

# Beyond Club Tools: The Gap Between Club Apps and Governing Body Systems



Seamus Kyne, CEO of SportLoMo, explains why many national and regional governing bodies are outgrowing “club-first” systems and moving to purpose-built digital platforms that deliver governance, compliance and scale.

## The Limits of Club-First Tools

Every week, I talk to sports federations and national governing bodies trying to make sense of the digital landscape – and more often than not, they’re wrestling with tools never built for them.

There is a wave of very good “club-first” systems and apps out there. They do what they’re meant to do: help local teams manage communications. They make life easier at the grassroots – and that’s a good thing. But when a governing body tries to operate on top of those same systems, the wheels start to come off.

The data structure isn’t built for scale, there’s no governance layer, and you can’t enforce national standards across dozens or hundreds of affiliated clubs. You end up with good tools in silos, but no single, trusted view. That’s where the gap is.

## What Governing Bodies Actually Need

National (NGB) and regional organisations need enterprise-grade sports management systems that support hierarchy, compliance and accountability – not just convenience. That’s the space SportLoMo has been working in for more than 20 years.

We’ve seen federations try to force-fit club tools into their structures. It may work for a season or two, but then the cracks show: inconsistent reporting, clubs use workarounds. Governance data ends up in multiple spreadsheets. And when an audit or funding review arrives, the scramble begins.

An enterprise-grade platform for a governing body is about control, accountability and consistency – its about building accurate data from a single source of truth.



## Key Capabilities of a True Governance Platform

Governing bodies need to know:

- Who is registered, qualified, vetted and compliant – in real time.
- That payments, documents and workflows are traceable and secure.
- That every club's data sits within one trusted framework, not spread across half a dozen apps.
- Who is participating in what competition, where participation is dropping off, where there are opportunities to grow and what resources are needed to meet strategic goals.

It's not about replacing what clubs do – it's about building the structure that supports them making funding applications, safeguarding compliance, insurance renewals, scheduling and communication easier.



**“It's not about replacing what clubs do – it's about building the structure that supports them.”**

– Seamus Kyne, CEO, SportLoMo



## Building Trust, Control, and Scale

Having worked at every level of sport – from league and county administration to club operations and now with national and international governing bodies – we see how differently each layer views its priorities. The challenges aren't the same, and they can't be solved with the same tools. That understanding shapes everything we build.

SportLoMo brings the essential functions of a governing body into one connected platform: registration, compliance, competition management, payments, sanctioning, communication, and reporting – all in one place. At the same time, it integrates with systems such as Learning Management Systems (LMS) for course delivery or Stripe for payments.

**Our goal isn't to do everything. It's to do the important things – end to end, reliably and at scale.** To give governing bodies the tools, data and visibility to manage their sport with confidence and to grow revenues sustainably.

That's where real transformation happens.

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