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CLUB STANDARDS CASE STUDY

SCUNTHORPE AND DISTRICT RUNNING CLUB



Post Covid, Scunthorpe set out to improve on all areas of club sessions and administration. Aiming to achieve Club Standards aided them with making the club experience better and safer

Scunthorpe are a friendly road-running club based in Scunthorpe, North Lincolnshire. The club organise training sessions for their 200 members twice a week at Brumby Hall. Club sessions involve a variety of different activities including longer slower runs as well as speed and hill work. They cater for all levels of ability.



Club Standards is a gold standard to aim for – it's something you can measure your club against and helps ensure that at the heart of what we do is to provide the best environment we can and also a safe experience for our members"

Nicola Wilkinson
Chair, Scunthorpe Running Club

WHY CLUB STANDARDS?



1

We wanted to be better run. We had a high turnover of members and wanted to address that by getting our house in order. We saw Club Standards as being there to help us improve our club offer

2

We want to grow our club and open up to junior members, but we felt we needed to get everything in place for our adult-only members before we even started to look at children and young people

THE APPROACH



- We looked at where we were as a club, and what we already had, and then identified any gaps
- We Identified others in the club who had expertise on particular Club Standards and delegated those out
- We worked on one Club Standard at a time
- We communicated with members on our implementation of Club Standards and informed them of any changes to our operations

OVERCOMING CHALLENGES



- Implementing Club Standards is not a quick fix. We took one Club Standard at a time and encouraged small teams to work through them
- We had some initial resistance which was resolved by good communication

ADVICE FOR OTHER CLUBS



- ✓ Look at who you have on the committee. Do people want to make a change and be supportive?
- ✓ Have Club Standards on the agenda at committee meetings even when completed – and review them regularly
- ✓ Use the support available at England Athletics – Club Hub and your respective Club Support Manager

THE BENEFITS OF CLUB STANDARDS



- 1 Club Standards help us minimise risk, issues, and complaints
- 2 We have improved how we provide a duty of care to our members and ensured we are safeguarding members beyond club activity
- 3 If you have good standards you are going to have a successful club. Having Club Standards in place gives us the reputation that we are well run and welcoming as we look after members, operate safely and know how to address issues
- 4 Club Standards have helped us recruit new volunteers as we had specific tasks that we asked our members for support with. It is easier to identify the right people for the right jobs, bringing different skills and opinions to the committee
- 5 “You don’t know what you don’t know” – Club Standards helped make us better informed so we could develop further

THE OUTCOMES



- ✓ The numbers speak for themselves. We have seen an increase in members, run leaders, volunteers and committee members. Our growth is down to reputation and that’s because we have the Club Standards in place
- ✓ Club Standards have driven us to diversify our committee. If everyone thinks the same way it makes it difficult to be truly inclusive. We need to be able to look at different viewpoints



What are Club Standards?

