

Case Study

Theme – Club Development

Club Workshop leads to More Inclusiveness for Tividale Football Academy

Keith & Jacqueline Thompson of Tividale Football Academy attended a club workshop with Active Black Country around Tax and Employment for Club People delivered by Club Matters.

This workshop set the tone for the club to think about where they sat with regards to employment relationships and what their club structure was and actually meant for them. Through the workshop they started looking into Club Matters and the ABC Clubs and Organisations resource which through consultation with their committee made them decide to start the process of becoming a CIC or charity.

They realised they hadn't done any consultation with members around offers specifically for females and what the club could offer them if they didn't want to play football with their brothers, dads, uncles etc. They wanted to become more inclusive.

Following consultation with female committee members at the club & women and girls in the community, they discovered that at the football club there was a clear demand for netball amongst women and girls.

With one volunteer having some netball experience herself they held a few tasters at the club which was such a success that the club have now formed a girls netball team to enter a local league.

With his new offer of netball, the club are now also looking to test the waters for other interests. At the same time the club is looking at the skills and experiences of their members through a skills matrix in order to match demand with in house skills.

Tividale Football Academy have shown how consultation with the community and acting on demand can create a more inclusive offer to a wider range of people.

