



## CLUB STANDARDS CASE STUDY

# SOMER ATHLETICS CLUB CASE STUDY



Somer Athletics Club had identified that their policies needed to be reviewed and updated. Club Standards provided the framework to do this effectively to ensure the club is managed successfully and members are safe and happy

**S**omer AC were formed in 1981 and are based in Radstock, near Bath. The club cater for a wide range of abilities and offer beginner sessions, youth and junior training opportunities and structured sessions for adult members. The club's membership is starting to grow after seeing a decline during Covid. The club have 192 active members across the club, with 75 junior/youth athletes.

### THE APPROACH



- Somer AC needed to review and update their policies and Club Standards gave them the push to do this. The club started by introducing Club Standards to the committee and working alongside their local Club Support Manager
- The starting point was a gap analysis to look at what policies they already had and whether these needed updating and what additional policies were required. Some of the committee members were tasked with working through them. Policies were then checked and reviewed by all committee members before being signed off
- The club used the templates from Club Hub as a starting point, before personalising them to make them work for their club and its members
- To keep everyone on track, they created a timeline to work through Club Standards. By breaking it down, it seemed far less daunting and was a straightforward process
- Somer AC focussed on the policies first before the constitution so the constitution would reflect the updates that had been made

### WHY CLUB STANDARDS?



- 1 Club Standards gave a simple and structured framework to work towards being compliant
- 2 Historically the club had gone through Clubmark Accreditation and Club Standards seemed a natural follow on
- 3 Club Standards supports the club's aim to create a safe and inclusive environment. Most importantly, it helps the club to keep members safe so they can enjoy their running

[www.somerac.org.uk](http://www.somerac.org.uk)

For more digital club support, visit the [England Athletics Club Hub](#) and [MyAthletics Portal](#)

## OVERCOMING CHALLENGES



The first challenge the club identified with Club Standards was that it was going to take considerable time to implement them. Rather than being put off by this, Somer AC broke this down into bite size chunks and worked through Club Standards at a pace that worked for them, with regular committee meetings. They also used the extra paperwork as an opportunity to review and refresh long-standing policies.



## TOP TIPS



- 1 Breakdown Club Standards into manageable chunks and put a timeline together to help keep your committee members on track
- 2 Be smart over your approach. For example, the club have made changes on their membership form and now ask members to tick to agree that they will adhere to codes of conduct
- 3 Utilise templates from Club Hub as a starting point before personalising the content of policies for your club
- 4 Use the EA webinar recordings to support you with them (these can be found on Club Hub)
- 5 Ask EA if you need any help!

## THE OUTCOMES



- ✓ All 7 standards are in now place which gives Somer AC a framework to effectively manage the club and keep members happy and safe
- ✓ Policies are now listed on the website. This has improved transparency so all members can access them
- ✓ Club Standards has helped Somer AC to focus on how they run the club – an example of this is how the club have improved how they store members data after working through the GDPR requirements
- ✓ Somer AC have now gone on to update their policy over London Marathon club places and how they value their volunteers through the club's incentive scheme

## What are Club Standards?

