



VOLUNTEER WORKOUT

...working throughout Buckinghamshire

CASE STUDY 7

Make the most
of marketing



PROMOTING EXCELLENCE IN VOLUNTARY AND COMMUNITY SERVICES

Marketing - Your Personal Best for 2012

The build up to the London 2012 Olympic and Paralympic Games comprises 2 key themes: success at the Games and increased participation as a lasting legacy after the Games. It is within the development of participation as a lasting legacy that local community sports clubs can be key to increasing participation in sport, particularly among young people.

There are approximately 2,000 sports clubs in Buckinghamshire, and the development of the Bucks 2012 Club Development Programme (supported by Bucks Sport, Bucks 2012, Business Link and Volunteer Workout), aims to draw on the inspiration of the 2012 Games, to use business and sports development principles to increase participation in community and grass roots level sport in Buckinghamshire.

The programme will be built around the 2012 Games to help community sports clubs prepare for the increased demand for sport and to build a lasting legacy of improved participation and

club membership. The pilot phase started in late 2009 and comprised of a limited number of clubs, as 'trailblazers' which will help other clubs in subsequent phases. These will also form the basis for club network groups to help other clubs across the county.

Business Link met with the participating clubs to undertake a business health check to identify areas that could benefit from a particular expertise. Each club identified a range of support needs including legal advice, marketing, energy management or facilities development.

Aylesbury based Enterprise Marketing Solutions were asked to run a series of seminars on how sports clubs could market themselves on a very low budget. Two free seminars lasting two hours have taken place in High Wycombe and Milton Keynes with over 25 different types of clubs participating – from a football club to an orienteering group. The participants discussed everything pertinent to marketing a club to increasing and retaining membership.

This simple solution not only will help the clubs to become more effective in the run up to 2012 and produce that aspirational legacy but also shows that businesses whatever their size or skills can give back to the community through employer supported volunteering.

