

Title - Strategic Management and Marketing for Schools and Sports Development

Keywords - Groupwork, Employability

Name - Marc Keech

School / Dept - Chelsea School

Subject - Sport

Institution - University of Brighton

Activity - Assessment of promotional materials and funding bid

Group - Students from Leisure and Sports Studies/Management and Physical Education, up to 100 at level 3

Aim - To introduce students to partnership working in Sports Development

Context / Background - Recent shifts in sports policy have meant that students who go on to work in sports development need to develop both the knowledge and skills to work co-operatively with a range of agencies, not least those in education. The module develops student awareness of the range of agencies they are likely to work with through using a case study of a Specialist Sports College (SSC).

Example - Students work in management groups of 4 or 5 and take on the role of the management team at the SSC. They are charged with producing a promotional brochure which aims to promote the outreach work of the school in the community. The centre four pages of the brochure promote forthcoming education and training opportunities for local sports clubs and volunteers. In order to fund the forthcoming scheme, students write an 'Awards for All' application which is put in on behalf of the school and the local voluntary sports council. Criteria for the content of the brochure, the necessary requirements of the bid and the content / production of minutes of the management group meetings are provided.

Results / Feedback - Students appreciate the opportunity to an introduction of some of the 'hands-on' experience for the more technical skills they may require. Many students have commented that the work increases their appreciation for partnership working as the primary mechanism for implementing and delivering policy.

Other comments - One member of staff is a 'Running Sport' tutor as well and has experience in helping clubs to write successful bids to a number of funding agencies. Other colleagues have been provided with the information from workshops that member of staff has attended.