

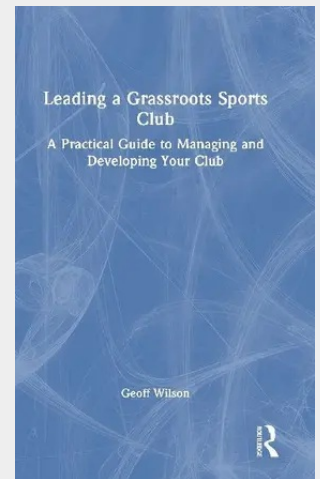
Wilson

Leading a Grassroots Sports Club

A Practical Guide to Managing and Developing Your Club

This book brings together all the essential knowledge needed to run, develop and grow a grassroots sports club, in one comprehensive volume. Offering a structured approach to club development and administration, this book breaks down the complex task of running a grassroots sports club into manageable components. Introducing essential day-to-day and strategic aspects of running a club, it enables sports clubs to select relevant modules according to their current capacity and ambition. This book covers key topics including strategic planning, financial planning, managing facilities, generating income, community engagement, volunteer recruitment, the importance of being a welcoming club and navigating governance requirements. Every chapter includes practical, step-by-step instructions, actionable strategies and templates that managers and volunteers can apply immediately, to help them organise, finance and grow their club, ensuring that even clubs with limited resources or experience can implement best practices efficiently and achieve growth, transparency and long-term sustainability. Drawing on the author's experience in consulting with sports organisations across the world, this book is essential reading for anybody involved in grassroots sports and is a useful supplementary text for any course on sport business or management.

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233,30 €

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Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781041094890

Medium: Buch

ISBN: 978-1-041-09489-0

Verlag: Routledge

Erscheinungstermin: 31.03.2026

Sprache(n): Englisch

Auflage: 1. Auflage 2026

Produktform: Gebunden

Gewicht: 570 g

Seiten: 266

Format (B x H): 161 x 240 mm

