

## “Recruitment Projects”: Report to Bradford Athletics Network, for Co-ordinating Group meeting on 24 September 2009

1. **Recent meetings held:** 26 August 2009 at Shipley (minutes available)
2. **Next scheduled meeting:** 7pm, 11 November at Greens, Shipley
3. **Composition of Working Group:**

<b>Active Members of DARCOM (“Development &amp; Recruitment Committee”)</b>		
Dave Armstrong	St Bede’s	Outgoing chair, 2007-09
Helen Freeman	Eccleshill Road Runners	Club Recruitment Officer
Colm Garvin	Bradford-Airedale (BAAC)	Club Committee Member
Barney Lerner	Airedale Athletics, St Bede’s and BAAC	Membership Secretary for St Bede’s and BAAC; and Standing Committee member for AA
Tony Myers	Eccleshill	Club Committee Member
Bob Pritchard	Skyrac	Club Committee Member
Shirley Quarmby	St Bede’s	Club Social Secretary
Jenny Willingham	St Bede’s	Club Recruitment Officer
Gareth Wood	St Bede’s	Club Head Coach – but special interest in NHS developments
TBA	Baildon Runners	Club Committee Member
<b>Passive Members (i.e. in receipt of minutes and other communications)</b>		
Shirley Wood	Ilkley Harriers	
TBA	Bingley Harriers	
TBA	Keighley & Craven	

NB: A new secretary and chair are to be elected this autumn at the next meeting.

#### 4. Issues to be raised with Network Partners:

- Finding reps for the committee, active or passive.
- Agreement for dividing up addresses of unattached runners (for those clubs interested).
- Quotas of marshals and helpers for Bradford City Run on 18 October

#### 5. Progress Report on Each Network Activity:

##### SUMMARY OF NETWORK FUNDING AVAILABLE THIS YEAR, BY QUARTER

<b>Project</b>	<b>Qtr 1 – 15 Sept</b>	<b>Qtr 2 – 15 Nov</b>	<b>Qtr 3 – 15 Feb</b>	<b>Qtr 4 – 15 May</b>	<b>Totals</b>
2A: Training for new athletes	250	500	500	500	1750
2B: Community of 1000+ u/a	1000	1500	1500	1000	5000
2C: Outreach training groups	0	0	0	0	0
<b>Recruitment - Subtotal</b>	<b>1250</b>	<b>2000</b>	<b>2000</b>	<b>1500</b>	<b>6750</b>

<b>Activity Code</b>	<b>Activity Description (as in Funding Bid)</b>	<b>Outcomes, Target Beneficiaries and Budget</b>	<b>Agreed Action (meeting 26 August 2009)</b>
2A / 4	<p><b>CREATION OF A SHARED POOL OF MARSHALS AND RACE OFFICIALS</b>, suitably trained and registered, each assisting with 2 mass events in a year, drawn as follows:</p> <ul style="list-style-type: none"> <li>• 10% each from Bingley, Keighley &amp; Craven and Ilkley</li> <li>• 70% from the 5 AA clubs</li> </ul>	<ul style="list-style-type: none"> <li>• Pool of 60 marshals and race officials</li> <li>• <b>£500 from EA</b></li> </ul>	<ul style="list-style-type: none"> <li>• 30-50 people would be required for the Bradford City Run to help with feed-stations, relay changeovers and at the finish (goody bags etc.)</li> <li>• List of current volunteers available at ERR website</li> <li>• Proper marshal bibs would be bought from Network funds</li> <li>• Actions to develop and train the pool of marshals are being explored</li> </ul>
2A / 3	<p><b>ACCESS FUNDS</b> to enable participation in training courses (see 2A / 2 below)</p>	<ul style="list-style-type: none"> <li>• 5-20 recipients</li> <li>• <b>£500 from EA</b></li> </ul>	<i>Not yet discussed.</i>
2A / 1	<p><b>PHONE OR PERSONAL CONTACT WITH NEW PARTICIPANTS</b></p>	<ul style="list-style-type: none"> <li>• Over 300 new unattached runners contacted quarterly</li> <li>• <b>£750 from EA</b></li> </ul>	<ul style="list-style-type: none"> <li>• Motivating club members to phone-round unattached runners and develop a “buddy” system and welcome structure through incentivising them - £1 per person to be phoned and contacted personally</li> <li>• Possible assistance by a Clubs Support Officer (see 2B /1 below)</li> </ul>
2B / 2	<p><b>WELCOME SYSTEM FOR NEW MEMBERS</b> and questionnaire and feedback documentation</p>	<ul style="list-style-type: none"> <li>• Welcome, buddy and register system in place at pilot clubs</li> <li>• Questionnaires and feedback</li> <li>• <b>No external funds</b></li> </ul>	<ul style="list-style-type: none"> <li>• Identifying a designated “welcome officer” in each club, plus the various club “phoner-uppers”.</li> </ul>
2B / 1	<p><b>ADMIN AND PR OFFICER APPOINTED (10-20%FTE)</b> to:</p> <ul style="list-style-type: none"> <li>• manage the database records,</li> <li>• distribution of addresses of ‘unattached runners’ for follow-up by clubs roughly in proportion to contribution of marshals &amp; officials, and on basis of postcode catchment areas</li> <li>• produce quarterly newsletters,</li> <li>• columns for T&amp;A and other media, and</li> <li>• fortnightly or monthly e-Newsletters</li> </ul>	<ul style="list-style-type: none"> <li>• Quarterly high-quality newsletters on 1 November, 1 February, 1 May, 1 August – template, available for each club in network to adapt</li> <li>• Management of register and membership database</li> <li>• 1000+ u/a athletes</li> <li>• All 1600 club members</li> <li>• <b>£4500 from EA</b> – for staffing</li> <li>• <b>£500 from EA</b> – for printing costs</li> </ul>	<ul style="list-style-type: none"> <li>• 20-page Autumn Newsletter produced</li> <li>• Printing and despatch of Summer newsletter to 200 unattached runners without emails done by Pennine Events (for £200); it is hoped that this arrangement can be continued.</li> <li>• Shirley Quarmby to work with Simon Forde to access the information from Pennine Events and build up the “Online Database of Members” (Network project 5C)</li> <li>• Produce a flyer for distribution in the goody bags or at the end of the Bradford City Run. This is being</li> </ul>

	Printing and electronic despatch of newsletters by Brepols; physical posting of about 10% of copies to people without emails		<p>designed and produced.</p> <ul style="list-style-type: none"> <li>• Portable stand to take to various events, e.g. Bingley Show</li> <li>• Possible use of Clubs Support Officer to assist with this and 2A / 1.</li> </ul>
2C / 1 (Year 2-3)	<b>SEEK FUNDING SOURCES FOR OUTREACH PROJECTS</b> (for Years 2 or 3 – with assistance of EA)	<ul style="list-style-type: none"> <li>• evaluation of funding sources completed (agencies, criteria etc.)</li> <li>• funding bid to be submitted by April 2010</li> </ul>	<i>Not yet discussed. Requires assistance from EA, as promised in April by Alex Copeland, in return for pruning our bid.</i>
2C / 2-4 (Year 2-3)	Various Outreach projects for Years 2 or 3	Work with disabled groups (e.g. the blind and visually impaired); women; ethnic or disadvantaged communities	<i>Not yet discussed.</i>
2C / 5 (Year 2-3)	<b>PRELIMINARY WORK DEVELOPING 'CLUB 1625'</b> at Bradford College and University and the hospitals campus – this work focusing on broad access by tertiary-level students, medical trainees etc.	<ul style="list-style-type: none"> <li>• Discussions and planning completed by June 2010</li> <li>• 60 participants in Year 2</li> </ul>	<ul style="list-style-type: none"> <li>• Information for students at the forthcoming "Freshers' Week"</li> </ul>
2C / 6 (Year 2-3)	Invitation to clubs to tender to develop a <b>PILOT SCHEME WITH THE PCT FOR THE REFERRAL OF SUITABLE PATIENTS</b> to running clubs for exercise appropriate to accelerate their recovery and maintain health		<ul style="list-style-type: none"> <li>• further exploration being undertaken by Gareth and contacting professionals</li> </ul>
<b>Activity Code</b>	<b>Activity Description (as in Funding Bid)</b>	<b>Outcomes, Target Beneficiaries and Budget</b>	<b>Agreed Action (to be discussed further by TAPCOM group on 5<sup>th</sup> October)</b>
2A / 2	<b>BESPOKE TRAINING FOR 'SOCIAL OR UNATTACHED' RUNNERS:</b> <ul style="list-style-type: none"> <li>• 3 x 13-week training courses for 25-35 athletes</li> <li>• 2 x 20/23-week training courses for 25-35 athletes</li> </ul> User-pays @ £33 per 13-wk, or £49 per 20-wk course	<ul style="list-style-type: none"> <li>• 5 courses over year with 100+ participants</li> <li>• 60+ new, unattached runners</li> <li>• 30 u/a converted to club members</li> <li>• 80% retention of u/a</li> <li>• <b>No external funds</b></li> </ul>	The expectation is that two courses will be offered to those involved in the Bradford City Run, as follows: <ul style="list-style-type: none"> <li>○ At Undercliffe CC – for those aiming to do a marathon (e.g. London), from early November through to April</li> <li>○ At Shipley or Bingley – for beginners, a 13-week course (start-date TBC)</li> </ul>
2B / 3 (Year 2-3)	<b>ADULT ENTRY-LEVEL GRAND-PRIX SERIES OF EVENTS</b> (for Year 2 or 3)		<i>Not yet discussed.</i>