



- Located Clydach, Swansea
- FAW Platinum Accredited Club
- 24 teams ranging from U5s through to Open age for both males and females.

## THE CHALLENGE

FC Clydach & Clydach Cricket Football Club merged to provide a clearer offering to people wanting to play, coach or volunteer.

Both clubs would regularly compete for the same members; making it challenging for parents and players to determine which club they wanted to play for. They were also competing for the same funding. This caused difficulty for funding partners to pick between the two clubs leaving both clubs at times without money as well as problems of using the same facilities. With the uncertainty that Covid caused, both clubs assessed the best way to recover and come back stronger and this was together.

Coming out of the first Covid lockdown it was clear that recovery would be difficult. Facilities were run down and there was no money available to improve things. Rivalries had diminished during the long period of inaction, making the thought of a merger somewhat easier. This opportunity would unlikely arise again.

There was a lot of anecdotal evidence that many children were going out of area to play as the two separate clubs couldn't provide a good enough offering on and off field. Rivalries within schools were also meaning some chose to avoid the situation and either not play or go elsewhere. Both clubs wanted to ensure that local players from within the community stayed and played with their friends and achieve their potential within the local area and not in other clubs or communities.

## THE SOLUTION

Creating a new entity enabled the best elements from both clubs to be realised and the learning gained from many years of running clubs and teams across the two set ups could be merged together.

Creating a new long-term plan for football and future football facilities in the community was vital. This vision provided a platform for the whole community to support the club, putting aside previous allegiances and galvanising efforts to see how far the new club could go.



## THE IMPACT

The project required continual consultation with players, members, respective leagues, area associations and the FAW. There were a lot of logistics involved as well as ensuring existing assets, funds, bank accounts, slots at training facilities etc. were repurposed in a fair way.

The club also had to re-apply for FAW accreditation. Both clubs were standard level but as a combined entity were able to meet the Platinum criteria. As a result of the merger, a bigger volunteer and coaching pool was created which enabled more recruitment to happen, excelling growth on the pitch. An example being that the club now has seven girls teams with over 60 players where previously between them they only had one team.

The new club is able to better represent the whole community, with the community positively responding and lending a hand where needed.

The club is now better structured away from the pitch, with volunteers who have skill sets and experiences which are not football specific coming on board. This has enabled three new sub committees to be created. These committees focus on;

- Football (playing, standards, accreditation, coaching)
- Facilities (governance, organisation )
- Commercial (finances, funding, sponsorship)

Almost all teams have benefited from the merger, girls and minis numbers have grown and competitive performances across all junior and senior league tables are reflected well.

## TOP TIPS

- 1. Understand the baseline of all parties/clubs involved and look at options for merging e.g. teams, assets, funds**
- 2. Consult with members, administrators at leagues, area associations and FAW as they can help. Be transparent and answer any questions or issues up front as there are always options to address concerns and build these into the plan**
- 3. Put in place a small, committed group to make things happen, ensuring that the committee made up of people from all previous clubs.**
- 4. Define the positives, the benefits and create a short, medium and long term plan to achieve them. Communicate as much as possible to get people excited and engaged.**
- 5. Agree a new name, colours, logo etc to ensure everyone can move forward without feeling like they've lost something**

