

# SPORTFIRST

Issue 10 Spring 2013

the magazine of sportscotland

## WOMEN IN SPORT

### THE BIG PICTURE

Gender inequality in sport

### TONI MINICHIELLO

On coaching Britain's most iconic female athlete

### GO SCOTLAND!

Getting the nation behind the team for Glasgow 2014

Putting sport first

**sportscotland**  
the national agency for sport



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# FIRST WORD



to support the view most of us will have instinctively – that despite years of positive action to address the issue, we still have a way to go before there is genuine equality for women in sport.

As the Chief Executive of the national agency of sport, that's a situation I'm determined to improve. And as the father of a daughter who has a burgeoning love for sport, it has an added personal relevance for me.

Investing in young people as leaders in their communities can play a key role in progressing opportunities for women in sport. A good example of this is the Young people's sport panel. Run by sportscotland in partnership with Young Scot, the panel has benefitted hugely from the contribution of dynamic young women.

Eight of the 16 panel members are female, and having worked with these young women over the last six months, hearing their stories and listening to their views, I know that they are incredibly positive role models for younger girls in their schools, colleges and clubs. This engagement will set a standard for the future.

Women's involvement and participation in sport is a theme that runs through this latest edition of *Sport First*. As well as examining some of the gaps in equality, we'll also look at a range of projects that are supporting women's sport, from recreation right along the pathway to high performance.

## Welcome to the tenth edition of Sport First.

At the time of writing, the BBC has just released the results of a survey of British female elite athletes, asking for their views on the level of parity between men and women in professional sport. The results make for some pretty stark reading.

Almost 80% of female athletes surveyed felt that they were underpaid in comparison to men. 85% thought that there wasn't enough media coverage of their sport. Over a third felt they didn't get enough coaching support, compared to men. Close to half didn't think they were treated equally by the governing body of their sport.

As you'll read later in this magazine, there is a great deal of further evidence

"85% of female athletes surveyed felt that there was not enough media coverage of their sport."

With just 14 months left until the Games, it's only right that we're also heavily focusing on preparations for Glasgow 2014.

At sportscotland we are firmly in delivery mode. As well as the sporting spectacle of a generation, Glasgow 2014 is giving us a unique opportunity to accelerate our plans for a world class sporting system at all levels.

In addition to updates from both Commonwealth Games Scotland and Glasgow 2014 Ltd, we're also looking at how a range of sports, including target shooting, bowls and powerlifting, are preparing for Scotland's Games.

I hope you enjoy the magazine.

**Stewart Harris**  
Chief Executive, sportscotland

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[www.nationalcentrecumbrae.org.uk](http://www.nationalcentrecumbrae.org.uk)



[www.glenmorelodge.org.uk](http://www.glenmorelodge.org.uk)



[www.nationalcentreinverclyde.org.uk](http://www.nationalcentreinverclyde.org.uk)



[www.sisport.com](http://www.sisport.com)

## Commonwealth Sports Development Conference 2013

One of the world's longest running conferences on international sports development returns to Glasgow and the Mitchell Library on Monday 12 and Tuesday 13 August. The 4th Commonwealth Sports Development Conference programme puts youth centre stage and will focus on the development of a Youth Sport Charter. This is an invaluable opportunity for sport practitioners, policy makers and various types of funders to come together to explore the roles and responsibilities of Commonwealth sporting stakeholders and government agencies in improving opportunities for participation and pathways to personal excellence, as well as looking at how young people can have greater influence on sports policy and decision making.

For more information visit [www.regonline.co.uk/commonwealthconference2013](http://www.regonline.co.uk/commonwealthconference2013) or email [commonwealthconference@firstcityevents.co.uk](mailto:commonwealthconference@firstcityevents.co.uk)

## New faces to benefit from pro support

In March, Scottish Golf Support Limited (SGSL), the partnership backed by the Scottish Government to help the country's young professionals progress in their respective careers, announced its support to six players following the success of the programme last year.

Recipients of funding and support include European Tour rookie Scott Henry, Challenge Tour trio Duncan Stewart, Wallace Booth and Ross Kellett, along with Ladies European Tour (LET) graduate Pamela Pretswell and fellow LET card holder Kylie Walker.

Launched in 2010, SGSL was given a £1m investment by **sportscotland**, over at least five years, to assist Scotland's most promising young professionals in their transition from the amateur ranks.

Each of the six players selected will receive around £23,000 in direct funding support this season. The cash can be used for everything from warm weather training costs to competition expenses. Players also have access to the full range of services from the **sportscotland** institute of sport.

## Glasgow 2014, it's time to 'Celebrate'!

The four Scottish lottery distributors – BIG lottery fund, Creative Scotland, Heritage Lottery Fund and **sportscotland** – have launched a new small grants funding programme called 'Celebrate'.

The fund will allow communities across Scotland to apply for up to £10,000 to organise events that celebrate the 2014 Commonwealth Games through arts, heritage, sports, community and local celebrations. Celebrate will run until January 2015.

For more information please visit [www.celebrateit.org.uk](http://www.celebrateit.org.uk)

## Volunteering support fund

The independent charitable grant making body Voluntary Action Fund (VAF) has launched two new grant programmes to support third sector organisations, which aim to increase the diversity of volunteers. While the volunteering support cluster will fund and improve opportunities for skills and personal development through volunteering. The programmes – eligible to organisations with an income under £250,000 – will also help enhance services and improve capacity to deploy, support and train volunteers.

The volunteering support grant will provide up to £10,000 to support organisations improve and develop their capacity to involve volunteers. While the volunteering support cluster will fund an organisation to employ a volunteer co-ordinator or manager. This person would work across a number of organisations and develop volunteering for people experiencing disadvantage. The maximum funding is £30,000.

Further information, for grant-making as well as application forms and guidance, is available on the VAF website [www.vaf.org.uk](http://www.vaf.org.uk)

## Sporting legends honoured in Scottish Sports Hall of Fame



Six of Scotland's most celebrated sporting heroes have become the latest inductees into the Scottish Sports Hall of Fame. **Archie Gemmill, Rhona Martin MBE, Margaret McEleny MBE, Ken Scotland,**

**Belle Moore and Willie Anderson** were recognised at a ceremony held at the National Museum of Scotland, Edinburgh.

Congratulating the inductees, Louise Martin CBE, Chair of **sportscotland** and the Hall of Fame selection panel, said: "I am delighted to welcome another six sporting legends into the Scottish Sports Hall of Fame."

"Throughout their careers Archie, Rhona, Margaret, Ken, Belle and Willie have all shown the determination and dedication it takes to succeed in their chosen sports. Each and every inductee is a credit to the country, fully meriting their place in the Scottish Sports Hall of Fame."

For more information on the inductees, or to nominate a sporting great, visit [www.sshf.co.uk](http://www.sshf.co.uk)



## sportscotland teams up with FAB to inspire women

Around 60 women gathered at an event in March to hear inspiring stories from females in leadership positions from across the sporting world.

**sportscotland**, in partnership with Females Achieving Brilliance (FAB), hosted the first FAB event to be held in Scotland, which was chaired by sports broadcaster Jill Douglas. The line-up of speakers included **sportscotland** Chair Louise Martin CBE, Louise Scott, co-founder of Tidalfire and arctic explorer, as well as Fiona Campbell, co-founder of sport for development charity, Friend of EduSport.

FAB is the network for women who administer sport. It helps women gain inspiration from female leaders in sport and business through events. FAB aims to further support Scottish women in sport to develop their confidence and competence to become great leaders.

To stay up to date with the FAB network follow [@FAB\\_Scotland](https://twitter.com/FAB_Scotland) on Twitter



## 'Winning teams' gather for institute high performance conference

Over 170 representatives from the institute network gathered at this year's high performance conference to hear informative sessions and presentations under the theme of 'winning teams'.

The conference, which took place on 27 and 28 March, was an opportunity to develop and inspire staff and key partners working in high performance sport in Scotland.

BBC presenter Hazel Irvine was host for the event, offering an interesting insight into the sporting world through her media background. Rowing's golden girl Katherine Grainger was guest speaker, sharing her story from starting out in sport through to medal success in London.

Also providing great insight into a successful winning team was the former chair of UK Sport, Baroness Sue Campbell, who described factors that underpinned the performance of Team GB in London 2012 and the lessons learned.



## Talent workshops

Being the parent of an aspiring athlete can be tough. Giving them the support they need can be even tougher!

**sportscotland** institute of sport Talent Manager, Tony Stanger, and Talent Scientist, Sarah Hood, have set up talent workshops across Scotland to provide information to parents, guardians and coaches to help them develop their child's sporting potential.

Tony said: "Our talent workshops are designed to help people better understand talent and what you can do or shouldn't do as a parent to help your child achieve their goals."

To find out more about the workshops, including when and where they are taking place over the coming months, visit [www.sisport.com/talent](http://www.sisport.com/talent)



Follow us on twitter for the latest news updates:  
[twitter.com/sportscotland](https://twitter.com/sportscotland)

## And the winners are in...

Seventeen year old Samantha Kinghorn was recently selected as the winner of the sport category at the 2013 Sunday Mail Young Scot Awards. The Berwickshire teenager, who tragically broke her back at 14, has experienced amazing success in the sport of wheelchair racing.

The awards recognise and celebrate the achievements of young people in Scotland, with results announced during a star-studded show at the Clyde Auditorium on 19 April.

The sport category, which is sponsored by **sportscotland**, identifies young, up-and-coming sporting talent. Of the three fantastic finalists, Samantha was selected for her incredible achievements over the last year. In her first season, she came second in the London mini marathon and has set Scottish records over 100m and 200m.

Her inspiration and determination have also seen her included in the GB Talent Squad and the **scottishathletics** Commonwealth Games 2014 training squad.

For the full list of winners go to [www.youngscotawards.co.uk](http://www.youngscotawards.co.uk)

## Promote your news, jobs and events on sportscotland.org.uk

If you're looking to spread the word about a job, event or good news story, we can help!

The new **sportscotland** website, launched late last year, is designed to act as a portal for sport, providing high quality information from across the sporting landscape. So if you have a piece of web content that you'd like us to promote, please get in touch!

Send your news, jobs or events to [website@sportscotland.org.uk](mailto:website@sportscotland.org.uk) or get in touch with our communications team on **0141 534 6500**.



# THE BIG PICTURE

Thanks to iconic performances from exceptional athletes like Katherine Grainger, Jessica Ennis and Nicola Adams, London 2012 was a landmark moment for women's sport – arguably the first time that the sporting achievements of female athletes received as much recognition as their male team mates.



It's a huge step forward, considering that just two generations ago women weren't even allowed to compete in the Olympics. The bigger picture, however, is that even in 2013, women have to work harder, with fewer resources, to achieve their ambitions. We take a look at some of the key facts surrounding gender inequality in sport.

### Women's place in the world

It's a fact that women around the world experience life with less power, less wealth and more work than men. Women make up 52% of the global labour force and own only 1% of the world's wealth. They spend twice as much time on domestic work as men and, when added to their paid employment, they work longer hours.

Only 13 of the top 500 companies in the world have a woman as their CEO. And when it comes to political representation and public leadership roles (the judiciary, the civil service) similar inequalities exist.

In the UK, 24% of MPs are women and in Scotland women make up 34% of MSPs in the 2011-2016 Scottish Parliament. In Scotland's local authorities, women make up 22% of Scotland's 1,222 local councillors. While gaps remain, it is heartening to see the progress that has been made in the representation of women in the Scottish Parliament and cabinet.

### The most gender equal Games

In sport we have progress to celebrate too. London 2012 was hailed as the most gender equal Games in history. Every country participating had at least one female representative.

Given that the presence of women at the first modern Olympic Games was said to be "impractical, uninteresting, unaesthetic and incorrect" this is progress to be celebrated.

However, there were still 30 more medals available to men than women, which shows inequality remains. Around the globe the position of women in sport is a picture of relatively consistent inequality: fewer participants, a lower profile, less investment and fewer leaders.

### Women's participation in sport

Sports participation in Scotland has been measured since 2008 through the Scottish Household Survey. The most recent data (from 2011) shows that men's participation in sport was 60% and women's was 48%. In 2008 the percentage of men participating was 54% and women was 43%, suggesting participation overall has increased but without any narrowing of inequality.

When it comes to club membership, the inequality is equally wide. The latest data shows that only one in five women (21%) are members of sport clubs, compared to one in three men (32%).

Sadly, these inequalities are not confined to adults and appear from a relatively young age. The number of children meeting minimum recommended levels of physical activity peaked for children at 8-10 years (75%) and declined to 51% for 13-15

year olds. This decline is largely driven by the drop in girls' activity levels to almost half (36%) that of boys (65%).

Interestingly, when women do manage to take part in sport, they participate for the same reasons as men: fitness, fun and to make friends. However, women are more likely to take part in instructional classes (26% female and 18% male) and less likely to take part in competitions (39% male and 27% female). This would suggest that, in comparison to men, women generally place greater emphasis on personal development than performance outcomes.

### Media profile

For women who are committed participants in sport, they perform in a culture dominated by male role models, male performance coaches and male leaders. It is a very real challenge for female athletes to attract media attention based on their sporting performances. Male sports are given 50 times more coverage in the media than female sports.

Perhaps as a result of this lack of profile, women's sport receives only 0.5% of the total UK sports sponsorship market (2010/11). However, surveys show that demand for coverage of women's sport exists with 61% of sports fans saying they would like to see more. Fans' perceptions of men's and women's sport is also important in supporting more equal media coverage: 50% of fans perceive that Britain's standing in women's sports is improving whereas only 29% perceive the same to be true of men.

### Women in sports leadership

When it comes to sports leadership, **sportscotland**, along with the national agencies for the other parts of the UK, monitor the proportion of women in sports leadership roles.

Although Scotland can be proud of having the highest percentage of women on boards in the UK – a quarter of board members are female – there is still much work to be done. In Scotland, our overall high percentage masks an uneven distribution of women on boards. Fourteen Scottish governing bodies of sport (SGBs) have no women on their boards.

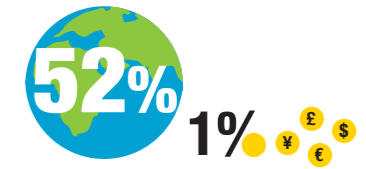
### Looking ahead

Thankfully the situation is improving year on year and around the world these gaps are slowly closing. Girls' activity levels in Scotland have increased at a greater level than boys' and programmes and events such as Active Girls; Females Achieving Brilliance; women only mass participation events such as Moon Walk and Race for Life; and the role models we have from recent major Games all point to progress in Scotland.

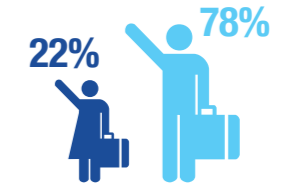
However, for women who have the same dreams and ambitions as men to be successful in sport, evidence about women's lives in general suggests they will have to work harder and with fewer resources to achieve their ambitions. That's an inequality that all of us working in Scottish sport need to continue to address.

## BIG PICTURE (QUICK FACTS)

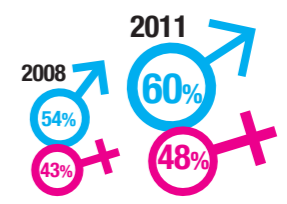
Women make up 52% of the global labour force and own only 1% of the world's wealth.



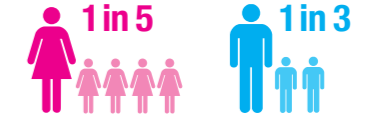
In Scotland's local authorities, women make up 22% of Scotland's 1,222 local councillors.



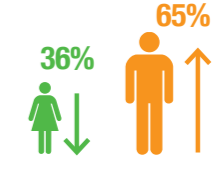
Participation in sport has increased without any narrowing of inequality.



Only one in five women (21%) are members of sport clubs, compared to one in three men (32%).



At 13-15 years girls' activity levels drop to almost half (36%) that of boys (65%).



50% of fans perceive that Britain's standing in women's sports is improving whereas only 29% perceive the same to be true of men.





**Golden girl Jessica Ennis was the face of the Olympic Games last year. From billboards to TV adverts, and even a 75m image painted on the flight path to Heathrow Airport, there was no escaping the reach of the Sheffield star.**

The Olympic champion's head coach, Toni Minichiello, was in town for the 2013 sportscotland institute of sport high performance conference and we spent some time with him to get the lowdown on the team behind the rise of the most iconic female athlete in Britain.

Minichiello has been coaching athletics for almost two decades and, after guiding Jessica to the ultimate prize in London, was named Coach of the Year at the UK Coaching Awards in November. The amiable coach has known Jessica since she was nine years old and has coached her since she was 12. Together with her close family, Toni has been a key part of 'team Jennis' since the beginning.

"Back in the early days Jessica obviously wasn't a funded athlete, so her team consisted of me as a coach, her parents and her grandfather. Like many parents of talented young athletes, Jess's folks did an incredible amount for her – they were her sponsors, her transport, her nutritionists and her managers.

"She also had a very savvy grandfather who, in those early days, struck a deal with her that for every PB or medal he'd give her a few pounds as a reward. It wasn't long before she was pushing herself to get every little advantage so she could get a few extra quid in her pocket!"

Like many athletes, Jessica faced some tough decisions throughout her teenage years – when friends were out enjoying themselves and having fun, she was working with Toni at her beloved Don Valley stadium. So when he saw her head start to turn, Toni took a structured approach to keeping her interested and motivated.

"When Jess got to 15 or 16, she was a bit unsure about what she wanted to do. Obviously athletics was a huge part of her life but, like many young people, she was looking at what else was out there.

"Around that point she was friends with a slightly older athlete who was a bit of a role model. So we decided to fast track Jessica through the under 17s and put her up an age category to keep the friends together. Competing with older athletes

**"As a coach you need to try and keep the light burning."**

made Jess feel more mature and introduced some more international travel, which excited her.

"That sense of progression is one of the keys to keeping any young person, boy or girl, involved in performance sport. As a coach you need to try and keep the light burning."

Having successfully steered Jess through the challenging teenage years, Toni then set about moulding his charge into a world-beater.

Jessica went into the Beijing Olympic cycle as one of the favourites for heptathlon gold. But while competing in Austria, just months before the Games, she started to feel pain in her right foot – her take off foot for both the high jump and long jump. A scan would later reveal the cause as three stress fractures in her navicular and metatarsal.

"We had a decision to make at that point – compete in Beijing loaded up with painkillers and risk permanent damage to the foot, or treat the injury properly and not compete in China. In the end it was a straightforward choice not to compete, but it was a real disappointment, not just for Jessica, but also for the team that had been supporting her.

"People felt a real sense of loss over the injury, so it was important to get the whole team together to discuss one very clear focus – to get Jessica ready to compete again.

"Faced with a clear objective, we went around the room asking each specialist what they were going to do to help Jessica get back to fitness. It was the nutritionist that started

giving us ideas about what foods could help with pain relief and inflammation. Then everyone else started adding in bits and pieces from their own disciplines and before long we had turned a very negative situation into a positive one that got us back on track for London."

Four years on from the Beijing disappointment, Jessica went into the London Games not only as a favourite for a gold medal, but also as the face of the entire Games. Despite the enormous pressure on her shoulders, Jess had the Games of her life. Over two days of competition, she set a new British record in front of her home crowd.

"Those two days were the easiest of my career. We went into the Games one hundred per cent ready to compete, knowing that we as a team had done everything we could in terms of preparation."

Jess is now Britain's most successful heptathlete, having broken Denise Lewis' points record. She is also a hugely influential role model for women in sport.

Toni reflects on the 'Jess effect' in her home town of Sheffield: "Pre-Olympics we had about 250 kids in the local academies. Those numbers have gone up to 600, so it's absolutely chocka."

But Jess herself has recognised that the challenge lies in keeping girls involved in sport after the glow of the Olympics has worn off – though of course we still have the Commonwealth Games in Glasgow to look forward to and Toni has confirmed that for Jess's schedule: **"The Commonwealth Games is in."** **SF**

# PUTTING WOMEN IN CONTROL

It is no secret that there are clear differences between male and female athletes. So, to ensure that all athletes are able to perform to the best of their ability, it's important to understand how their bodies differ and what this means for female athletes in terms of training and competition.

It's an issue close to the heart of Sue Robson, Head of Physiology at the **sportscotland** institute of sport. Sue took some time out of her busy diary to discuss an innovative new project designed to understand and address the issue of amenorrhoea (absence of periods) among female athletes.

A specialist team at the institute of sport – the UFA (Understanding Female Athletes) group – is focusing on understanding the female athlete, and building awareness, knowledge and support systems across the network specifically related to female athletes. Their goal is to use the information collected to improve performance.

Explaining the reasons behind setting up the group, Sue said: "Almost 50% of the athletes we work with at the **sportscotland** institute of sport are female. It's therefore essential that these athletes, and those supporting and coaching them, have an awareness and understanding of their different needs."

The group's work has already led to some exciting new developments which are coming to life across the institute network. By identifying the needs of female athletes, the group is working to educate institute practitioners, athletes, coaches and governing bodies about the key areas relating to female athletes.

The first of these steps was to improve the identification, support and management of amenorrhoea – a medical term to describe the lack of periods for three months or more. Amenorrhoea is a significant risk for female athletes. If left unidentified, it can jeopardise both their health and sporting career.

Sue said: "Training loads, travel and work pressure can be extremely challenging for any high performance athlete.

"Amenorrhoea is a normal response of a female body under a lot of stress. It usually occurs as a result of reduced hormone production and can have many direct and indirect causes. It's therefore vital to understand the root causes in order to manage the condition.

"If left unassessed, and if hormones remain low for too long, there is a risk of reduced bone mineral density and greater risk of stress fractures. And even if the condition is identified, mismanagement can have a negative effect.

"Finding the balance and having skilled, knowledgeable practitioners is essential. We have been working hard to improve the knowledge and vigilance of our institute staff, across a range of disciplines, to help better support our female athletes.

"As part of the ongoing work of the UFA group, female athletes are participating in a new profiling process. Information on athletes' menstrual cycles is being gathered through a personal meeting with trained UFA personnel, who offer support and advice.

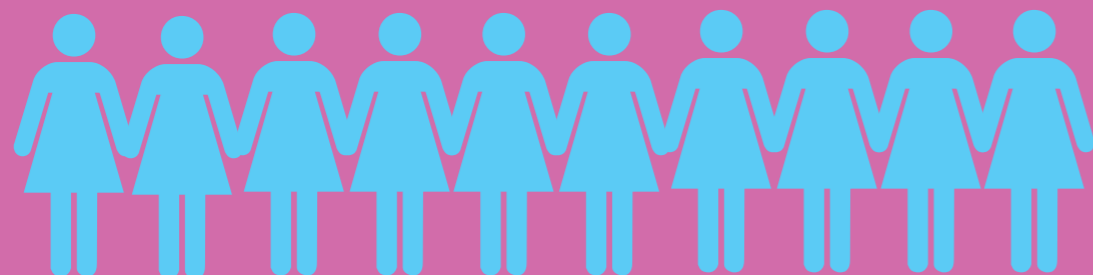
"It may be that an athlete has no concerns in this area, or we might identify areas where small changes can positively affect their sport performances," Sue said. "It can be simple things, such as managing symptoms or providing information and support on contraception choices. Or it could be more complex, looking at long term cyclical patterns and training diaries, and using this to plan training and support competition goals," she continued.

"The basic premise is, if you don't understand something you can't plan for it or make choices around it. The more you know, the more you are able to make smart choices to influence positive change."

To further advance knowledge in this area, the group is undertaking a survey of all female athletes and coaches within the institute network over the coming months. The findings will then be used to direct the future focus of the UFA group to match the needs and interests of athletes and coaches.

Sue concluded: "Helping female athletes to better understand their bodies will undoubtedly have a positive impact on their performance. And by embracing the differences which exist between males and females, our experts are helping to play a part in propelling supported athletes on to even greater success."

For more information, including a brochure on amenorrhoea, please contact the institute of sport at [info@sisport.com](mailto:info@sisport.com)



## UNDER THE MEDIA SPOTLIGHT



Never before has the country embraced sport quite like it did last summer – a new generation of female sporting icons was created during the Olympics.

But has the ever-increasing glare of the media helped to raise the profile of women's sport to a new level? We spoke to Eilidh Barbour, rising star of sports broadcasting, about her experiences in front of the camera and asked what challenges, in her opinion, women's sport faces in the media.

Eilidh grew up in Dunkeld, Perthshire, and, for as long as she can remember, dreamed about working in sport. Having completed a film and media studies degree at the University of Stirling, the 30-year-old has since gone on to cover some of the biggest events in the sporting calendar, including the Six Nations and golf's British Open. And now, as the host of STV Rugby (which charts the progress of Glasgow Warriors and Edinburgh Rugby in the RaboDirect Pro12 league) Eilidh's standing within the profession is clearly rising.

But working within such a male-dominated industry, has Eilidh ever felt this to be a hindrance to her development?

"I always knew I wanted to work in sport from a young age and that has never changed," said Eilidh. "The barriers that might have existed in the past were all broken before me. I'm kind of the second generation of females working in the media – with trailblazers like Gabby Logan, Hazel Irvine and Jacqui Oatley all going before me. It's made it a lot easier for me and my peers," she added.

### The Olympic effect

The London Olympics saw a marked change in the profile of women's sport – the first time that our female athletes got the same level of coverage as the men. The challenge now is to build on that momentum.

Traditionally the media has focused on sports which are watched by mass audiences – men's football, men's rugby and men's golf to name a few. In simple terms, it comes down to the commercial viability of covering sports which have a relatively low fan base.

But Eilidh – who covers the English Women's Super League for broadcasting giant ESPN – believes that attitudes are already changing and, with the 2014 Commonwealth Games on the horizon, she sees a real opportunity to push women's sport to the forefront of the media's attention.

"The media gives people what they want to watch and until the media believes that there's demand to watch women's sport, they won't really feel that they need to show it," she said. "But the BBC is definitely pushing women's football at the moment, which is great. Obviously the Scottish women's football team has had substantial coverage after getting to the play-offs for the Euros and it also helps that Kim Little did so well for the British team in London.

"Since the Olympics, more people now know the names of British female athletes, and not just the ones who won gold. Athletes like Eilidh McColgan and Eilidh Child are becoming more recognised and if we can continue to raise the profile of female athletes then that only helps to change perceptions."

Competition success is one way to raise the profile of women's sport in the media, but Eilidh also highlights the potential pitfalls of seeking publicity at all costs.

"In Jessica Ennis a superstar was created, which means that she gets extensive coverage and also means people are interested in watching her compete," she explained. "So it is a case of trying to create superstars within women's sport in an attempt to generate attention.

"However, the American women's football team are plastered all over billboards and magazines wearing next to nothing; they promote themselves in that way, which brings them coverage and, with that, more supporters. But there is a real fear of crossing into the sphere of using the female body to promote women's sport, which has the potential to undermine the credibility of the athletes."

### The way forward

Ultimately, it will be down to the profile of individual athletes to help women's sport break the media mould. And with back-to-back home Games providing a significant platform for promoting sport then there is no better time to seize the opportunity. However, Eilidh – who herself plays football for Paisley Saints and previously turned out for Glasgow City's reserves – recognises that it will be a long process.

She said: "The Olympics raised the bar for sport in general and we need to capitalise on that in Glasgow at the Commonwealth Games. I hope one day we will see women's sport viewed alongside men's sport and I think there are certain sports where it is more likely to happen than others. So, if we embrace our talented female athletes then there is a real chance to boost the profile of women's sport in the media – it would be great to help make that happen."





You won't just  
like cricket...

you'll love it!



**Live Active Leisure** makes a confident promise to aspiring cricketers on their website; one which seems to be spot-on when it comes to young women. With more girls than ever before interested in playing cricket in Perth and Kinross we wanted to find out a bit more about the work that is happening in this area.

**L**ive Active Leisure (LAL) run 14 venues throughout Perth and Kinross on behalf of the council. And their latest initiative to develop and grow cricket in the area, the girls' cricket fast track programme, targets school girls aged between 13 and 16. So far, the programme has attracted over 100 new participants since launching at the start of 2013.

**Talent spotting**  
At the helm is Kirsteen Ross, Cricket Development Officer at LAL and her coaching team, which includes the sportscotland Young Coach of the Year, James Ross. Working in partnership with the PE departments in eight local secondary schools, and through the Active Schools Network, girls are offered the chance to try a wide variety of cricket skills. These include catching, throwing, batting, fielding, bowling, communication and team work, as well as developing agility, balance, coordination and speed. "The PE staff and the Active Schools coordinators have been a fantastic support and have encouraged the girls to get involved. We couldn't do it without them," says Kirsteen. It's clear she and her team know what they are looking for: "We identify girls that have the right attributes and attitude to develop cricket skills in a relatively short period of time with a view to them playing competitive cricket this summer."

**Forging the player pathway**  
Engaging Cricket Scotland, the Scottish governing body, has been integral to the programme, enabling selected girls to be fast tracked into the national under-17 girls' team. National Women's Cricket Manager Kari Carswell says: "It's an exciting programme and a good opportunity for girls who aspire to play for Scotland in a team sport.

"We have seen significant increases in the numbers of younger girls and women playing the game and realise that the 13 to 16 year old age group is crucial to our player pathway. The number of girls who drop out of sport at this age is staggering, so we want to increase the levels of physical activity in this age group. We offer regular girls' only sessions in addition to identifying more players who have the potential to play cricket at a higher level."

For those who don't progress to the performance training, the support to keep the girls interested and involved in cricket is there from Kirsteen and her team. They work with schools and clubs to deliver sessions and coaching to an ever-growing number of enthusiasts.

A brand new girls' cricket club in the PE department at Kilgraston School in Bridge of Earn has recently launched, and cricket is becoming part of the fabric of the PE department in some schools.

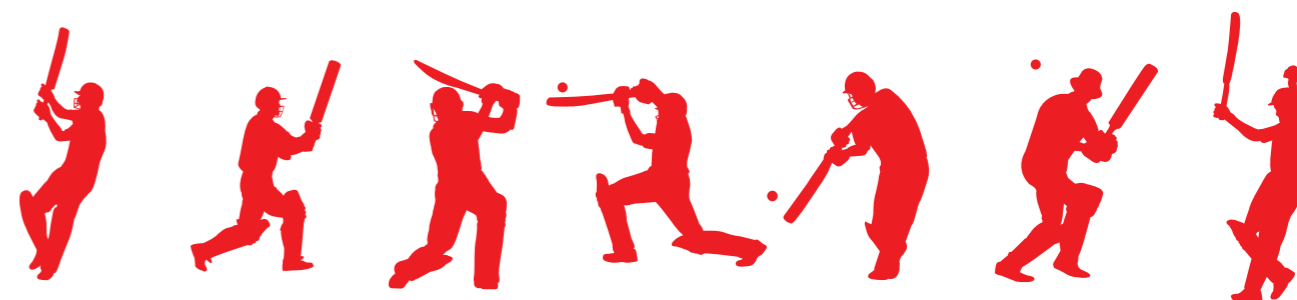
Lisa Leck, Head of PE at Pitlochry High School, tells us more: "Kirsteen and her coaching team have inspired us through the provision of exciting and challenging workshop sessions in cricket. It is a fantastic team sport for a small school like ours as it only requires small team numbers and a few pieces of equipment.

"I am aiming to develop cricket in the primary curriculum next session. A key focus of Education Scotland in 2013 is to 'raise the bar' in core PE – I believe Live Active cricket development can help schools like us achieve this through partnership working and provide us with the necessary tools to deliver a quality learning experience to our young pupils."

**Benefits from grassroots to performance**

This coordinated approach has reaped rewards for everyone involved, with over 100 girls regularly attending cricket sessions in Perth and Kinross clubs and schools, from none only a short time ago. To date, 22 young players have been selected to move on to the performance development programme, based in Perth, to hone their skills at intense weekly training sessions covering further technical and tactical components of the game.

With such passion and structure behind the game in Perth and Kinross, it doesn't seem unrealistic to think 'the next big hit' in female cricket might just be from this area! 🏏



# GAME CHANGER

With the Games now just over a year away, the countdown to Glasgow 2014 has well and truly begun. We take a look at **sportscotland's** work around the Games.

LOTTERY FUNDED | **sportscotland**



LEGACY 2014  
XX COMMONWEALTH GAMES  
SCOTLAND

The Glasgow 2014 Commonwealth Games will be Scotland's biggest sporting event in a generation. Not only will the Games showcase some of the best sporting talent on the planet, they'll also be a platform to celebrate Scotland and raise our profile on the international stage. And with anticipation building, the whole of Scotland is looking forward to opening its doors to the 71 nations that will compete during the Games.

At **sportscotland** we recognise that the Games are about so much more than two weeks of competition next summer. They're a chance for all of us involved in sport to aim higher, achieve more and make a lasting difference to our athletes, coaches and communities for years to come.

That's why we're seizing the opportunity to use the profile of the Games to accelerate our plans towards a world class sporting system at all levels. The next three pages introduce just some of our work focused on making the most of Glasgow 2014.



## Supporting a successful Games

Our role in making the Games happen

### World class facilities

**sportscotland** has invested over £30m into facilities that will be used during the Games. This includes our single biggest award of £15m into the Emirates Arena. In total, we have supported eight of the 13 venues which will be used during the Games.

The experts within our sport development team have also provided consultancy and advice throughout the design and development of the Games facilities.

As well as providing a fitting stage for some of the greatest athletes in the world, these facilities are also making a real difference to recreational and club sport in their surrounding areas.

### High performance expertise

The **sportscotland** institute of sport (SIS) provides high performance expertise to sport and athletes in Scotland. The SIS network has been restructured and strengthened over the past three years to support athletes in London 2012, Sochi Winter Olympics and Paralympics, and the Glasgow 2014 Games.

All 17 sports that will compete in the Commonwealth Games receive support through the institute network. Expert practitioners support the sports and their athletes across a range of disciplines, including strength and conditioning, physiotherapy, performance nutrition, sports psychology, performance lifestyle, talent, sports medicine, performance analysis, exercise physiology, skill acquisition and biomechanics.

### Mission Glasgow 2014

Mission Glasgow 2014 is a performance programme focused on supporting the 17 Commonwealth Games sports towards a successful Scottish performance at the 2014 Games.

Through Mission Glasgow 2014, we are ensuring that the 17 sports that feature at Glasgow 2014 have a clear

performance plan in place for the Games. This enables the **sportscotland** institute of sport to prioritise any additional support required towards achieving the Commonwealth Games Scotland (CGS) target of the biggest ever team with the most ever Scottish medals.

Mission Glasgow 2014 is also creating a sense of collective responsibility and collaboration to use the Games as a catalyst for further developing the high performance system in Scotland.

### Team Scotland

Commonwealth Games Scotland is the lead body for Commonwealth sport in Scotland and is responsible for selecting, organising and managing Scotland's team at the Commonwealth Games. **sportscotland** supports CGS with annual funding of over £150,000 per year.

Since Glasgow was announced as the host of the Games in 2007, **sportscotland** has invested almost £50m in the governing bodies of the sports that will feature in 2014, a figure that will continue to rise over the next two years. This investment goes towards performance development programmes, coaching and staffing.

Come Games time, a number of **sportscotland** staff will be seconded onto Team Scotland. Led by Lindsay Thomson, who works for the institute in the east, our physiotherapists will form the backbone of the physio team. The institute's Deputy Head of Sports Medicine, Dr Niall Elliot, will lead the medical team during the Games. And three **sportscotland** staff will be team managers, including Susie Elms (women's hockey), Graeme Randall (judo) and John Lunn (triathlon).

For more information go to

[www.cgcs.org.uk/team-scotland/about-team-scotland](http://www.cgcs.org.uk/team-scotland/about-team-scotland)

### sportscotland athlete personal awards

The **sportscotland** athlete personal award (SAPA) initiative is aimed at providing financial support of £3,000, £5,000 or £10,000 to potential medal-winning athletes for Glasgow 2014. Since this initiative was introduced in August 2011, over 50 athletes have benefitted from the financial support and been able to prioritise their preparations as they strive towards the delivery of performance targets in 2014.

This investment is from the **sportscotland** Lottery Fund and is intended to help athletes cover training, competition and living costs.

For more information go to [www.sisport.com](http://www.sisport.com)

### Performance coaching

**sportscotland** is focused on improving the quality of performance coaches deployed in Scotland by supporting a range of programmes, including Coaching Matters and the Inspire and Aspire programmes.

In partnership with the University of Stirling, Coaching Matters has provided one-to-one support to coaches of high performance athletes with the potential to compete in Glasgow.

Managed by sports coach UK and supported by **sportscotland**, the Inspire programme provides targeted support for the coaches of athletes who have the potential to win a medal at the Commonwealth Games in Glasgow in 2014. So far in Scotland seven coaches from six sports are on the Inspire programme.





## Lasting impact beyond 2014

Our work to ensure that the Games make a long-term difference

### Community sport hubs

Community sport hubs are being set up right across Scotland with the aim of bringing people together and providing a home for local clubs and sports organisations. The hubs are developed according to local needs and resources – each one is different but they all have the common goals of increasing participation in sport, engaging their local communities, promoting leadership and offering a range of sporting opportunities.

With help from National Lottery funding, 105 community sport hubs have been set up across Scotland. That number will grow to 159 by the end of 2015.

The initiative is an exciting and innovative approach to developing sport in local clubs and is one of **sportscotland's** contributions to the Scottish Government's 2014 Legacy plan.

For more information go to [www.sportscotland.org.uk/csh](http://www.sportscotland.org.uk/csh)

### Sports facilities

New venues like the Emirates Arena, Glasgow Green Hockey Centre and Kelvingrove Bowls Centre will provide Scotland with world class community and high performance sport facilities for years to come.



Significant refurbishment programmes at Scotstoun, Tollcross and the Royal Commonwealth Pool will ensure that these established facilities continue to house world class sport. And, thanks to the Legacy 2014 Active Places Fund, we are also supporting local projects right across Scotland, from skate parks to walking routes and everything in between.

The £10m programme supports the Scottish Government's Legacy ambitions to encourage more people to be active and take part in sport, with grants of between £10,000 and £100,000 available for a very wide range of community-led projects.

For more information on how to apply go to [www.sportscotland.org.uk/activeplacesguidance](http://www.sportscotland.org.uk/activeplacesguidance)



### High performance infrastructure

**sportscotland's** investment into the institute of sport network in the lead up to the Glasgow Games will ensure that high performance sport has better structures and support than ever before.

Heading into new Olympic, Paralympic and Commonwealth cycles, our experts at the institute of sport will continue to work with sports and athletes to ensure we build on the momentum generated by home Games.



## Motivating and Inspiring

Using the profile of the Games to encourage people to get involved

### Lead 2014

This year over 800 Young Leaders took part in a series of seven conferences delivered for young people, by young people, supported by Active Schools. These conferences helped them to develop and enhance their leadership and volunteering skills and gain valuable experience while raising the profile of the Glasgow 2014 Commonwealth Games across Scotland.

Lead 2014 – a partnership between Youth Sport Trust, **sportscotland** and Glasgow 2014 – is entering its third year of harnessing the enthusiasm of our young people to help create the next generation of sports leaders.

For more information about Lead 2014 go to [www.sportscotland.org.uk/lead2014](http://www.sportscotland.org.uk/lead2014)



### Celebrate fund

Together with the other three Scottish National Lottery distributors, **sportscotland** is investing £1m into this new Lottery programme designed to support communities across Scotland to come together to hold arts, heritage, sports and local community celebrations of the 2014 Commonwealth Games.

Celebrate will make grants from £500 to £10,000 to celebrate the 2014 Commonwealth Games and the Commonwealth.

For more information on the Celebrate fund, visit [www.celebrateit.org.uk](http://www.celebrateit.org.uk)

### Young Ambassadors

The Young Ambassador programme engages young people, aged 14 to 17, as role models and leaders in sport. In 2012 the programme expanded and the number of Young Ambassadors increased from just over 60 to over 600.

The key role of a Young Ambassador is to motivate and inspire other young people to participate in sport. The programme is delivered by **sportscotland** in partnership with the Youth Sport Trust and all secondary schools can nominate new Young Ambassadors annually. Active Schools coordinators and teachers then mentor the Young Ambassadors, helping them to develop and raise awareness of activities in their school or area.

Registration for the 2013 Young Ambassadors conferences will open in May. For more information go to [www.sportscotland.org.uk/ya](http://www.sportscotland.org.uk/ya)



### Active Schools

The national Active Schools Network works across Scotland to provide more and higher quality opportunities for children and young people to participate in sport. The network has been busy delivering a broad range of activities and programmes designed to motivate and inspire young people to get involved in sport up to and beyond Glasgow 2014.

These range from large-scale national projects, like Lead 2014 and campaigns such as Sport Your Trainers through to locally-led pieces of activity designed to build excitement and get people involved.

For more information on the work of the Active Schools Network visit [www.sportscotland.org.uk/activeschools](http://www.sportscotland.org.uk/activeschools)

# GO Scotland!

Scotland's athletes are now under starter's orders for the Glasgow 2014 Commonwealth Games. With the official selection period to qualify for Team Scotland now open, we hear from Commonwealth Games Scotland on how the entire nation can get behind the team.

The Commonwealth Games is the only multi-sport event where athletes get to compete for Scotland as a nation in its own right. The selection period officially opened on 15 April, with the athletes from the 17 sports on the Games programme having just over a year to produce the necessary performances to lay claim to a coveted place on the Team. It promises to be an amazing home Games!

Some sports – including athletics, cycling, shooting and triathlon – will make a number of early athlete nominations to Commonwealth Games Scotland (CGS), as the body responsible for selecting, organising and managing the team at the Games. This will be in September and October, following this summer's key competitions. Early confirmation of their selection will allow these athletes to fully focus on the best possible winter preparation for the Games.

For others it will go right down to the wire, with nominations being made by the final submission date of 15 May 2014, so the Team can be announced on 12 June.

Already we have seen a number of encouraging performances. Following some outstanding results at the World Championships last December, lawn bowls has already met phase one of the selection standards, securing a full team of five men's and five women's places for Glasgow. Individuals will now battle it out to earn selection to the team.

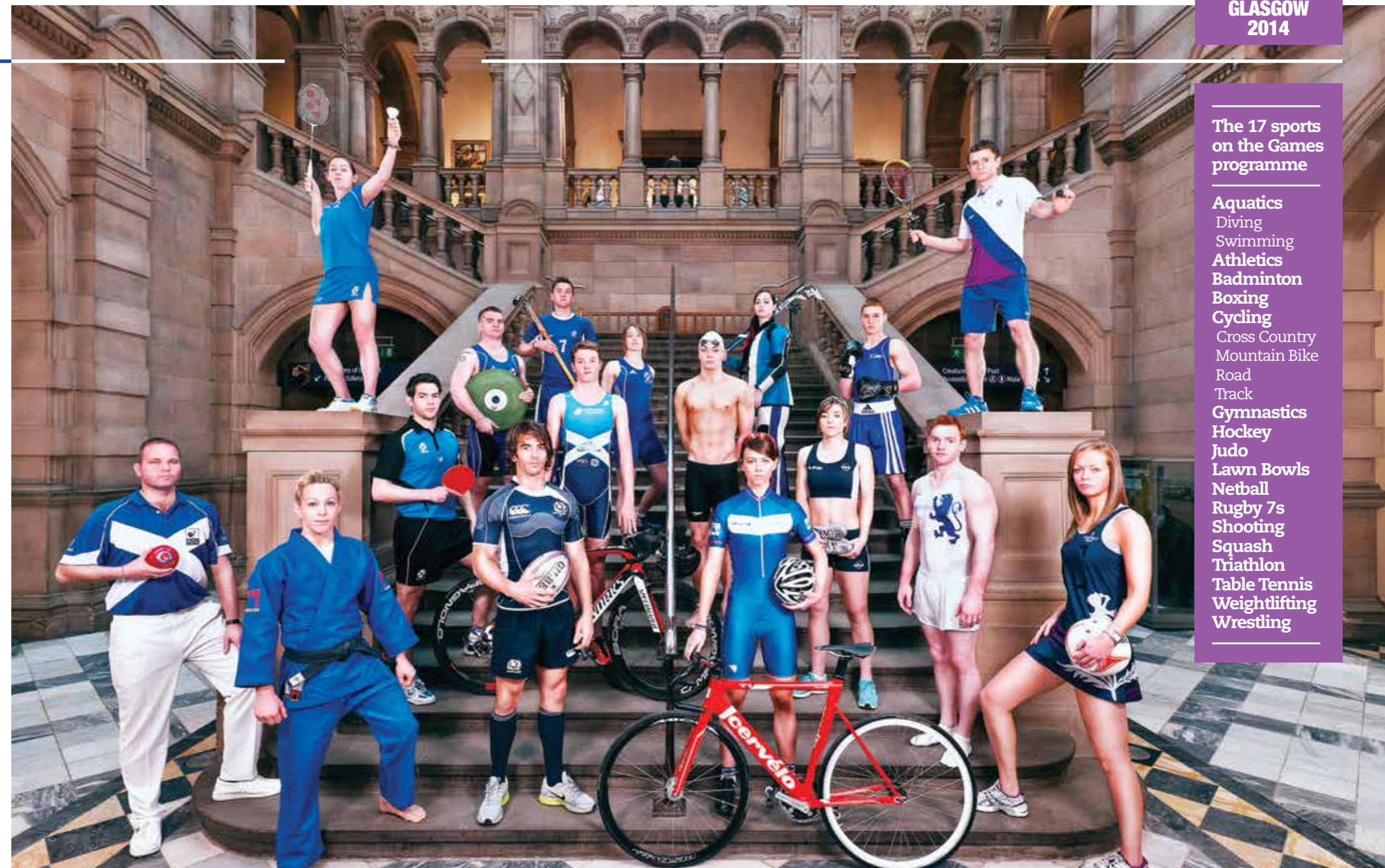
The indoor athletics season has also thrown up some excellent results from new faces as well as established internationals.

With the clear aim for Team Scotland being to have its largest and most successful team ever in Glasgow, performance planning is critical to success. We are working closely with the **sportscotland** institute of sport to examine the detailed performance plans of each of the 17 governing bodies of sport and how best to deliver these against Games objectives and resources.

Elinor Middlemiss, CGS Games Team Operations Manager explained: "Mission Glasgow 2014 is key to the success of each sport's, and ultimately the Team's, overall performance. This process is essential in ensuring that every aspect of the plans is as good as it can be and that no stone is left unturned in our quest for medal success.

"With all the selection policies now published, athletes should be clear about what they must do to make the Team. It promises to be an exciting 14 months for Scottish sport as we, and the public, track performances against standards prior to final selection."

With many of our athletes having experienced first-hand the excitement of a home Olympic Games, with its packed venues full of a passionate home crowd, Scotland is planning to replicate the national feel good factor that London 2012 generated.



## The 17 sports on the Games programme

- Aquatics
- Diving
- Swimming
- Athletics
- Badminton
- Boxing
- Cycling
- Cross Country
- Mountain Bike
- Road
- Track
- Gymnastics
- Hockey
- Judo
- Lawn Bowls
- Netball
- Rugby 7s
- Shooting
- Squash
- Triathlon
- Table Tennis
- Weightlifting
- Wrestling

**"Mission Glasgow 2014 is key to the success of each sport's, and ultimately the Team's, overall performance."**

To highlight the start of the build up to the Games for Team Scotland, we launched our new public engagement campaign 'Go Scotland!'. The campaign aims to raise awareness of the 17 sports in the Games and give greater profile to the athletes aiming for selection to the team. It's also calling for the whole of Scotland to get behind the Team by pledging their support online and through social media channels Facebook and Twitter.

People will be able to share the journey of athletes from across the length and breadth of the country as they make their way to the start line in Glasgow. We also want to celebrate Scotland's proud history in the Commonwealth Games by sharing the experiences of former team members and highlighting key moments from past Games.

To mark the occasion, a special edition set of athlete images has been published showing prospective Team Scotland athletes as they have never been seen before! Taken at the magnificent Kelvingrove Art Gallery in Glasgow, with the support of Glasgow Life, the theme is all about sport meeting culture.

This theme recognises the extensive cultural festival that is being organised as part of the 2014 Commonwealth Games which will showcase Glasgow's

international reputation as a cultural, as well as sporting, centre of excellence.

The group photographs show the strength and unity of the team, which we believe is a key to our success, while the individual photos link the athlete and their sport to an exhibit or architectural feature of Kelvingrove. Our aim is to draw out the parallels between the two, either in terms of the movement involved or key attributes of the sport. They are sure to be a talking point, so look out for the full set and choose your favourite!

Excited to be one of the faces of the campaign, Olympic bronze medallist, gymnast Daniel Purvis, said: "It has been one of my ambitions since joining Scottish Gymnastics to compete at a Commonwealth Games. Glasgow 2014 would be my first Games and there would be no better place to do it than in

my home country, so I am really excited about that.

"After the London Olympics all the athletes realised how much home support means, just the way they get behind you and it really does have an impact. Everyone just loves sport here so it would be fantastic if the public can get behind us again and keep the buzz going, especially for the younger kids, and hopefully keep inspiring a generation." <sup>SP</sup>

**Show YOUR Support!**  
[www.goscotland.org](http://www.goscotland.org)

@Team\_Scotland  
[www.Facebook.com/Team\\_Scotland](http://www.Facebook.com/Team_Scotland)



# AN INCREDIBLE JOURNEY

All over Scotland, people are counting down the days until the start of the Glasgow 2014 Commonwealth Games. From world class sporting competition to unique volunteering opportunities, the Games offers many chances to get involved. But, while Scotland is certainly gearing up for the Games, how will the Glasgow 2014 Organising Committee make sure the other 70 nations and territories of the Commonwealth become just as enthusiastic?

The Glasgow 2014 Queen's Baton Relay is a powerful way of reaching out across continents to ensure that every member of the Commonwealth family knows about the Games. A unique tradition, established in 1958, the relay announces to the Commonwealth that the Games is coming – rallying the athletes and giving everyone a chance to participate.

## What's it all about?

We're all familiar with the relays that take place inside athletics stadia, but the Queen's Baton Relay covers a bit more ground than that. It will be launched on 9 October 2013 at Buckingham Palace where Her Majesty the Queen will place Her message to the Commonwealth inside a specially designed baton.

The relay then begins a 248 day journey around the globe, visiting every Commonwealth nation and territory. Delhi, host of the 2010 Commonwealth Games, will be the first international stop on the baton's journey, before it goes on to cross continents, terrains and time zones, travelling an incredible 190,000 kilometres.

The relay will spend between one and four days in each nation and from Asia it will travel on to Oceania, Africa, the Americas and the Caribbean, before returning to Europe. From Sydney Harbour Bridge to the forests of Rwanda, from Pacific Island beaches to the mountains of Canada, the relay will showcase the best of the Commonwealth's people, landscapes, culture and sport.

In order to cross these diverse landscapes, the baton will be relayed by thousands of people, each chosen by their own nation to participate. The baton will travel by land, sea and air, using many modes of transport. Past relays have featured a submarine in the Maldives, a vintage sidecar in Singapore and a scuba diver to the underwater post office in Vanuatu. It will encounter a wide range of cultures and communities while promoting diversity and unity.

The baton will come home to Scotland in June 2014 and be cheered through the streets for 40 days before arriving at the Commonwealth Games Opening Ceremony at Celtic Park on 23 July 2014. It's going to be an incredible journey that will connect two billion people and give us a window onto the world of our Commonwealth neighbours.

## How do I take part?

Lasting memories will be created as well as excitement for the Games. So how can you get involved? Perhaps you'll be nominated to carry the baton in your community – full details of this process will be announced later in the year. Maybe you'll turn up to cheer on local superstars or take part in a cultural event when the relay passes through your town. However you choose to participate, it's an opportunity to show off your community and celebrate what makes it great.


## Reaching out to young people

Over 50 per cent of the Commonwealth population is aged 25 and under and we want to make sure that the children and young people of Scotland have every chance to be a part of Glasgow 2014. The Queen's Baton Relay is just one of those opportunities, along with the wider education and youth engagement programme.

The Sport Your Trainers event (which takes place each year on 11 March, Commonwealth Day) gave schools the chance to participate in the national campaign which asks people to wear their trainers in support of Glasgow 2014. The campaign also acted as a catalyst for learning about the countries of the Commonwealth – with many schools taking part in activities including picking a specific Commonwealth country and learning about its history, culture and place in the world. It also acted as a springboard for healthy activities and sporting participation.

In Glasgow there is a wealth of evidence to show that connections between young people and the wider Commonwealth are already being made – 95 schools have established links with 18 Commonwealth countries to share educational projects and learning, and 4,000 pupils from 77 educational establishments have received Healthy World biodiversity talks, including 66 visits to parks twinned with one of six Commonwealth regions.

Looking ahead, the Game On Scotland national learning programme has been developed by the Organising Committee, in partnership with the Scottish Government and Education Scotland, to provide a comprehensive programme which can be used by schools across the country.

From increased opportunities to take part in sport to a whole host of events that will be announced as part of the Culture 2014 programme, the Games looks to capture the ideas and enthusiasm of young people to help make the Glasgow 2014 experience a success. And when the Queen's Baton Relay sets off on its epic voyage, it will send out an invitation to all the people of the Commonwealth to get on board and get ready for Glasgow 2014. 

**Find out more**  
For more information please visit [glasgow2014.com/baton-relay](http://glasgow2014.com/baton-relay) where you'll find the latest news and can register for Glasgow 2014 and Queen's Baton Relay updates.



## Queen's Baton Relay - the numbers you should know

71 nations and territories

The Queen's Baton Relay visits every single one

190,000km

The baton travels the equivalent of more than four times round our planet

1958

The first ever Queen's Baton Relay at the VI Commonwealth Games in Cardiff

2 billion people

30% of the world's population lives in the Commonwealth

50%

Over half the people in the Commonwealth are aged 25 and under

# FOCUS ON SCIENCE



Scotland's target shooters were one of the major success stories of the Delhi 2010 Commonwealth Games, winning a total of nine medals, including four golds.

Now entering the final stages of his preparations for the 2014 Games, we caught up with Scotland Rifle Coach, Sinclair Bruce, to find out more about an innovative new project designed to ensure our Scottish shooters arrive in Glasgow ready to perform.



As a former GB competitor and long-term coach, Scotland's Rifle Coach, Sinclair Bruce, has had a lifetime's experience of observing the factors that help, or hinder, his athletes' performances.

So this winter, when Bruce started to observe that his athletes' concentration levels weren't where he wanted them to be, the **sportscotland** institute of sport stepped up its support by starting the Special Shooting Programme.

"It has always been my feeling that our athletes may not be as prepared as they could be in terms of nutrition, hydration or even sleep. They've been doing what they *think* is good for them, but we've not been scientific enough about the importance of these factors, and the way they can impact on performance."

In a sport where mental focus is absolutely key, these fundamentals of physiology can have a very real effect on the athletes' ability to perform. Dehydration, for example, can have significant consequences on the performance of the brain and the eyes, as Sinclair explained: "Tears are the polish on your vision so if you become dehydrated, and you lose the consistency of the lipids in your eye fluids, you will lose the clarity of vision which is clearly crucial to shooting."

Keen to help Sinclair in his desire for a more scientific approach to these potentially critical factors, the **sportscotland** institute of sport put in place a team of experts to develop a comprehensive testing programme. Together with Exercise Physiologist Julie Erskine, Senior Performance Nutritionist Irene Riach, and Sport Psychologist Kris Dunn, Sinclair determined the tests required to get a fuller picture of each squad member.

The resulting project was trialed during squad training camps at Aberdeen's Denwood Range. The institute team were on hand to run the testing process, which involved each athlete recording everything they drank and ate into an electronic food diary. Throughout the day their body mass was measured, blood samples taken, psychology questionnaires filled in and shooting performances recorded.

"This gives us four levels of data to explore," said Irene Riach, whose electronic food diary is a new system being piloted in shooting, where data can be analysed in real time.

"We are looking at various parameters, but from a performance nutrition perspective the glycaemic load of each meal – that is, its impact on blood sugar levels – and the physiological effect of that meal on concentration and performance is an interesting area of exploration.

"The glycaemic load of the meal sits alongside a range of other factors – heart rate, body mass, oxygen saturation, haemoglobin levels – together with shooting performance and psychological state at various time points during the day. Putting all of this together gives us an holistic view of an athlete's state of readiness for the performance task."

**"To get the best athletes in the team, we have to ensure that our guys perform at their best during qualification."**

The institute team is pooling data, identifying correlations between types of food eaten (or not eaten) and levels of performance to identify any markers that indicate specific aspects having either a positive or negative impact on performance.

**"The benefit of working with the institute is having the resource of scientists... to provide hard evidence."**

"I have always had ideas and hunches but until now never had data to back up my assumptions," said Sinclair. "The benefit of working with the institute is having the resource of scientists, the experts in their field, to provide hard evidence.

"If what they discover ties in with markers of hydration, nutrition or sleep then that's fantastic. We can inform the athletes that if they want to be at their best then the studies show that they have to do X, Y or Z. We can then intervene on subsequent camps so that, with dehydration for instance, we can make sure people are drinking what we deem to be appropriate."

With the qualification period for the Glasgow 2014 Commonwealth Games having started on 15 April this year, the project, which will also throw light on how a shooter can improve their all important ability to lie or stand still, is indeed timely.

"At this stage we can't be absolutely sure, but I'm pretty certain this project will make an impact on our Glasgow 2014 athletes," added Bruce. "To get the best athletes in the team, we have to ensure that our guys perform at their best during qualification.

"If this helps more of them to perform then we will have more competition for places and the standard of the team competing for Scotland in Glasgow will obviously be higher." **SP**



# POWERING onto the world stage

Football in the modern era can be a brutal and bruising experience. Players are **fitter, faster,** and more **physical** than they have ever been which, in turn, can lead to more injuries. However, **Scotland's Women's national team** – who got agonisingly close to qualifying for the Euro 2013 Championships after a heart-breaking last minute defeat in the play-offs against Spain – are now benefitting from a special partnership with experts from the **sportscotland** institute of sport.

In the past, the support offered to the team was on an informal basis, but with manager Anna Signeul aiming to make Scotland even more competitive on the world stage, a formal arrangement was put in place in February last year. The programme now sees 16 members of the national team regularly working with physiotherapists and strength and conditioning (S&C) experts from the institute.

At the start of the programme each player was profiled by a physio from the institute, which then allowed Tim Silvester, S&C coach, to create a bespoke training programme to improve their performance. Factors such as previous injuries, movement, and strength issues are all taken into account to ensure that the programme suits each player's individual needs.

Tim said: "S&C for field sports is quite well established and by trying to get the players stronger and more powerful we are hopefully going to have a positive impact on their overall ability on the park. A few of the girls have played in the States and in Europe and they say it is a fiercely physical game, so in order to compete with that they need to get stronger themselves."

One of the key elements of the S&C work that is building up the players' bodies to try to minimise their susceptibility to injury. Female athletes are more pre-disposed to knee injuries than male athletes. With anterior cruciate ligament (ACL) damage one of the most devastating injuries possible, plans are put in place in an attempt to guard against it.

"Any kind of contact sport will produce injuries, but twisted ankles and jarred backs mean a relatively short time out compared to an ACL reconstruction,

which would see players virtually lose a year," said Tim.

He added: "We try to make sure that all the right muscles are working together in the right way to protect the knees as best as possible, which can have a really positive impact on performance for the players as well."

Having missed out on qualification for Euro 2013, the next big focus for the national squad is on making it to the World Cup in 2015, which is being held in Canada. The qualification groups were drawn in April and the continued work from the dedicated **sportscotland** S&C coaches and physios will help to ensure that the players are better prepared than ever before to perform on the world stage.

It is then down to the squad's coaches to mould those faster, more powerful athletes into a team which can fly the flag for Scotland at the World Cup. **SP**



# A sense of **FREE**style

The UK is not short of inspirational female skiers and snowboarders: Lesley McKenna made it to three winter Olympics, Jenny Jones has seized two gold medals at the XGames (making her the first UK rider to ever make the podium) and young guns Anna Vincenti and Aimee Fuller are set for big things at Sochi.



Yet despite all these positive female role models, participation in women's freestyle skiing and snowboarding is significantly lower than men. Fewer females take part in competitions or get involved in the freestyle snowsports scene, as Lauren MacCallum from Snowsport Scotland explains: "We always find at competitions that there are significantly more boys than girls competing and boys seem to dominate the park scene across the UK."

To rectify this situation, Snowsport Scotland has launched a new girls' initiative called LASS. Designed to encourage more females into snowsports, the programme helps them progress their skills to establish a bigger presence in the UK freestyle scene.

LASS is aimed at riders of all ages and offered a series of 'ride together' days throughout the winter season at Cairngorm Mountain, Nevis Range, Glencoe, Glenshee and the Lecht. These events allowed girls to come together with like-minded riders, and learn the basics of snowboarding and freestyle skiing.

"...the days don't just focus on riding they also include other aspects of the freestyle scene like volunteering, coaching, photography, park shaping and film making."

Speaking about her experience at one of the first LASS days back in January, young skier Eve McKenzie said:

"The day was incredible. It was such a unique experience to have a group of girls riding park together, trying new things and progressing. It's great because the days don't just focus on riding, they also include other aspects of the freestyle scene like volunteering, coaching, photography, park shaping and film-making.

"It was also really motivational for me to see what the coaches could do and it has definitely given me more confidence to come and practise in the park in future."

The initiative is backed by **sportscotland**, The British Association of Snowsports Instructors (BASI) and various other snowsports clubs around Scotland. Snowsport Scotland also received funding through **sportsmatch**, when BASI's corporate sponsorship was matched, giving LASS £10,000 to spend on progression rails and boxes for the girls to practise on.

Snowsport Scotland has also teamed up with BASI to award the 'LASS Scholarship' which will put one female through their level one UK Coaching Pathway freeski or snowboard coaching qualification. The place will be awarded to the skier or boarder who shows the greatest potential throughout the season, and demonstrates the right attitude to becoming a good coach and ambassador for freestyle coaching in Scotland.

By using an inclusive and relaxed approach, LASS really hopes to inspire and progress women and girls riding within the Scottish snowsports community and help develop a strong female freestyle scene to rival that in Europe. **SP**

For more information on LASS go to: **twitter.com/LASShred** **facebook.com/LASShred** or contact **lauren@snowsportscotland.org**

For more information on **sportsmatch** visit: **sportscotland.org.uk/sportsmatch**

For more information on BASI visit: **basi.org.uk**



# THE VOICE OF EXPERIENCE

**Rhona Martin MBE** was a competitive curler for over 20 years, at Scottish and GB level, and famously skipped the women's rink that won Olympic gold at the 2002 Winter Olympics.

After retiring from competition, Rhona took up coaching and is now head coach for women's curling at the **sportscotland** institute of sport. We caught up with Rhona to talk about her own experience in sport, Scotland's current world champions and her team's preparations for Sochi.

## 1 How did you get into curling and when did you begin to take it seriously?

My brother Drew had won the Scottish Junior Curling Championships, so he took me along to a training session when I was 17. I wasn't very fond of it at first and complained about it being freezing! But he persuaded me to give it another try and the rest is history.

I started to experience success on the junior circuit and then in the ladies' team. In 1998 curling became an official Olympic sport, which was the year that my team missed out on the play-off spot for a place at the Games. After that it really motivated me and I knew we had to make it to the Olympics.

## 2 How did it feel to win a gold medal at the Winter Olympics?

When I threw that last shot and we won the game, it was a sense of relief. We had experienced over 40 hours of game time and I felt mentally exhausted! I think our achievement only hit me when we were standing on the podium and the national anthem was belting out.

## 3 How can girls and women get into curling?

Women of any age or ability can get started in curling very easily. So many clubs have open sessions for people to try out the sport and there are teams for all levels. Many facilities now also have crèches, which is helpful for women with children.

We have a large range of younger women competing, for example Eve Muirhead became the youngest ever skip this year to win the worlds at just 22 years old. The number of younger participants is likely to increase as a result of the work of Active Schools and the affiliated schools programme operated by the Royal Caledonia Curling Club.

## 4 Your daughter has followed you into the sport – was this inspired by your own success?

My daughter Jennifer's success in curling is down to her own initiative and she has developed her own passion for the sport. I did not want her to feel pressure so I didn't try to push her

further, so it is her own determination that has got her to the stage of skipping her own performance squad team.

## 5 What made you decide to get into coaching?

I had been involved in the sport for so long as an athlete I wanted to be able to give something back and stay involved, so coaching seemed the best route. I was lucky enough to be the only Scot and one of two winter sport coaches accepted onto the UK Sport Elite Coach development programme, which was a fantastic opportunity. It was so beneficial being around coaches from other disciplines in the programme and it was great to see so many of the

people I met experiencing success with their athletes during London 2012.

## 6 The British curling programme restructured after Vancouver 2010. How has this changed the focus?

The three aspects we focus on are technical ability, tactics and team dynamics – if we get them all spot on we can't go far wrong. However, this takes a lot of work and commitment.


There is a great emphasis on deliberate and repetitive practice with increased training and self practice. Basically each session has a focus and a purpose, it is not just going on the rink and playing a game. We need to push the athletes in every session and meet their needs.

## 7 Sochi 2014 is now under one year away, with the success at the Women's World Championships there must be a positive feeling heading towards the Winter Olympics in February 2014?

I was delighted with the performance in Latvia. The final game against Sweden was close and came down to the last stone, so to see them hold their nerve and play a super last end to win the title was fantastic. Now that our slots have been secured for Sochi, our next step is team selection between July and December and the final competition is the European Championships in November. Obviously training will intensify over

this period to prepare our best athletes to perform on the world stage.

## 8 You were recently inducted into the Scottish Sports Hall of Fame, how did it feel to receive that accolade?

I remember hearing of the launch of the Scottish Sports Hall of Fame in 2002 just before we went to Salt Lake City, and being bowled over by the quality of Scottish sportspeople inducted. So when I was inducted I felt very honoured, especially as I was the first curler and winter sport athlete in the Hall of Fame. 



## Q&A

### QUICK FIRE ROUND

- 1. Favourite word?**  
Stramash – a real Scottish word that means a bit of a racket.
- 2. Whose brain would you like to pick?**  
Jurgen Grobler, the chief men's coach for the GB rowing team. His approach and success has been an inspiration to me.
- 3. Best film ever?**  
*The Bodyguard*
- 4. Favourite food?**  
Macaroni cheese – perfect to warm you up before heading out onto the rink.
- 5. Person you most admire in sport?**  
Sir Steve Redgrave – his achievements, dedication and commitment are amazing.
- 6. Last thing purchased?**  
Petrol – I use a lot travelling from Ayr every day.
- 7. Cat or dog?**  
Dog – I have a westie called Rory.



# Our way of saying **THANK YOU!**

The success of last year's Olympic and Paralympic Games in London was undeniably due in part to the thousands of dedicated volunteer Games Makers. Lord Coe's most popular thank you at the closing ceremony went to them, including a call to action to take up volunteering at home: "What is the most important thing that you can give to a sports club or society? It is that crucial asset of your time and expertise."

**S**port in Scotland simply couldn't happen without the dedication and commitment of volunteers and coaches. That's why **sportscotland** is committed to recognising and supporting coaches through the annual **sportscotland** Coaching, Officiating and Volunteering Awards. Let's take a look at the nine inspirational winners of the 2012 awards.

## Technical official of the year (1)

Shona Malcolm from Tillicoultry has been officiating in athletics for 32 years. Recently a chief field official at the London Olympics and Paralympics, she works as Disability Athletics Officer at **scottishathletics**. Shona also dedicates over 20 further hours a week to coaching and officiating at events.

She said: "With it being a Games year there were a lot of people in for this award and for me to have won it is amazing! I like to think I'm giving something back to the sport by allowing others to progress through it."

## Volunteer of the year (2)

Allan Bryson is Falkirk Golf Club's (FGC) Junior Match Secretary. He is passionate about junior golf and has helped grow the section from just eight members to over 60.

Billy Crozier, FGC Captain, said: "We are very proud of Allan and all the juniors. This is a remarkable achievement for Allan as an individual and the club as a whole. This is a very friendly club which takes pride in its junior section."

## Young volunteer of the year (3)

Mark Stringer, 24, from East Kilbride, was one of only two under-25s selected from Scotland to officiate at London 2012. Mark has spent his spare time over the last 12 years at Whitemoss Amateur Athletics Club, where he is described as 'irreplaceable'.

Mark hopes to be involved in the Glasgow 2014 Commonwealth Games and the 2017 World Athletics Championships. He said: "Many people think volunteering is only for the older generation - I'm 24 and I'm having a great time volunteering... it's taken me to some really exciting competitions so far."

## Development coach of the year (4)

Ben Higson was nominated by the parents on the committee of Dumfries Amateur Swimming Club, where he is head coach. Ben's focus is on inspiring commitment to the sport from young people and on their development on the sporting pathway. "You don't do it for the rewards for yourself, it's more about the kids reaching their goals, but it's great to know that all your hard work is being appreciated and making a difference."

## Young person's coach of the year (5)

David Smith has worked for four years coaching football at the club he loves, Drumchapel United. His numerous coaching qualifications, as well as a recent sports psychology course, allow him to help his young players achieve their best and focus on keeping a positive mindset.

He said: "Drumchapel has been good to me, I want to give something back to my community. I was gobsmacked to win this award, but the biggest accolade is that the parents and kids value the time and effort I'm putting into my role."



## Young coach of the year (6)

As a former junior at Kinross Cricket Club, James Ross has spent the past 15 years playing and now coaching in the sport. Starting as a volunteer coach in 2007, he has gone on to become a full time area development coach with Live Active Leisure.

Andy Tennant, Head of Performance at Cricket Scotland describes him as: "... a lesson in self-motivation and determination to succeed. Having talented young coaches like James augers well for the future of the game in Scotland."

## Performance coach of the year (7)

Aussie Laurel Bailey only meant to make a pit stop in the UK for 10 weeks. Eight years later she's still in Scotland, and last year her highest profile protégé, Craig Benson, made it to the Olympics.

With a 20-strong squad, Laurel has watched her team grow and develop, putting Warrender Baths Club on the international map. Assistant coach and former world champion Kris Gilchrist sings her praises: "There are people very high up in British Swimming who tell me how lucky I am to be working with her, and I agree."

## Community coach of the year (8)

Lauren Millar is a 20-year-old trampolining enthusiast and coach in East Lothian, working with City of Edinburgh Trampoline Club. You'll find her at her home club or delivering sessions at Meadowmill Sports Centre, Knox Academy and Musselburgh Grammar School, passing on her infectious love of the sport, in which she has competed internationally. "Seeing the kids achieve their goals and being happy means as much to me as winning myself," she said.

## Disability coach of the year (9)

Former badminton doubles world number 11, Lyndon Williams, set up Lothian Disability Badminton Club in 2008. The 48-year-old has 28 years of experience in coaching and has seen both the sport and disability coaching grow and develop during that period.

His aim is to work towards the inclusion of badminton at the Paralympics in 2020. The modest winner said: "I'm quite embarrassed to win something like this because I don't expect it. It recognises the stuff we've done with the club, not just me, but all the coaches." 🏆



# FIVE HUBS ONE COMBINED FOCUS

In recent months, progress on delivering on our legacy commitment of community sport hubs has accelerated with 105 hubs already being developed across Scotland.

In the last issue of *Sport First* we shone the spotlight on Armadale Academy to find out how their community sport hub model was operating. This time we're heading east, to the city of jute, jam and journalism, to discover how Dundee has embraced the concept.



The Tayside approach to the development of their community sport hubs (CSH) is an interesting one. Five prospective hubs joined together and opted to allocate a proportion of their funding to secure a dedicated CSH development officer to provide support across all five hubs – Caird Park, Craigie, Dundee East, Dundee North West and the West End Sports Heritage Association (WESHA).

As Community Sport Hubs Officer with Leisure & Culture Dundee, Daryl McKenzie is the man tasked with providing that support. Here Daryl tells us about the challenges, successes and ongoing developments in Dundee.

“With a background in sports volunteering, I was instantly drawn to this new post as I saw it as a fantastic opportunity to use my experience to make a difference. There had been some work happening under the guidance of Kevin Lee from the Scottish Football Association but this dedicated role means that the clubs and hubs are now supported on a daily basis.

My top priority was to get to know the volunteers already involved in running the clubs. It was so important to gain their trust and respect to work effectively together. I visited each of the clubs to explain that my role was to provide support and advice at a strategic level but that their experience on the ground was critical to the success of the project. The volunteers know the local story inside out so consultation was key to prioritising what would have the greatest impact on sport development in their area.

Effectively my role is to accelerate the work already being done, to help them to realise their ambitions. Essentially I want to encourage the hubs, and the individual clubs within those hubs, to think bigger.

To demonstrate what could be achieved, we took a group of volunteers to meet with the people behind some of the early success stories for CSH, including Inch Park in Edinburgh. It was hugely beneficial to hear real stories of the challenges faced

to see what had been achieved, particularly in terms of facilities.

In many cases, clubs have something of a nomadic existence, running their operations out of volunteers' homes, businesses or even pubs and cafes. Having a facility to call home is a huge boost. It's about creating a shared environment and it's also a tangible sign of what's been achieved. However, you have to be realistic and recognise that raising funds is only part of the story – it has to be sustainable.

For example, in Dundee East Community Sports Club, it took almost three years to raise the necessary investment through a combination of fundraising by the club and successful applications for external funding from **sportscotland** and the Scottish Government's CashBack programme.

What was previously a piece of wasteland now has a floodlit astro pitch, able to accommodate two youth teams at any one time. It is being used by kids every night and demand is increasing from clubs within the hub and external lets. It's a real motivator for other hubs in Dundee to see what can be achieved.

Critical to delivering this project was greater collaboration with the people involved in local planning and partnerships to ensure that the clubs had a voice in decision making.

There was a need for a huge cultural change from both sides. Often clubs were met with a default 'no' as what they were proposing was not how things had been done previously. But instead of taking 'no' for an answer we've worked together to develop and improve our business plans to make it much easier for people to understand what we're trying to achieve.

It's not an overnight fix, I've been in post for more than 18 months and it's a slow process, but gains are being made.”

With exciting developments nearing completion across all five hubs, Dundee is a great example of the impact of local delivery as part of a national programme. **sc**

## CASE STUDY

The most developed hub within the Dundee area is Dundee East Community Sports Club (DECSC). Twelve clubs form the basis of the hub boasting over 1,200 members and a workforce of 150 qualified coaches and volunteers. It's a fantastic community asset providing sporting opportunities for five year olds right through to adults. **Gordon Deuchars, Chair of DECSC**, tells their story:

“Five years ago we sat round the table as individual clubs and realised that by working together we'd have much more clout. We developed a constitution and gained charitable status which allowed us to apply for grants. Fortunately our local MSP and Dundee City Council were very supportive of what we were trying to do – Dundee City Council even granted the lease of the land to the hub.

“We wanted to give the local kids a safe and healthy environment to play sport and, thanks to grants of £160,000 from the Scottish Government's CashBack fund, in addition to £40,000 from other partnerships and fundraising, we were able to develop the astro pitch. Daryl McKenzie was really instrumental in the whole process, as was Kevin Lee, providing support and advice to make things happen and speed up the process.”

With more clubs wanting to join the hub, including karate and handball, Gordon, Daryl and the club volunteers have ambitious plans to further develop the facilities to offer more to the local community. Gordon adds:

“There has been a definite increase in football participation. Where previously we were struggling to attract players and field teams, now we are running three teams of 20 players each. By providing great facilities and first class coaching we are able to develop more and better players, giving them the best possible experience.

“In this area of Dundee there is still a lack of quality facilities so we have opened the pitch up to local schools and colleges during the day with the hub clubs taking priority in the evenings and at weekends. That pitch is in use from 5pm-9pm every single night.

This is just the beginning for Dundee East!”



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# INVESTING IN WORLD CLASS CLUB SPORT

Sport clubs are the life blood of Scottish sport. They are the place where everyone can develop a life-long sporting habit, and where future sporting champions are nurtured.

In late 2011, **sportscotland** published the club sport framework – a guide to support the development of world class club sport. Now, in line with that publication, we are developing a suite of support options to help aid sport clubs across the country.

This suite offers clubs a range of options – some are new and some are improved versions of existing programmes – and there is something there for every type of club. The one thing local sport clubs need to have to take advantage of this opportunity is a commitment to develop.

Designed to complement the work of our partners, the full suite of support will be up and running during summer 2013.

## Self improvement and professional support

A new online self improvement tool will be introduced as part of this offering. It takes the form of an interactive questionnaire based on the six priority areas of the club sport framework and will be housed on a new and refreshed Help for Clubs section of the **sportscotland** web portal.

Once a local club works through the questionnaire, it will receive a summary identifying what it does well, where its development opportunities lie and information on relevant solutions.

**sportscotland** is also boosting the number of regional development posts within SGBs. Added to the existing 60 posts currently in place, this will see an increase of up to 28 sport-specific staff who will be working directly with clubs across the country.

Together, these two support streams give clubs the help they need to consider their plans for the future, while at the same time offering access to professional support to aid their development.

## Long and short-term support

What's unique about this suite of support from **sportscotland**, is its focus on meeting the needs of different types of sport clubs.

**sportscotland** is aware that some developments will take longer and, to that end, is establishing a new direct club investment stream as part of this suite of support. It is designed to address the gap of resourcing those clubs that want to – and are ready to – take on more significant levels of development.

The clubs that are identified to receive this investment will receive support through the regional sporting partnerships (RSP) and must be focused on delivering against clear outcomes – growth in club membership and/or provision of the correct environments to develop club athletes to performance levels.

This new funding opportunity will be rolled out during 2013, through the regional sporting partnerships, to around 50 clubs across the country in its first year. Any sports club will be able to apply for investment. And all parties involved in regional sporting partnerships – local authorities, SGBs, universities, colleges and **sportscotland** – will have a role in proposing the 50 clubs that are ready to make a commitment to these outcomes and best placed to receive the support. Applications from clubs will be in the form of a business case to the RSP and will be presented to a **sportscotland** business panel for final approval.

However, not all clubs will need this type of in-depth support. And for those clubs who perhaps need simple one-off solutions, their options may include existing programmes like the Sport Facility fund or local authority grants. Added to these, a refreshed and improved version of **sportsmatch** will be re-launched this year to take its place in this suite of support for clubs – offering them the opportunity to match commercial sponsorship from their local business community with an award from **sportscotland**. And there's also Awards for All – which has increased its investment pot from £1m to £1.5m per annum. So, there is now support available to suit clubs of all ages and stages. For more information on the support available for local clubs, please visit [www.sportscotland.org.uk/clubinvestment](http://www.sportscotland.org.uk/clubinvestment)



# THE POWER AND THE GLORY

Powerlifting is one of the fastest growing Paralympic sports in the world. And as one of the parasport disciplines that will be on show at Glasgow 2014, the sport looks set to gain even greater profile over the next two years. With the institute of sport running the powerlifting programme in Scotland, we find out the ones to watch for Glasgow 2014.

After the **sportscotland** institute of sport ran a successful search for potential Paralympic powerlifting athletes under its Gold4Glasgow talent programme, strength and conditioning coach, Neil Crosbie, was offered the opportunity to run a powerlifting programme in Scotland.

Neil recently took three rising stars of the Scottish scene to the 5th Fazaa Powerlifting Championships in Dubai as part of their development towards Glasgow 2014. We found out a little bit more about Hanna Toremar, Micky Yule and Nathan McQueen.

## Hanna Toremar

Paralympic powerlifting is a bench press competition – the ultimate test of upper body strength. The sport is suited to athletes with dwarfism because they have shorter arms and therefore a smaller distance to push the weight.

Hanna, an athlete with this condition, had her first experience of international competition in Dubai and successfully completed her goal of having her disability classification confirmed by the International Paralympic Committee (IPC).

This means that she is officially eligible to qualify and compete for Scotland in 2014, and Hanna is understandably delighted.

## Micky Yule

Unbelievably, most powerlifters will be able to press around three times their own body weight. Powerhouse Micky Yule weighs in at 72kg and his current personal best (PB) is 176kg. A former amateur powerlifter, in 2010 Micky was involved in an explosion while posted in Afghanistan with the army which resulted in the loss of both of his legs. Micky returned home from Fazaa with a bronze medal in the 80kg category by lifting his PB but he is always hungry for more.

"I should have won the silver! I lost by 1kg but I will beat him next time! With all the coaching I'm getting and the programme I'm on, it's going really well at the moment. We changed things around a couple of months ago and my numbers started going through the roof, so if we keep on the way we're going, it's full steam ahead for Glasgow and hopefully Rio!"

## Nathan McQueen

Nathan is a former rugby player with the Glasgow Warriors, who had a serious motorcycle accident which left him paralysed from the waist down.

Like Micky, Nathan was originally identified through the Gold4Glasgow programme and has been going from strength to strength in his work with Neil as he tries to realise his dream of competing in 2014.



We featured Nathan McQueen in our recent annual review video case studies. Learn more about his story here: [sportscotland.org.uk/powerlifting](http://sportscotland.org.uk/powerlifting)

# COMING ON STRONG



After a disappointing result in Delhi 2010, Bowls Scotland adopted a fresh approach to its elite programme. And following a superb result at the World Championships in Adelaide last December, the sport looks to be in good shape for the next major test – Glasgow 2014.

David Gourlay, Head Coach at Bowls Scotland, gives us the lowdown...

Times and traditions are changing in Bowls Scotland – and they needed to. After the disappointment of Delhi, we took a long hard look at the elite performance set-up within the sport and made a series of changes designed to give our players the best possible opportunity to succeed in Glasgow.

One major shift was the decision we took to break with the universal approach of our elite players practising on their own. By bringing our players together, we've really tried to work on bonding our squads so they approach competitions as a unified and supportive team.


Adding to that a new focus on high quality one-to-one coaching, there has been a complete cultural change at the top of the sport, but we're delighted with the response of the elite players who are embracing the change. This is the first time that elite players have received individual coaching, combined with tailored training. And with the introduction of performance analysis, it's also the first time we'll be able to benchmark against our major competitors and assist our players in continuous improvement.

Since Delhi, 14 of our elite players have received support via the **sportscotland** institute of sport network through a bowls-specific strength and conditioning programme, targeted physio, performance analysis and nutritional advice. A major test of this new approach came at the World Championships in Adelaide last December.

At the time it seemed the Australian city had laid every challenge in place for the visiting teams with unusually slick greens, unfamiliar equipment, relentless heat and wind among the potential pitfalls.

But our players rose to the task, winning six medals, three of them gold. We were the only country that competed with the Australians, which was a huge achievement. Particularly noticeable is the improvement in the Scottish women whose results hadn't been as good as in previous years. In Adelaide they won a gold and two bronze medals, so it was gratifying to see them back performing where they should be.

Kilwinning's Michelle Cooper, lead in the gold medal winning Fours in Adelaide, is a clear example of how the new approach is working. She said: "I can definitely link the world championship success back to the one-to-one coaching. I'm a more steady, all-round player. The institute strength and conditioning is helping us too. At the World Championships we were playing up to three games a day, which was 12 hours on your feet. So you've got to be conditioned enough to be able to cope with that in the heat."

Going into the selection period for the Glasgow 2014 Games, which opened in April, we believe we're in a good place. Our players have a unique opportunity to compete in front of a home crowd at the Kelvingrove venue – competition for places will be closer than ever. 



# POWER

Sport makes a huge contribution to Scotland's health, identity and society. It's powerful stuff. To find out more, visit [www.sportscotland.org.uk](http://www.sportscotland.org.uk)

Awarding funds from  
 The National Lottery®



Ashlie is a player for Kirkcaldy Ladies. Her experience in playing and coaching provides both leadership and a connection to the local club.

Through consultation, **sportscotland** knows that girls like to be offered choice: single sex PE classes and clubs, and the opportunity to take part with their friends.

This cluster event in Fife allows girls of all abilities to develop skills and techniques in rugby.

Putting sport first

**sportscotland**  
the national agency for sport

# WORLD CLASS

sportscotland has one clear focus: developing and supporting a world class sporting system at all levels. To find out more, visit [www.sportscotland.org.uk](http://www.sportscotland.org.uk)

Awarding funds from  
 The National Lottery®

Exercise physiologist Dr Laura Forest is part of a team of experts at the institute that delivers specialist support to Scottish Swimming's performance programme.

Olympian and Commonwealth Games Gold medallist Hannah Miley is competing for her country at the highest level.

The institute is working with all 17 Commonwealth Games sports, including swimming, to help ensure they have the support they need in the run-up to Glasgow 2014.

*Providing high performance expertise to sport and athletes in Scotland*

  
sportscotland  
**institute of sport**  
high performance expertise