INSPIRE

About the club:

- Ammanford AFC
- Located Carmarthenshire, West Wales
- FAW Platinum Accredited Club and Insport Disability Sport Wales Bronze Accredited
- 26 teams from U6s through to Veterans for both males, females and those with a disability

What did the club do?

In the 2017/18 season, Ammanford AFC won promotion to the now Cymru League South - up until this point, supporters had predominantly been made up of ex-players and family members.

The committee were inspired by the vision of clubs who empowered the volunteers and made the community part of its core.

Realised that to run a club successfully, they would need more supporters and volunteers, therefore would have to strengthen relationship with the community.

Club improved image across more social media platforms, completely upgrading website into a modern style.

They collaborated with up and coming graphic designers for programme covers and matchday graphics.

On matchdays ensure that supporters had better matchday 'experience', with refreshments (including hot food) available for the first time.

Club ran promotional competitions to secure supporters, and they gave back to the community regularly with fundraisers for local schools, foodbanks and charities.

How did the club do this?

Became visible in the community – visited schools, fundraisers, local campaigns.

Developed their social media influence, by using many volunteers who had different areas of expertise (graphics, images, posters, videos etc.).

Made the matchday an experience to encourage the supporters to want to come back, provide refreshments.

Merchandise – this helped promote the club's image in the area making them more visible.

Volunteers – open the club up to see what expertise you can get on board.

TRANSFORMED

"Over an 18 month period, the club was transformed. By the start of the 2019/20 season, the senior section had grown from 2 senior sides to 6 senior sides, including its first ever veterans and pan disability side, with the ladies being re-started after a 5 year absence. The junior section (which was already strong), gained new volunteers and coaches and was recognised by being accredited with Platinum status".

- Rhodri Jones, Media Officer