

Club Scenario S.W.O.T Analysis

Small groups activity 30 minutes including summary

- Give the groups 20 minutes to think about the scenario and complete a SWOT (strengths, weaknesses, opportunities and threats) analysis of the position that the club is in.
- Please ensure that the delivery team has conversations with each group within the 20 minutes and use questions to guide them in their thinking.
- Flip chart resources will be created for you to use beforehand.
- Each group should feedback and common thoughts can be reiterated.
- The wrap up section should focus on the 'Opportunities' section as this is the 'take-away' thoughts for the clubs, i.e. putting their thoughts into real life for them to implement in their clubs.

Scenario

Your motor club is a long established one with a very experienced committee.

The club has a monthly newsletter which contains a calendar of coming events, a table of current club championship positions, a re-printed version of the MSA newsletter, committee contact details and a selection of adverts for local businesses that support the club and its members.

The membership has a healthy level of 150 members and this number has remained stable for nearly 10 years.

There are three competitive events organised by the club each year that have been a feature of the calendar for over 30 years and run to a well-established format. They consist of a road rally (ex-Motoring News round), a classic trial and an autotest. These are all organised by a team of regulars who know the ropes after years of experience on events.

Notes

- 'Established committee' could read as no new or young members coming through to keep the committee fresh.
- The newsletter appears to be 'ticking the box' as it has a good volume of content. However, it could come across as un-dynamic and appear 'samey' every month. The content may be irrelevant to the majority of the membership and will therefore be of little interest to them. Articles relating to members achievements, expanded reports on the championship rounds would add interest rather than just results, inclusion of member profiles such as committee members to help them relate to them etc.

- With a stable membership of 150, many clubs will be more than happy. However, the fact that this hasn't changed for 10 years should ring alarm bells:
 - The membership hasn't increased by 'new blood' coming into the club. This not only means that there is no fresh thinking but also that the average age of the club is continually rising. This could ultimately reach a point of no return where newcomers just see a group of ageing petrol heads constantly reminiscing about the 'good old days' so go elsewhere and also the ageing membership numbers will decline due to nature.
 - The club could be successfully attracting new members but unfortunately equal numbers of existing members are failing to renew each year. This could be down to new members not feeling that they are getting value for money out of their membership and not renewing after the first year or it could be that the established membership is in decline. The club membership database would need to be looked at in order to plan a corrective course of action.

- The classic comment of 'it is always the same faces that come out to run events' is likely to be the case with this club. Whilst this is a genuine problem for many clubs, it could be down the stalwarts not wanting to relinquish their roles or there could be a poor programme of education for new organisers that is leading to the same people doing the same jobs. A general question of 'help is needed this weekend' is not as appealing as direct requests such as 'I have noticed that you are really keen, the committee would really appreciate your help to assist running a section on the trial next weekend, it is an afternoon section and there is an opportunity for a pint in the pub at the end.' This sort of request encourages a positive response and gives a feeling of belonging.

- The fact that the club refers to the road rally as an ex-Motoring News round reinforces the feeling that the club is not moving with the times and that the active elements of its membership are not pushing forwards.

- Conclusions: the club is in a healthy position regarding membership levels and as such now is the time to address the identified issues. The committee needs to accept that there is a problem and then try to have a discussion on the vision and how the membership offer looks to prospective members.