

# What is Club Matters?

**Club Matters is a Sport England Lottery Funded Programme that provides free information, advice and guidance for organisations delivering in the sport and physical activity sector.**



Club Matters is designed to support organisations who are looking to develop, grow, reach out to new communities and maximise their engagement with new and existing members, participants and volunteers. If you are located in England and are delivering sport and/or physical activity as part of your primary or secondary role, Club Matters can benefit you.

## What resources are available?

We provide a wide range of trusted, helpful, and practical resources that are easy to access and understand. All of our resources are free, simple and bite-sized. They include: workshops, online tutorials, videos, infographics, podcasts, guidance notes, templates and self-help tools. They offer support, guidance and learning opportunities relating to all aspects of running an organisation, including information on:

Governance structures, constitutions, leadership and committees.

Using different marketing and communications tools to reach your audience.

Managing your money including; business planning, accounts, banking, Tax and VAT.

Running, recovering and reinventing your offer during the Coronavirus pandemic.

Engaging and retaining volunteers.

Managing capital projects, facilities and asset transfers.

Understanding the needs of your participants / members.

Being inclusive and growing your reach.

Diversifying your income streams including raising funding.

Insurance and health and safety.

Safeguarding children and adults.

And...much more!