers and administrators
- Opportunity to identify a pool of talent for the future
- Share facilities, expertise and equipment

Benefits for Other Organisations

- Building stronger communities
- Better engagement with local communities
- Reduction in crime and anti-social behaviour
- Promoting local sports clubs
- Developing young people

- Reducing barriers to regular participation

What Can Your Club Offer to a Partnership?

Consider how well your club is currently working in partnership with other organisations in your area and how involved people are within these partnerships.

- Are you aware of the roles and responsibilities of people, clubs or organisations within a partnership?
- Are young people active partners in activities?
- Who influences the decision making within the club or organisation?
- Can you describe your potential/actual role?
- How is your club perceived by its members?
- How is your club perceived by people outside of the club?
- How could your club be promoted to new people in the future?

Creating a Successful Partnership

The following points will help a club make a successful partnership work:

- Ask someone with a friendly personality to initiate contact
- Find the right person at the school to speak to
- Start discussions that will be positive for both the club and the organisation
- Agree what the organisation and the club will do to make the partnership work
- Agree when to review the partnership

Here are some activities clubs can do to make the partnership work:

- Provide demonstration activities to promote their club and sport locally
- Offer taster sessions and team building days
- Plan and deliver local competitive opportunities
- Involve others with local promotional campaigns – ask people who have tried it to tweet, Facebook, write an article or testimonial about their experience
- Invite local celebrities to hand out certificates at the club night
- Arrange for young people from the club to visit the organisation

Maintaining a Successful Partnership

Creating a partnership is one thing; making it last requires more work. Below are some basic principles that all good partnerships should look to adopt.

- Agreement - agree the aims, expectations and clarify the roles and responsibilities of all parties
- Communication – maintain regular communication and share good practice regarding progress and achievements
- Measure effectiveness – keep a record of what was agreed and progress made

These Top Tips are intended as a general guide, we cannot accept any liability for any loss arising as a result of reliance upon the information contained herein. Readers are strongly advised to obtain professional advice on an individual basis.

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