

GIMME 5 POLL MARCH 2020

WHAT IS THE TENURE OF A CLUB MANAGER



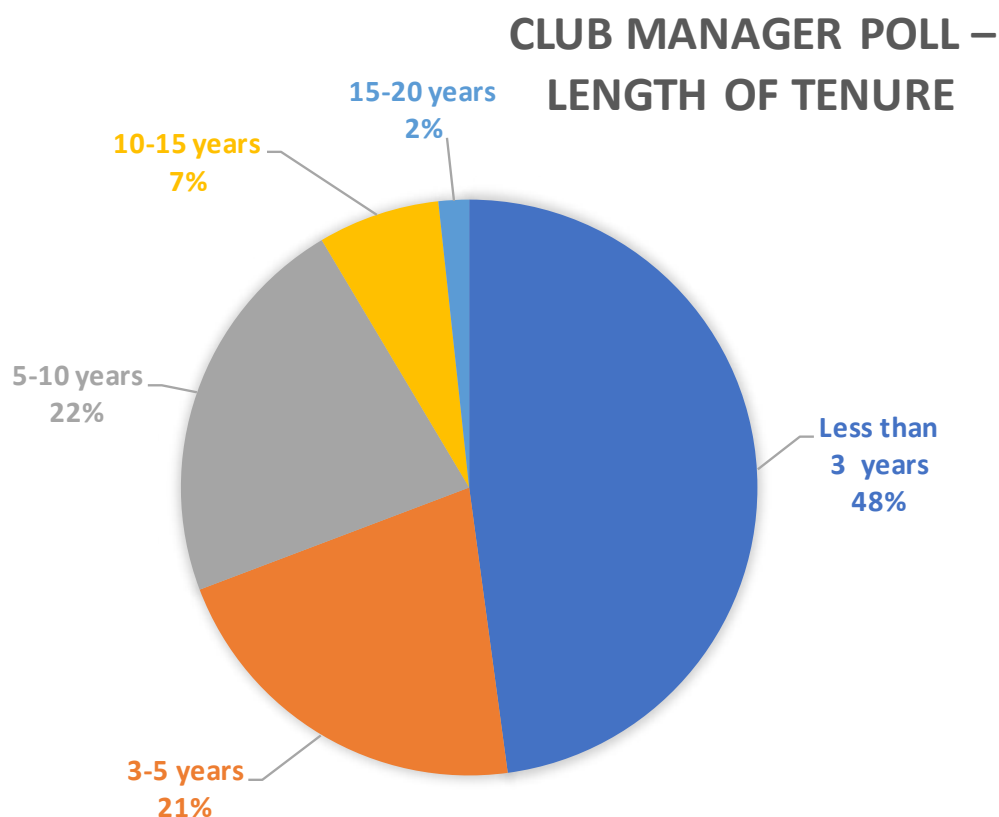
Data from the USA indicates that that typical length of tenure for a Club Manager in that country is 2.75 years, amusingly less than the expected tenure of an NFL running back.

CCL has collected data from managers in Europe (predominantly UK), and can reveal the following information, which is based on the careers of 113 Club Managers.

1. The average length of tenure in post at a club for a Club Manager is

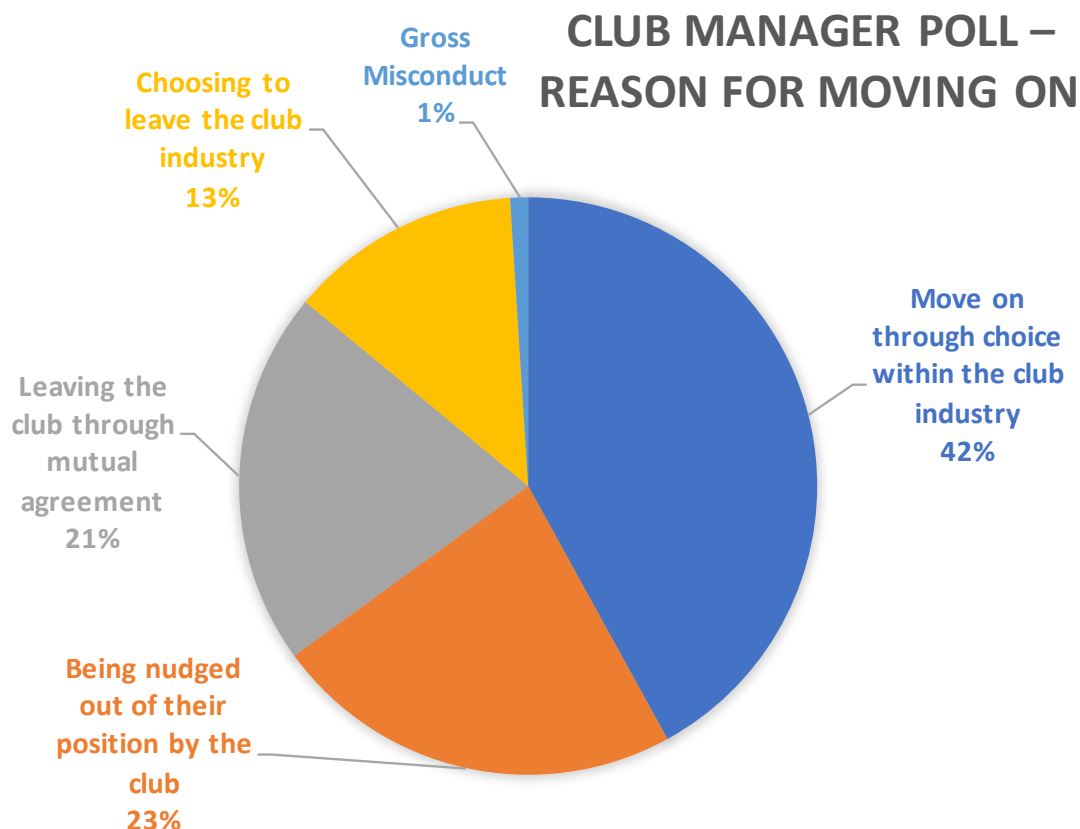
4.3 years

2. As the pie chart below reveals, the most common length of tenure is **less than three years**, with nearly half of all respondents moving on within that timeframe.



3. When identifying **why Club Managers move on**, this is most commonly to **secure another position** within our industry. Of those who fit in to this category, half declared that they were moving on to a bigger club/position, but the other half note that the move was not necessarily aimed at working at a larger club, and one in ten were moving to another position (not a Club Management role) within the club industry.

4. As the pie chart below reveals, the **second most common reason** for moving on was deemed to be **being “nudged out” of their position** as Club Manager. Shortly behind this was an acknowledgement that the Club Manager had left through mutual agreement as things were “just not working out as planned”.



5. A further 13% elected to leave not only their post, **but also the whole club industry**.

This is the first report of its kind in Europe and mirrors many of the findings carried out in other countries. We will continue to add to our research which undoubtedly shines a spotlight on the peculiarities involved with Club Governance in the private club industry.

Kevin Fish CCM
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