

There is a wide range of **FREE** support available for clubs predominantly via Club Matters.

Club Matters is Sport England's one stop shop for clubs, groups and organisations involved in the delivery of physical activity and sport. Club Matters provides free, convenient, practical resources to help organisations to develop, grow and become more sustainable and successful.

Club Matters support is split into four topic areas:

Club Finances



Finances are often a challenge for clubs, groups and delivery organisations. However, building a sustainable finance system can be hugely beneficial and provide the foundations for success. [Click here for practical advice on how to manage your finances effectively.](#)

Club Management



From making sure you have a development plan to ensuring you have appropriate facilities; good management underpins successful and vibrant organisations. [Click here for a wide range of advice, from governance to forging effective partnerships.](#)

Club People



From members to volunteers and coaches/instructors who deliver activities, your people are what makes your organisation stand out from the rest. Click here to find out how to develop and keep your existing members and volunteers and how you can attract more.

Club Marketing



Want to attract new people to and keep them coming back? Knowing what your offer is and effectively communicating it is the key to successful marketing and promotion. Click here to find out more.

Club Matters Workshops

Club Matters offer a number of FREE workshops, funded by Sport England and delivered across the country by Club Matters facilitators in a range of specific topics. The sessions will develop your skills, improve your knowledge and ultimately help you develop your club. They are for groups of at least 4 clubs and build upon the content of the online resources, but also include case studies, topical issues, exercises and a discussion section.

Workshops typically last approximately 2 hours and like all Club Matters support, workshops are open to anyone involved with a community sports club. The topics covered will mostly be relevant to those who have responsibility for, or involvement in running their club, either now or in the future.

Current topics include

- Club Structure
- Marketing Strategy
- Business Planning
- Club Participant Experience
- Club Volunteer Experience

For more information on Club Matters and their workshops click [here](#). If you are interested in arranging a workshop contact Susannah.challis@activesuffolk.org