

SPORTFIRST

Issue 7 Winter/Spring 2012

the magazine of sportscotland

TAKING US TO 2014 AND BEYOND

Legacy building is a vital part of Glasgow 2014

Louise Martin talks about sportscotland's contribution

JOIN THE CLUB

A roadmap for world class club sport

TOASTING SUCCESS

Rowing champion Katherine Grainger talks about discipline, training, achievement... and the joy of two breakfasts

BALANCING ACT

How performance lifestyle helps athletes minimise distractions to maximise performance

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

Awarding funds from
 The National Lottery®

We are working with Midlothian Council to establish Newbattle High School as a community sport hub in the local area.

A key part of our Commonwealth Games legacy commitment, community sport hubs are designed to provide a home for club sport and make it easier for people to get involved.

Our target is to have 150 community sport hubs up and running across the country by 2016.



Putting sport first

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FIRSTWORD



I'm delighted to welcome you to the 7th edition of Sport First. Paving the way for a special Olympic edition of Sport First

scheduled for later this year, there is a strong Glasgow 2014 theme running throughout this issue.

Our chair Louise Martin talks about **sportscotland's** contribution to 2014, providing an overview of the activity that we are driving and supporting. We give more details about a range of programmes linked to major games and, in the first of a series of regular updates, we hear from Glasgow 2014 Ltd on plans for their exciting 'Sport Your Trainers' initiative.

With two 'home games' over the next three years, the team at the institute are as busy as ever helping to provide sport and athletes in Scotland with high performance expertise. We take a look at the institute's work in the disciplines of performance lifestyle and

biomechanics. Staying with performance sport we speak to GB Curling's Performance Director Dave Crosbee about the future of the sport.

And we're also delighted that rowing legend Katherine Grainger MBE has taken time out of her packed schedule to talk to us about her preparations for the Olympics later this year.

We're pleased to be able to profile the recently launched club sport framework, designed to inform planning and practice in club sport. We also take a look at how the Scottish Government's CashBack for Communities programme is investing in local sport. Finally we're delighted to bring you the lowdown from the SFA on recent developments in women's football and, of course, to bring our priority areas to life by looking at some real life case studies.

It's a packed issue – I hope you enjoy it!

Stewart Harris
Chief Executive, **sportscotland**

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Spring is definitely in the air with a busy few months ahead!

Be sure to check the **sportscotland** website for regular updates.

NVA's Speed of Light

Speed of Light is an exciting new project, run by arts charity NVA, designed to celebrate sport and culture.

A unique programme of activity will culminate in a mass-participation event on Arthur's Seat as part of the Edinburgh International Festival. Between Thursday 9 August and Saturday 1 September Edinburgh's iconic mountain will be brought to life as thousands of runners illuminate the hillside wearing specially designed light suits.

To get involved you will need to have a good level of fitness – by summer 2012, those signing up to the challenge will need to have the stamina to complete a 3-5K hill run and be able to stay active over a 1½-2½ hour period at night.

To register for more news, including ticket releases, and to join this fantastic event as a runner, sign up now at www.speedoflight2012.org.uk

New legacy portal launched



The Scottish Government recently launched a new website designed to provide up-to-date news on Games related activity in the run up to 2014 and beyond. It includes information about what is happening both nationally and in local communities across Scotland and encourages people to get involved. For more information, visit www.gameslegacyscotland.org

Sport Relief 2012

Sport Relief 2012 is on its way, with this year's event taking place from Friday 23 to Sunday 25 March.



Over a million people are expected to join the Sainsbury's Sport Relief Mile and, as well as two major 'flagship' Mile events in Glasgow and Edinburgh, there's bound to be a Mile event near you. Check out www.sportrelief.com to register and see what's going on in your area.

This year Sport Relief will also give you the chance to represent your country as Scotland, England, Wales and Ireland all compete to be the 'First Nation Home'.

Teams of sporting internationalists and celebrities will race around the country – running, rowing, cycling and sailing more than 1,000 miles over seven days – and you can join them in the race to the finishing line.

Visit www.firstnationhome.com for more information or to apply to enter.

Queen Elizabeth Fields Challenge

Fields in Trust (FIT) is a national charity which aims to ensure that everyone has access to free outdoor space for sport, play and recreation.

In the year of the Queen's Diamond Jubilee, and of course the London Olympics, FIT have launched the Queen Elizabeth Fields Challenge – an initiative designed to protect 2,012 outdoor recreational spaces across the UK, creating a living legacy for local communities.

With the support of local authorities, 1,000 sites have already been nominated. Of these, 70 are in Scotland and FIT hopes to protect a total of 214 in Scotland by the 2014 Commonwealth Games. QE Fields will be marked by a commemorative plaque and be eligible for FIT small improvement grants.

As part of the programme FIT are encouraging communities to come together for fun, games and outdoor enjoyment around the theme of 'Have a Field Day'.

For more information, visit www.qe2fields.com



Follow us on twitter for the latest news updates:
twitter.com/sportscotland



Bank of Scotland National School Sport Week

Registration is now open for schools to join in this year's Bank of Scotland National School Sport Week (11-15 June) and stage their very own version of the Olympic Games.

This year, there are lots of exciting added bonuses for schools to celebrate the Olympics, including the Get Set and Flame Followers programmes.

Following on from National School Sport Week, schools can also celebrate World Sport Day (25 June), ending their term and preparing for the Games in style!

Check out www.schoolsportweekscotland.org

Community sport hubs

The community sport hubs programme is going from strength to strength with another five hubs launched recently.

Dalziel High School in Motherwell, **Cumbernauld High School**, **St Margaret's High School** in Airdrie, **Tryst Community Sports Club** based at Larbert High School and **Inch Park Community Sport Club**, Edinburgh are all up and running. With the Minister for Commonwealth Games and Sport, Shona Robison, at the Tryst launch and Kenny MacAskill MSP at the Inch Park launch, **sportscotland** is working hand-in-hand with the Scottish Government to progress this key club sport programme.



GymPlay

GymPlay is a major new national gymnastics programme, developed by Scottish Gymnastics, designed to improve health through participation in physical activity from an early age.

The programme helps to develop the basic movement patterns of everyday life among 3-5 year-olds and will be rolled out across Scotland over the coming months.

GymPlay is based on the principles of S.P.L.I.C.E – Social, Physical, Lingual, Intellectual, Creative and Educational development. The launch took place at Craiglockhart Leisure Centre, a venue which helps to deliver gymnastics coaching sessions to more than 800 pre-school aged children in Edinburgh every year.



sportscotland Coaching Award winners announced!

At **sportscotland** we're committed to recognising and rewarding coaches from across the country – our Coaching Awards are designed to do just that. After a record number of nominations and a tough selection process we have our winners for 2011!

Young Person's Coach – **Mike Avis (rugby)**

Young Coach – **Frazer Grant (basketball)**

Performance Coach – **Patrick Miley (swimming)**

Development Coach – **Monica Borland (swimming)**

Participation Coach – **Alan Cardwell (triathlon)**

Disability Coach – **Robert Dick (bowls)**

Congratulations to all of the winners and a huge thank you to everyone who nominated. Special congratulations go to Mike Avis who went on to win UK Children's Coach of the Year at the sports coach UK awards at the end of last year.

Diary

12 Mar	Glasgow 2014 'Sport Your Trainers'
23-25 Mar	Sport Relief
11-15 Jun	National School Sport Week
25 Jun	World Sport Day
27 Jul – 12 Aug	London 2012 Olympic Games
29 Aug – 9 Sep	London 2012 Paralympic Games

“For us, Glasgow 2014 is a catalyst to accelerate the development of sport, raise its profile and help motivate our nation to be more active.”



Taking us to 2014...

Louise Martin CBE, Chair, **sportscotland**, explains how the national agency is preparing for Glasgow 2014 and outlines the organisation’s work to deliver a lasting legacy from the Games.

The first thing that people say when they hear that I am Chair of **sportscotland** is “You must be very busy with the Commonwealth Games coming!” – and of course my answer is a resounding “Yes!”. However, the focus of our work usually requires some additional explanation.

While Glasgow 2014 Ltd are actually delivering the Games event in partnership with the Scottish Government, Glasgow City Council and Commonwealth Games Scotland, **sportscotland**’s primary focus is on improving sport, building and supporting a world class sporting system at all levels, and ensuring that the 17 Games sports and their athletes are best prepared to succeed.

sportscotland is fully committed to delivering our part of the lasting social, economic and sporting legacy that will be generated by the Games, and two clear objectives drive our legacy commitment: one is to develop long-term sustainable community-based sport, and the other is to strengthen and develop Scotland’s performance sport infrastructure. From what is within our gift we believe these two areas of focus can make the biggest difference to Scottish sport for the longer term and contribute to a world class sporting system at all levels.

We also recognise that we are well positioned to support a number of other programmes and initiatives that contribute to the development, improvement and profile of sport.

In these situations we carefully consider our contribution of time, expertise and investment of public funding, against some very important questions: *Does the programme or initiative form part of a shared approach to developing sport? Will it have an impact? Will it be sustainable and ongoing?* We provide more details on some of this work overleaf, but for now let’s take a closer look at what we are actually driving.



Sustainable community-based sport

The lead programme under our objective of delivering sustainable community-based sport is community sport hubs – an exciting and innovative approach to the development of sport in local clubs. Designed to increase the number of

people of all ages who participate in sport across Scotland, community sport hubs are based in local places such as club pavilions, sports centres, community centres, the natural environment and schools.

We are already starting to see the fruits of our work in this area. The first hubs are up and running, bringing local people together and providing a home for local clubs and sports organisations. To date we have agreed plans with 24 local authorities which will see the creation of 104 new community sport hub sites. We are now working with our partners to develop these hubs while engaging with the eight remaining local authorities to identify potential opportunities.



Above: sportscotland is working with local partners to develop a network of 150 community sport hubs across the country, while ensuring that the performance infrastructure is able to offer our best athletes the right support in the right places.



Performance sport infrastructure

In performance sport we are working hard with Scottish governing bodies of sport (SGBs) towards the ultimate goal of making 2014 Scotland's most successful Games. To make that happen, we have evolved the way in which the institute of sport provides high performance expertise to sport and athletes – we now have one **sportscotland** institute of sport network that makes decisions together with SGBs centrally and delivers service and support to athletes and programmes regionally – where they most need it.



We have established Mission 2014, setting clear process and performance targets with the 17 Games sports. Progress is constantly monitored and regular adjustments to our support are made as required. We have also ensured that

the expert staff deployed across the institute network have the right skills to support Scotland's ambitions, and we are committed to continuous improvement – both for our people and the high performance system as a whole.

The team at the institute have also driven the Gold4Glasgow talent initiative. Under this banner we have worked with SGBs

to discover potential world class athletes within the general population and fast-tracked their development towards success at the Glasgow 2014 Commonwealth Games.

Making a difference

So as you can see, at **sportscotland** we really are incredibly busy with the Commonwealth Games! And by focusing on these two very clear objectives we will make a real difference which will benefit both our athletes and our communities for many years to come. **sf**

A full breakdown of **sportscotland's** work around major games is featured on the following pages.

For more information on progress with community sport hubs, visit sportscotland.org.uk/csh



...and beyond

With London 2012 just months away, and Glasgow 2014 and the Ryder Cup fast approaching, there has never been a more exciting time for sport in Scotland. We take a look at how **sportscotland** is supporting a range of activity right across the sporting system, designed to use the power of these major events and accelerate the development of sport.



School sport

Bank of Scotland National
School Sport Week

11–15 June 2012

www.schoolsportweekscotland.org

The aim of National School Sport Week is to use the power and spirit of the London 2012 Olympic and Paralympic Games to inspire more young people to understand the value of sport, and take part in more sport in the run up to 2012 and beyond. All schools in Scotland can register for the week online and receive resources with ideas for activities during the week.

Sport Relief

23-25 March 2012

www.sportrelief.com

Sport Relief is a bi-annual campaign, with Sainsburys Sport Relief Mile events being organised throughout the UK to help get more people active as part of the 2012 and 2014 legacy plans. **sportscotland's** aim is to encourage everyone to get their schools to sign up online and host a Sport Relief School Event, and also encourage as many people as possible to host a Mile event on Sunday 25 March 2012. To become an event organiser in your area, or for more information, see the website.

Clubgolf

www.clubgolfscotland.com

The clubgolf programme was launched in 2003 to fulfil the Scottish Government's promise to provide every child in Scotland with an opportunity to experience golf. It was part of Scotland's commitment to the game which was included in the successful bid to host the 2014 Ryder Cup. To date, clubgolf has delivered activity to more than 220,000 children across Scotland.



Performance sport

High performance expertise

Through the **sportscotland** institute of sport, we are providing expert practitioners in a range of disciplines to all Olympic and Commonwealth Games sports. Teams of experts work together to manage and deliver cutting edge programmes.

Mission 2014

Mission 2014 aims to create a sense of collective responsibility and collaboration to use Glasgow 2014 as a catalyst for developing the high performance system in Scotland. Through Mission 2014 we are ensuring that the 17 sports that feature at Glasgow 2014 have clear performance plans in place for the Games, enabling the institute of sport to prioritise any additional support required.

sportscotland athlete personal awards

This three-year initiative offers an annual financial award of £3,000, £5,000 or £10,000 to individual athletes who are considered to have the potential to deliver a medal winning performance at Glasgow 2014 or London 2012. Awards are from the **sportscotland** Lottery Fund and are intended to help the athlete cover training, competition and living costs.

Gold4Glasgow

The Gold4Glasgow talent programme was set up in partnership with SGBs to help increase the number of Scottish athletes performing and achieving success on the world stage. The aim was to fast-track more Scottish athletes to specialist development programmes aimed at achieving success in Olympic and Paralympic competition, and importantly representing Scotland and achieving medal success at the Commonwealth Games in Glasgow 2014.

Club sport

Community sport hubs

www.sportscotland.org.uk/csh

Community sport hubs bring local people together and provide a home for local clubs and sports organisations. Working with local partners, we aim to

develop community sport hubs within each of the 32 local authority areas throughout 2012. **sportscotland** has agreed an annual budget of £1.5m of National Lottery funding which is being allocated on a geographical basis against robust plans. In addition, facility funding will be considered to further develop this area of work.



People

Volunteering in sport 2011-2015 framework

www.sportscotland.org.uk/volunteeringinsport

Developed with support from Volunteer Development Scotland (VDS) the framework aims to promote a consistent approach to how volunteering in sport is planned, developed and put into practice along with our national and local partners. It will be used as a guide based on four priority areas – planning strategically for volunteering; engaging new and existing volunteers; supporting the development of volunteers and recognising the contribution volunteers make to sport.

2014 and beyond

As well as looking at opportunities to help the 2014 team to train their volunteers, **sportscotland** will be working with organisations including Volunteer Development Scotland (VDS), SGBs and local partners to enhance opportunities for people to stay involved in volunteering beyond the Games.



sportscotland & Youth Sport Trust Young Ambassadors

www.youthsporttrust.org

The role of **sportscotland** and Youth Sport Trust Young Ambassadors involves increasing participation in school sport and PE, spreading the word about Olympic and Paralympic values – respect, friendship, personal excellence, courage, determination, inspiration and equality – and promoting the London 2012 Olympic and Paralympic Games.

Coach Inspire and Aspire

In the area of coaching we currently invest over £1m in 22 sports to accelerate coach education and development areas and we will continue to support this over the coming years. Two emerging programmes focused on 2014 are Coach Inspire and Coach Aspire, led by sportscoach UK with the home country sports councils, and supported by UK Sport. These programmes will respectively support coaches of athletes who are podium zone for 2014, and potential podium level athletes of the future.

Lead 2014 – Young people leading the way

www.sportscotland.org.uk/lead2014

An exciting partnership has been established involving **sportscotland**, the Youth Sport Trust and Glasgow 2014 Ltd to build upon the Youth Sport Trust TOP Link programme. The training conferences, which are at the heart of the programme, help develop a pathway for young people in leadership and volunteering. The conferences aim to nurture and harness the enthusiasm of young people, training them as an inspirational workforce and supporting Glasgow 2014 Ltd to raise the profile of the Commonwealth Games. Six regional conferences will be held around Scotland.

Places

Glasgow 2014 venues

Our direct investment into facilities which will be used at the Games is in excess of £20m – this sum includes our single biggest facility award of £15m into the Commonwealth Arena. And we're supporting other venues including Glasgow Green Hockey Centre, Kelvingrove Lawn Bowls Centre, Tollcross Aquatic Centre and the Royal Commonwealth Pool in Edinburgh. The experts within our sport development team have also provided consultancy and advice throughout the design and development of the Games facilities.

Partnerships and planning

Commonwealth Games Scotland support
www.cgcs.org.uk

sportscotland is a significant funder, as well as a partner, of Commonwealth Games Scotland (CGS) – the organisation responsible for selecting, preparing and managing Scotland's Commonwealth Games team. We work closely with CGS, and many of the experts at the institute of sport will form part of the greater CGS Games support team, both at pre-games training camps and the Games themselves.

Toasting Success

Scottish legend Katherine Grainger MBE is Britain's most successful female rower. Katherine is the first and only female British athlete to win medals in three consecutive Olympic Games. She has won six world championship titles, most recently in 2011 when she and partner Anna Watkins won the women's Double Scull. Katherine took some time out of her preparations for a record-breaking fourth Olympic medal to talk to us about what makes her tick.

1 What does it mean to you to be Scottish?

In a word being Scottish makes me proud. I love the country, I love the people and I love the fact that loads of the people I've met from lots of different countries admire the Scottish passion and sense of self.

2 When you were growing up were you generally good at sport?

I was generally good at sport, although I was probably a jack of all trades rather than a master of anything. I loved trying all the different sports at school and could do most things to a decent level (apart from the 'modern dance' term we had at school - I think somewhere my old PE teachers are still laughing about my display!).

3 How did you get into rowing and when did you start taking it seriously?

I fell into rowing at Edinburgh University and spent a couple of years just having a fantastic time - not being very good at it but loving the challenge and the people I was doing it with. Then in my third year I had the opportunity to row for Scotland so that's when I began to think seriously about it.

4 What does a typical day look like for you?

I'm usually up about 6am and I sort out the day ahead and do my emails over breakfast. Then it's onto the water for the first training session at about 7.30am, followed by the joys of a second breakfast - a fantastic luxury known to athletes!

I might be back on the water, or on the rowing machine, for the second training session. After lunch it could be the weights gym in the afternoon and I usually also have meetings with my coach or physio or massage appointments scattered through the day. I'm still studying so I try to get some work done in the evening or catch up with friends, or occasionally lie on the sofa doing absolutely nothing (but sadly that's all too rare!).

5 What part of being an athlete do you find the most rewarding?

Apart from the second breakfast? Well, the chance to spend my day trying to be the best in the world at what I do - it means having a constant drive for improvement and working with a highly motivated team who have a healthy sense of humour in the face of challenges.

"...the chance to spend my day trying to be the best in the world at what I do..."



6 You've been successful in several rowing events, what is your favourite event to compete in and why?

I don't think I could choose a favourite – I've been lucky to compete in various events and the change from one boat class to another means it always feels like a fresh challenge. As with a lot of things I think people add so much meaning to an event, and I have been incredibly lucky to row with some fantastic people over the years. The big boats mean a diverse group with great characters and the teamwork element is crucial in making sure everyone retains their individual strengths while becoming a cohesive unit. On the other hand, a pair or a double is a very tight unit, there is an intimacy to it and a huge feeling of responsibility for, and loyalty to, the other person as you are utterly reliant on each other.

7 What is your favourite competition venue and why?

We competed in Bled in Slovenia this year at the World Championships and I have to say it is a picture perfect location – a beautiful deep blue lake surrounded by tree covered mountains, overlooked by a castle on a cliff that sits above the start of the course and then near the

finish there is a small island where the spires of a church peek through the trees. If you were to create a fairytale rowing location you would draw something like that.

8 How do you keep discipline and focus when the going gets tough?

That's always the hard part of any big project – it's simple when everything is going well but when things go wrong it's tougher. And in a way that's when discipline and focus come in even more, that's what will get you through the tough times. It makes it better when you know what your goal is and why you want to achieve it, then when things are tough you have to figure out how to keep moving forwards to that goal. Sometimes it's just about breaking it down to really small steps, and getting through one session one day at a time.

9 What sporting accolade are you most proud of?

Tough one – I have been very lucky to have had a great many brilliant moments in my career. But if I had to choose there are probably two results I am especially proud of. Being in the boat that won the first women's rowing Olympic medal helped to change British women's

rowing and bring about a belief that winning was possible. And I am also very proud of my first world title as behind the scenes there were so many challenges to overcome and along the way there were a lot of people who weren't supportive of us. It was up to us to prove them wrong and show how good we could be. And we did!



“... I loved trying all the different sports at school and could do most things to a decent level (apart from the ‘modern dance’ term we had at school – I think somewhere my old PE teachers are still laughing about my display!)...”

10 How special is a home games like London 2012... more pressure or less pressure?

Oh it's very, very special and I know how rare it is for an athlete to be able to compete at a home Olympic Games. So although there is more pressure and more attention on these Games than ever before, I also know it will be a sensational event and I want to treasure every moment.



11 Whenever you decide to stop competing, what will your next challenge be?

I honestly don't know yet, I sometimes like to think I'll have an easier lifestyle but I have the feeling I'll want another big challenge! And it's actually really exciting thinking what that might be.

12 Obviously you have an extremely strict and high pressure lifestyle, how do you blow off steam?

Laughter really is the best medicine. **sf**

Q&A

QUICK FIRE ROUND



1. Neighbours or Home and Away?
Neighbours

2. Chocolate or cheese?
Chocolate

3. City or country?
City during the week, country at weekends

4. Mac or PC?
Mac

5. Red or white wine?
Red in the winter, white in the summer

6. Bros or New Kids on the Block?
NKOTB, although I do remember putting bottle tops on my shoes like Bros did!

7. Favourite word?
Truckle

8. Favourite colour?
Purple

9. Favourite guilty musical pleasure?
The Sound of Music

10. Best film ever?
Impossible to choose!

JOIN THE CLUB

Launched towards the end of 2011, **sportscotland's** club sport framework provides a roadmap for developing a culture of world class club sport in Scotland. Over the next four pages James Steel, Lead Manager for Club Sport at **sportscotland**, introduces the framework and picks out some real life examples of its principles in action.

With a combined membership of over a million people, Scotland's 13,000 sport clubs play a vital role in Scottish sport.

“ As well as providing opportunities for people to play sport and get involved, clubs are key to the development of athletes, nurturing and developing talent. They also bring people together, supporting communities right across the country.

As we saw in the last edition of *Sport First*, our new corporate

plan outlines a clear focus for **sportscotland** – a world class sporting system at all levels. So when it comes to Scotland's sport clubs, our aspiration is clear – we want to create a culture of world class club sport.

With that in mind, over the last year we began the process of creating a framework for the development of Scotland's sport clubs; a roadmap for everyone involved in



To download the club sport framework, visit sportscotland.org.uk/clubs

developing sport to inform how we work together deliver our club development activities.

The starting point in the process was to talk to the experts – namely the volunteers running clubs and the industry professionals in governing bodies and local authorities – to get a truly representative insight into the world of club sport and identify best practice.

During this consultation, where we heard about clubs that were successful in a particular area – for example community relations, strong partnerships with local business or a thriving youth

section – we worked with those involved to try and capture any key aspects which could potentially be replicated across the country.

Over the course of the consultation process, six clear themes emerged, which have been taken forward as the priority areas of the framework (see the summary below). Based on our experience, and our discussions with experts in sport clubs across the country, we believe these priorities are the key to delivering world class club sport in this country.

Within each of the six priority areas the Government

identified a number of collective challenges. These challenges are a critical part of the framework, designed to make us all think about improvements we could make to develop our clubs, or a club in our sport or local area.

We want to encourage everyone involved in club sport, from national policy makers to local volunteers, to work together and use the framework and identify the aspects which they can influence. By focusing on these challenges, and working with others, we can all play our part in developing world class sport clubs in Scotland.” 



“Our aspiration is clear – we want to create a culture of world class club sport.”

PRIORITY AREA

CATEGORY

WELL ORGANISED CLUBS

Let's spend time on how clubs are run and ensure clubs understand their members' and communities' needs.

BETTER CONNECTED CLUBS

Let's understand that most clubs are volunteer led and run but that's not a barrier to connecting to professional services and partnerships which can help improve quality and build capacity.

WELL PROMOTED CLUBS

Let's prioritise the club's visibility locally to encourage a stronger identity, ownership, standing and support in the community.

INVESTMENT IN SUSTAINABLE CLUBS

Clubs need to focus on income generation and reduce grant dependency to help them become more sustainable.



PARTNERSHIPS AND PLANNING



GREAT PEOPLE IN CLUBS

The best clubs have strong leaders, clear plans and committed volunteers. As well as encouraging more participants, clubs need to support those leaders and volunteers as best as they can.

PEOPLE



GREAT PLACES FOR CLUBS

Clubs need appropriate facilities to allow them to grow and develop.

PLACES

Club framework in action

As we've seen over the last couple of pages, **sportscotland's** Club Sport Framework outlines six priority areas which we believe are key to delivering world class club sport in Scotland. **sportscotland's** Lead Manager for Club Sport, James Steel, picks out six examples of the framework in action.

Well organised clubs Clydesdale Hockey Club



Founded in 1848, **Clydesdale Hockey Club** is part of Clydesdale Cricket Club who have played at their current ground for over 100 years. As part of an ambitious plan to celebrate their 150th anniversary, the club's management team embarked on a strategic approach to growing and developing their facilities by extending the clubhouse and building an artificial turf pitch.

Focusing on the quality of what they could offer, as well as their membership numbers, the club submitted a proposal to **sportscotland** for funding, and also received grants from both the National Lottery and the Foundation for Sport and the Arts. After receiving all required funding and planning permission, the clubhouse was extended and the pitch was completed in May 1997.

The club's organised and planned approach to their future has been based on an understanding of members' needs and the requirements of the local community. This organised approach has helped to drive the development of the club which recently replaced the original sand based pitch with an international standard water based artificial pitch. This major achievement should take the club to the highest level of hockey. Taking a planned approach to development based on understanding needs means that the club now has 450 members and growing, and they can provide an excellent facility to take part in sport.

Better connected clubs Moravian Orienteers



Formed in the late 1960s, **Moravian Orienteers** was one of the founder clubs in Scotland. Moravian's fortunes have fluctuated, but since 2005 the club has grown consistently and gone from a handful of active members to 115 today. This growth is the result of a concerted effort to connect with the community, particularly local schools.

Moravian have established a strong partnership with the Moray Active Schools team over a number of years, which has helped to develop the club in the local area. Orienteering has since become an established sport in local schools, and Active Schools became part of the club's junior section with access to a £3,000 suite of electronic event equipment which they use widely in schools.

Active Schools was also given access to orienteering software and taught how to make their own courses and print maps and each Active Schools coordinator was allocated their own club member to go to for advice. Many school staff members have been taught how to deliver orienteering in their own schools which has helped to sustain the sport.

The club also saw the benefit of engaging the media, orienteering's governing bodies, local communities and other sports such as running. This partnership approach has been very successful and really helped to develop the club and raise its profile.

Well promoted clubs

Glasgow City Football Club

Established by Laura Montgomery and Carol Anne Stewart in 1998, **Glasgow City Football Club** is Scotland's premier women's football team.

Having started as a one team club, Glasgow City now boasts five teams – first, reserve, under 15, under 13 and under 11 – and the club has been Scottish Women's Football Premier League Champions five years in a row and Scottish Cup Winners in 2004, 2006, 2009 and 2011. Glasgow City credits some of their success to their promotional activity, promoting themselves within the Glasgow community and beyond, by focusing on partnerships, sponsorship deals and selling merchandise.

The club also concentrated on raising their profile through events and galas, and increasing the players' public profile through media opportunities.



Investing in sustainable clubs

Helensburgh Sailing Club

Helensburgh Sailing Club started in 1951 and gained its accreditation as an RYA teaching facility in 1998. Since then they have delivered teaching at all levels and to all ages, and today they have 450 members.

After completing a new club house, the club successfully applied for **sportscotland** investment through the

Sports Facilities Fund and Awards for All, for developing their facilities and providing inclusive sailing. The funds went towards a new slipway, which allows safer entry to the water and provides wheelchair access, and two youth training boats, designed to increase capacity.

The club understands the importance of building local relationships and worked closely with the Scottish governing body and the local authority, Argyll and Bute. They sourced local and national funding as well as generating funding for themselves, and through this they not only raised their profile in the local area but also increased opportunity for disabled and youth sailors from a variety of backgrounds. Through this developmental work Helensburgh Sailing Club now have better facilities and can offer more opportunities to participate in sport.



Great people in clubs

Stirling Wanderers Hockey Club & Kilmarnock Harriers Athletics Club

Douglas Stainton is a hockey coach with **Stirling Wanderers Hockey Club**. Stirling Wanderers has four senior teams (two male and two female) and a junior section from age 5-14 with over 60 young people registered.



Douglas started volunteering at the club when he was 15 years old as he moved from playing in the junior section to the senior section. The club were looking for members to help out with the delivery of junior training and Douglas got involved in their sessions. Now aged 21, Douglas still plays at the club in the men's first team and has obtained funding to complete his UKCC Hockey Level 1 and 2 awards with the club's financial support.

Kilmarnock Harriers Athletics Club was formed in 1887 and is one of the oldest clubs in Scotland. Over the years the success and profile of the club has varied and ten years ago there were less than a dozen under-17s members.

Today however there are around one hundred, thanks to the club's focus on empowering more people to take an active role in the club, offering support for young people to develop their own skills and talents and, where appropriate, increasing the number of paid workers.

The club also concentrated on building links with local schools throughout East Ayrshire, making particular use of the network of Active Schools coordinators. They organised cross-country events for most of the local primary schools, and for several of the senior schools, and coach education was provided for those working in schools.

Finally, the club also identified an issue around a lack of young members and sought to develop practical partnerships with local sports councils. Through building partnerships and developing their people they now have over 20 qualified coaches and continue to grow steadily.





CALLING THE SHOTS

When it comes to winter sports, curling is one of Britain's most successful, with our men currently third in the world rankings and women not far behind in seventh place. With Scots making up the bulk of the GB teams, we take a look at some recent changes in the performance structure of the sport, all targeted towards medal success in Sochi 2014.

After disappointing results at the Vancouver Winter Olympic Games in 2010, the British world class curling programme has gone through a significant restructuring process, which has seen it become leaner and more focused than ever before.

A unique agreement between the Royal Caledonian Curling Club (RCCC), British Curling and **sportscotland** has resulted in a single cohesive British and Scottish performance programme.

A new team has been established to help deliver the programme, with a real emphasis on collaborative working between the key partners to deliver success.

Dave Crosbee, Performance Director at British Curling, gives us some insight into the fresh approach: "We are focused on delivering a really structured and deliberate training programme for our athletes, which places an emphasis on building teams over time. This approach,



Meet the national coaches

Tony Lummack: As well as several years of coaching in his home country of Canada, Tony has been Curling Director of Glencoe Club in Calgary. In 2007 he coached the Alberta Provincial wheelchair curling team to a silver medal at the Canadian National Championships. One of those athletes went on to win Wheelchair Curling gold at the 2010 Paralympics in Vancouver.

Soren Gran: Soren competed at World and Olympic level (winning a world junior title, a world bronze medal and competing at two Olympics) and retired in 2001 from competitive action. The Swede's coaching achievements have included leading his countrymen to European gold in 2009, delivering a World Junior silver in 2008 and taking the men to the semi-finals of the 2010 Vancouver Olympics.

Rhona Martin: Rhona was a competitive curler for over 20 years at Scottish and GB level and famously skipped the team who won Olympic gold in Turin in 2002. She retired in 2007 and spent three years on the UK Sport Elite Coach Programme and working with the RCCC as Performance Development Coach before starting her current role with the programme in 2011.

together with increasing our on-ice training, should help us to make significant headway towards achieving our goals."

This way of working maximises individual skill, while focusing on gradual team development and is central to the performance plan for the sport. Giving coaches the opportunity to pinpoint each athlete's fundamental needs, and then working to strengthen specific technical and tactical

shots, should mean each individual can excel in their own position.

Dave explains: "We want the athletes on our programme to be technically and tactically the best players they can be as individuals, and we want our teams to operate together more effectively."

A new, highly skilled coaching team is driving the programme to the next level – wheelchair coach Tony Zummack, men's coach Soren Gran, and

women's coach Rhona Martin. Each brings a unique set of skills and experience to the programme and, importantly, they work together to utilise each other's strengths. Backed up by seasoned hands Gate Brewster and Nancy Murdoch, this coaching squad offers in-depth knowledge coupled with vast experience.

With a fresh approach and a robust new coaching team, the future for the curling programme looks brighter

than ever. It's an approach designed to bring long-term success and while there are no quick fixes at this level, the early signs are very positive with Scotland's women winning the European Curling Championship in Moscow in December. It is the first time that Scotland's women have lifted the trophy since 1975 and certainly bodes well for the future of Scotland's most successful winter sport. **SF**

Time to skill

Work Out For Sport, a programme which was launched in September 2010, matches volunteers from the business sector with sport clubs and organisations across Scotland. Put simply, employees are allowed to take time out of their working day which they can use to volunteer within sport. The vision of the programme is to utilise the valuable resource of skilled volunteers from the business sector for the benefit of sport in Scotland and so far the volunteering undertaken has focused on three main areas – business support to clubs; senior business support to Scottish governing bodies and coaching at after school clubs.



“The vision is to utilise the valuable resource of skilled volunteers from the business sector for the benefit of sport.”



Work Out For Sport was founded and is managed by Winning Scotland Foundation. Deloitte is the founding corporate partner, while **sportscotland** supports the process of finding volunteer opportunities and the development of the programme. The beauty of Work Out For Sport is that it offers a win-win-win scenario. The corporate organisation benefits as its staff develop skills and apply them in new environments; the clubs benefit from expertise and support; and the volunteers enjoy time out of their working day to give something back to sport and the local community.

Alan Cunningham is a manager in the tax department at Deloitte and was one of the first volunteers to take part in the Work Out For Sport programme. He was placed at Broxburn United Sports Club, a large community football club in West Lothian where he was already a coach. He put his business skills to use straight away, identifying that the club could substantially increase its revenue by maximising Gift Aid – a tax incentive which allows charities and community sport clubs to reclaim tax on gifts. The result is a potential increase in revenue of approximately £15,000 per annum.

But Alan’s good work didn’t stop there – he has now developed a Gift Aid toolkit which provides comprehensive guidance on the process for any community club. This easy-to-use resource is available to anyone to download from the Work Out For Sport website.

Alan now realises how the business skills he’s developed over the years can really make a difference to a sport club, and this experience is just one of many examples where input from the Deloitte volunteers has helped clubs to plan for the future.

Looking ahead **sportscotland** is working with Winning Scotland Foundation on the long term development of Work Out For Sport as the Foundation engages other corporate partners to get involved in this innovative and exciting programme. The programme has great potential to contribute to the recently launched club sport and volunteering frameworks. 



🔗 Find out more

To download the Gift Aid toolkit please visit:
www.workoutforsport.com
And for more information on the club sport and volunteering frameworks visit:
www.sportscotland.org.uk



Coaching Matters

For the last two years **sportscotland** and the University of Stirling have been partners in the Coaching Matters programme, supporting the professional development of performance coaches in Scotland through a series of tailored workshops.

The combination of **sportscotland**'s expertise in sport development and high performance sport, and the unrivalled knowledge of Scotland's University of Sporting Excellence in Stirling, has resulted in a diverse and high quality programme. To date, 150 high performance coaches have attended workshops covering topics from major games preparation to coaching practice.

Specific requirements

Two years on, Coaching Matters is evolving to incorporate sport-specific programmes, in which individual sports can create a series of targeted workshops built around the specific requirements of their performance coaches. Eleven sports are engaged with individual programmes so far, including judo, where the programme is starting to have a real impact.

David Somerville (pictured above) is Judo Scotland's National High Performance Coach. When he got involved in Coaching Matters he found that mixing with coaches from other sports and getting to ask questions about all the issues that he was struggling with was

really useful. He wanted the rest of his team to experience the same thing and, working with **sportscotland** and the University of Stirling, developed judo's Coaching Matters programme.

“Coaching Matters has given our coaches a much needed connection to each other.”

Increased awareness

David explained: “I think our coaches had become isolated and the Coaching Matters programme has given them a much needed connection to each other. The relationships formed in this process have been so valuable. Hopefully all the coaches have gained an increased awareness, knowledge and understanding of their trade but some have also gained more aspiration to achieve, and the programme certainly creates an incentive to keep developing.” Judo Scotland will continue to work with **sportscotland** and the University to adapt the programme year on year, as will the ten other sports that have been benefitting from the workshops.

Coaches' pathways

Another development within the Coaching Matters programme has seen the introduction of 1:1 programmes for coaches not already on a UK development pathway. These coaches can tap into support on an individual, face-to-face basis to help reflect on and develop their skills. With the Glasgow 2014 Games just around the corner, the programme can be used to effectively develop coaches' capacity and expertise.

Working together, **sportscotland** and the University of Stirling will continue to develop all strands of the programme and assess the impact it is having on coaches and sports to ensure they are getting the very best support for professional development. **SF**

To find out more about the Coaching Matters programme please visit:

www.sportscotland.org.uk/coachingmatters





SPORT YOUR TRAINERS!



The second annual Glasgow 2014 Commonwealth Games 'Sport Your Trainers' campaign is now in full swing – and there is still time to get involved!



L launched in January, the Glasgow 2014 initiative is calling on everyone, whether at home, work or play, to ditch their normal footwear and wear trainers on Commonwealth Day – 12 March.

The campaign was developed to generate enthusiasm, interest and excitement among the Scottish public for Glasgow 2014, and to raise the profile of the Games across the whole of Scotland.

This is the second year of Sport Your Trainers which, in 2011, involved people from across the entire country getting into the spirit of the Games by sporting their trainers for the day –

from Arran to Aberdeen and Dumfries to Dundee, 820,000 people put their best foot forward.

The number of trainers worn, if you put them end to end, was the equivalent of 1,740 laps of the new Sir Chris Hoy Velodrome in the East End of Glasgow; 1,088 laps of the new Hampden Park athletics track; 8,700 lengths at Tollcross International Swimming Centre; eight and a half triathlons; ten marathons; 162 trips up and down Ben Nevis; three lengths of the West Highland Way or 42 times around the subway in Glasgow.

Stepping up to the challenge

This year, the campaign has been extended to ask people to Step Up to a particular fitness challenge as well as wearing their trainers. Head of Marketing and Advertising at the Glasgow 2014 Organising Committee, Martin Reynolds, said:

“There was a fantastic reaction to the campaign last year and we were really delighted by the amount of people who participated in the event. Over 800,000 people were registered on our website and loads of pictures of trainer-sporting fans appeared on our social media channels.

Sport Your Trainers on 12 March is still at the heart of this campaign, but this year people can also Step Up and take part in their own personal fitness challenge in the run up to Commonwealth Day.

It’s an enjoyable opportunity with a serious message, as one of the key reasons behind bringing the Games to Scotland is to encourage far more people to get active and take part in regular exercise.

It is a great time of year to start to get fit or become more active, whatever your current level of fitness, and celebrate your achievement on Commonwealth Day.”

The number of trainers worn, if you put them end to end, was the equivalent of...

1,740

laps of the new Sir Chris Hoy Velodrome in the East End of Glasgow



1,088

laps of the new Hampden Park athletics track



8,700

lengths at Tollcross International Swimming Centre



162

trips up and down Ben Nevis



8.5

triathlons



10

marathons



3

lengths of the West Highland Way

Fort William
[96 miles]

42

times around the subway in Glasgow




Last year's high profile campaign attracted sports stars, senior politicians and celebrities and this year is no different with everyone from footballing legend Kenny Dalglish to Commonwealth luminary Liz McColgan giving their backing to the event.

For the record

The aim of Sport Your Trainers is to become a regular event, held every year on Commonwealth Day (the second Monday in March) for the next three years. And the intention is to build its profile, year on year, culminating in 2014 – the year of the Games.

A key element of the campaign for 2011 and again in 2012 is to encourage people to engage using digital media. A micro-site has been set up to provide: an overview of the campaign; a profile of Team Scotland athletes involved; a downloadable starter pack; and a place for people to register their support.

Twitter and Facebook are again being used as platforms to update followers and friends about all aspects of the campaign, and encourage them to get involved. 



For more information please visit the website at www.glasgow2014.com where you can register support by clicking on the **Sport Your Trainers** link.

You can also get involved online in Sport Your Trainers activity via the Glasgow 2014 Twitter page, twitter.com/glasgow2014 or on our facebook page – [f/Glasgow2014](https://www.facebook.com/Glasgow2014).



Poetry in motion?

The latest technology is being used to fine tune Scotland's sporting talent in the countdown to London 2012 and Glasgow 2014.

A state of the art Vicon motion analysis system, using ten infra-red cameras to record and quantify an athlete's subtle movements, is the latest innovation to be deployed by experts at the **sportscotland** institute of sport.

Located at the House of Sport in Edinburgh, the technology instantly translates recordings of movement into 3D computer animations. This provides the institute scientists with precise measurements to help fine tune athletes' movements, quantify their progress and aid rehabilitation from injury.

Hammer thrower Andy Frost, 30, from Broxburn, is the first athlete to use the centre's Vicon biomechanical analysis equipment. After just two sessions, the 2012 Olympic hopeful is already reaping the benefits.

The assessment session begins with Andy having around 70 reflective marble-sized balls placed on specific points on his body. The infra-red cameras detect reflections from the balls and build a 3D image based on this information. As David Brandie, Senior Physiotherapist at the institute, explains: "In the past, Andy suffered from a knee injury, which resulted in his body making subtle adaptations in his hammer throwing technique to avoid knee strain. Unfortunately, these very subtle changes in movement resulted in the athlete incurring hamstring issues to the detriment of his throwing performance. In Andy's case, the new motion analysis system allows us to quantify the ways in which his movement is compensating for his injury and evaluate the effectiveness of our physiotherapy and strength and conditioning work."

Andy said: "Having had injury issues in the past it's really important for me to evaluate the effect of my sessions with the institute's scientists and analyse the ways in which my technique can be improved to maximise my performance. The first time I was filmed with the balls on it felt quiet alien. But I don't mind how silly I look if it helps me throw further and reduces the chance of recurring injury."

Alison Alcock, special projects and skill acquisition scientist at the **sportscotland** institute of sport, added: "To have the capability to take such exact recordings is invaluable to the team at the institute who work across an array of disciplines. It really is a great example of the way in which we're using the latest technologies to help prepare our athletes for success." **SF**



“All of the companies have helpdesks and hotlines direct to people who will be able to help.”

Ask the experts

As part of **sportscotland's** ongoing commitment to support governing bodies of sport, a new expert resource service is now available for all sports to use. Support is provided by contractors in the fields of legal, finance and human resources (HR) to enable SGBs to manage issues and queries effectively and support them to run well-managed organisations.

The expert resource service has been live since 3 October 2011 and SGBs are encouraged to use the service when they have any queries in the areas of legal, finance and HR, through Harper Macleod, BDO and Gravitare HR respectively.

All of the expert resource companies have helpdesks and hotlines direct to people who will be able to help with any query, however large or small. Each will be dealt with straight away and depending on whether the query is complex or not, it will either be resolved through the initial enquiry or

it will be passed on for case management if further support is required. The decision to raise to case management follows discussion between the contractor, the sport and the **sportscotland** partnership manager.

Ian McIntyre from Scottish Orienteering said: “It is clear **sportscotland** is making a good attempt to provide support in many areas of corporate governance and this will be especially helpful to smaller governing bodies like ourselves who don't have paid administrators. It is important that we use this service to its full potential.”

The companies involved have gone through a lengthy selection process, pitching their services to win the three year contracts. Margery McBain, CEO of HR resource Gravitare, explains why she felt it was so important to be part of the process: “This is a critical time for sport and with so much focus on people working in sport it is important that we create a robust and responsive HR framework to support them to do their jobs well. We want to add value to their endeavours.”

The experts

BDO Ltd

Award-winning UK member firm of the BDO international accountancy network.

Gravitare HR

Edinburgh based firm offering bespoke outsourced HR support services to small to medium sized businesses and organisations.


Harper MacLeod

One of Scotland's largest law firms based in Glasgow, Edinburgh and Inverness.



sportscotland will monitor how the service is used, ensuring that SGBs get support in the most efficient way possible to run their organisations. If a recurrent issue is raised then there is the opportunity for professional development to be offered to all sports having similar issues.

Lorna Callan, Partnership Manager at **sportscotland** explains: “It is important that we support SGBs to be well managed organisations and this is one of the ways we will achieve this. We believe that this service will provide the support and guidance that SGBs need and we look forward to working with all the organisations to make the programme a success.”

As well as providing a reactive service, all of the expert resource team will be involved in a more pro-active training programme in conjunction with **sportscotland** and the SSA.” 

To find out more about the expert resource service please contact Lorna Callan at sportscotland on 0141 534 6500, or your partnership manager.

It may not be as well understood as some other high performance disciplines, but the institute's work in **performance lifestyle** is having a dramatic impact on the lives of athletes across the country.



Balancing Act

**MINIMISING
DISTRACTIONS
TO MAXIMISE
PERFORMANCE**

The institute's performance lifestyle advisers are a team of highly qualified – and internationally renowned – practitioners who work with individual athletes to help them manage the challenges of their lives and create the environment necessary for success.

Head of Performance Lifestyle Susie Elms explains the role: "High performance sport requires meticulous planning and is an exceptionally challenging environment to succeed in. The key to our work is understanding all aspects of the athletes' lives, identifying the factors that influence their performance and helping them be independent."

Self reliant

The process begins with profiling each athlete against a range of criteria – including education, career, funding and personal life – while also considering where they are in their development

cycle and their sport's performance plan and objectives. It is the starting point of a relationship ultimately designed to make the athlete self-reliant. Susie calls it enabling them to 'control the controllables and take responsibility for the uncontrollables.'

"If an athlete has a personal relationship that is not working, or if they're struggling with study, then deciding what to do about it and taking action will assist their mental toughness, confidence and belief because they can see the direct effect of their actions," says Susie.

Finding a balance

Performance athletes have to find the right balance between their focus on sport and the rest of their lives, be it study, work, relationships or family commitments. On top of this are what's known as 'transitional phases' which every athlete goes through.

"The classic key transitional phase is the shift from junior to senior level, where as many as sixty percent of athletes leave the sport. That's why talent retention is such a big focus for us," says Susie. "These phases are really important to get right and the athlete that learns how to manage change successfully will have a significantly better chance of success."

Fast track relocation

For world class hockey player Laura Bartlett, transition meant uprooting from home and university in Glasgow to relocate to the National Sports Centre at Bisham Abbey in Buckinghamshire where the GB Hockey programme is based.

Susie Elms helped to fast track Laura's relocation – working with her parents and coaching staff; organising accommodation at Bisham; arranging for her to meet fellow athletes and GB support staff; and finding a flexible solution to let Laura cope




with her studies at Glasgow Caledonian University while preparing for the Olympic Games. "Working with Susie helped me cope with leaving home, my family, studies and friends," says Laura, who went on to compete for Team GB in the 2008 Beijing Olympics and is now in a strong position to be selected for the London 2012 squad. "It was daunting but having someone with me all the way to listen, understand and find solutions for everything I was worried about, made such a difference."

Staying on track

In rural Aberdeenshire, Commonwealth Champion swimmer Hannah Miley is working towards her own London 2012 dream, and the performance lifestyle team has been a constant source of support. Performance Lifestyle Coordinator Colin Gallacher has worked with the Inverurie swimmer for 10 years, helping Hannah and her family cope with the transitions involved in her move from promising young athlete to world class performer, particularly around her education. "The performance lifestyle team made a huge difference to me when I was at school," says Miley. "They helped me work out when my exams would be and if they clashed with training camps they helped me to get suitably prepared ahead of time so I could still sit exams."

Over the past three years much of Colin's work has been assisting Hannah in her move to Aberdeen's Robert Gordon University (RGU) for a Sports Science degree. This

involved negotiating with the academic departments to enable her to study full time for part of the year, while suspending her studies from January to September 2012 to concentrate fully on London 2012. Colin has also arranged for Hannah to use the university facilities to catch up on any lectures she misses, and for her fees to be covered. This means that following the Olympics she will still be on track for her degree.

"Although it's quite difficult to make all the lectures, I still have the opportunity to self-study; that's where RGU and Colin have pulled together enabling me to get the most out of my degree and education as well as my training. If it hadn't been for Colin's help throughout my education I think I would probably be in a very different position, or might not have even made it to university. My studies are so important because I need something to keep my brain ticking and it gives me a release from swimming all the time!" 

"Having someone with me all the way to listen, understand and find solutions for everything I was worried about, made such a difference."

For more information on the institute of sport's work in performance lifestyle, visit www.sisport.com/performance_lifestyle





Alive and kicking

Scottish women's football is going from strength to strength

It's the fastest growing sport in the world and some claim that Scotland was the first country to introduce it, as part of 18th century highland marriage customs! From such humble beginnings a global sport has emerged and women's football is very much alive and kicking here in Scotland. Head of Girls' and Women's Football for the Scottish FA, **Sheila Begbie** charts the sport's progress and Scotland's ambitious plans for future development.



“We know we have the talent and knowledge to develop these players and with the right support they can become among the sport’s elite.”

“Over the past two decades, the major catalyst for change in the girls’ and women’s game has been the support from **sportscotland**. From the early days of Teamsport Scotland, where they supported the Scottish FA to employ a full-time member of staff to develop girls’ and women’s football, **sportscotland** has been there to support or drive change in the game. Over the past few years, the Scottish Government has also been a major supporter particularly the Sports Minister, Shona Robison and Justice Minister, Kenny Macaskill who both understand the benefits of using football as a positive vehicle to address social issues for young girls and women in Scotland.

We need more people in the system to impact on the game at all levels in the future. It’s our aspiration to increase the number of girls in the formal structure and one of the most important steps we took to develop the game was appointing Anna Signeul as National Coach. Anna came from the Swedish FA and brought with her a wealth of knowledge at international and club level. She has had a major impact on how we are developing the structure of the game here in Scotland and is so inspiring and motivating.

Raising standards

Since Anna’s appointment, we have focused on our clubs – they’re our first, second and third priority! They are the heart of the game; if we have

and potentially develop a partnership with UEFA to reward clubs based on their performance and quality.

Fantastic volunteers

We have all seen the enormous success Anna has achieved with our women’s national team and with elite programmes, including clubs like Glasgow City. Everything we have achieved is by working together with partners, including **sportscotland** and the Scottish Government, our clubs and importantly the fantastic volunteers we have in the game. And our partnership with Winning Students means that national and regional players are now training 10 times per week in performance centres specifically created for the elite women’s game within colleges and universities.

Talented players

We have some very talented players coming through the system, supported by the structure that we are implementing, including a long term development plan and player pathway. We know we have the talent and knowledge to develop these players and with the right support they can become among the sport’s elite. Kim Little was recently voted Player of the Year in England for the second year running and with great players like Eilish McSorley in our youth teams the future is looking bright. If we can develop one to two players at that level in every age group the A-squad will constantly improve. At the moment we are achieving that but we need support to keep up the momentum.

Changing culture

As with all emerging sports, without additional investment there is a real risk that the game will stagnate. We are placing increased demands on the national team players and we need to support them to enable them to perform at the highest level – no one should be out of pocket when playing for their country. The ideal situation would be to attract commercial investment into the game. That is why changing the culture and attitude in and towards the women’s game has been a priority – making the game more visible and gaining respect for the players. In Scotland we still have a big job to do to show young girls that it’s cool to be a girl and play football.

World football

The time has come when we have to decide, as a nation, if we believe that Scotland can make it to the top and therefore support that ambition, or allow other countries to pass us by, making it even harder to catch up in the future. However, I believe we are in touching distance of the big nations in world football and with continued support to help us to consolidate the fantastic work being done in girls’ and women’s football at the moment, we will be able to take the next step and become a major player in the game. **SF**



From grassroots to elite

But that’s only part of the equation. Countries like Sweden, Germany and France have established really good systems to develop women’s football from grassroots to elite level with huge numbers of girls participating within their programmes. We also have a lot of girls playing in Scotland, but not within our clubs or formal football structure.

strong clubs we have a strong competition structure and that in turn will have a real impact on our national teams both at youth and senior level. With Scottish Government support, we recently employed six regional club development officers with a focus on increasing registered players within our clubs. We also want to establish a licence designed to encourage elite clubs to raise standards,



Giving something back

Through its CashBack for Communities programme, the Scottish Government is taking money recovered from criminal activity and putting it to good use in local communities. We take a look at how the ill-gotten proceeds of crime are being invested in young people and the communities they live in to help them prosper, flourish and contribute positively to society.

Since its launch in 2007, the CashBack for Communities programme has taken money recovered through the Proceeds of Crime Act 2002 and invested it into community programmes, facilities and activities designed to benefit young people aged 10-19

£44m
invested in sport, culture, education and volunteering through CashBack since 2007.

600,000
young Scots have participated in activities supported by CashBack funding.

£8m
invested in free sporting activities for young people aged 10-19.

11 sporting organisations
supported by CashBack funding (see panel opposite).

in communities affected by crime and anti-social behaviour.

Money is provided to support a wide variety of free sporting, cultural, educational and mentoring activities. These can range from diversionary work, designed to give young people a positive way to spend time which might otherwise be used in an anti-social way, to longer-term intervention projects which aim to turn an individual's life around and provide them with the opportunity to go into employment, education, or volunteering. Over £44m has been invested in this way, allowing more than 600,000 young people to participate in a wide range of activities.

Sport is a key component of the CashBack Programme. A total of £8m has been invested in sporting activity with a further £16.7m committed to projects through to 2014. Importantly, this

money has been invested where it can complement and contribute to wider planning for sport – through Scottish governing bodies of sport, **sportscotland** and other national organisations. So far, a total of 11 sporting organisations have received CashBack funding (see the panel to the right for more information).

sportscotland's facilities team have been directly involved in rolling out CashBack funding to support development of facilities for sport clubs in football and rugby. Started in 2009, the initial phase provided £2m of support to 26 football clubs from Dumfries to Shetland to upgrade pitches and clubhouses. A second phase of funding, targeted at local football and rugby clubs is now well underway, and will see a further £6.25m made available to help pay for facility upgrades.



Sport organisations funded through CashBack for Communities:

Amateur Boxing Scotland	Scottish Rugby Union
BADMINTONscotland	Scottish Sports Futures
basketball scotland	Scottish Squash
scottishathletics	Tennis Scotland
Scottish Football Association	sports scotland
Scottish Hockey	



Above: CashBack for Communities investment at Kennoway Sports Association, together with vital support from Fife Council, has helped improve facilities and give the area a much needed boost.

sportscotland's Head of Facilities Mark Cowan explains how this investment has been rolled out: "The Scottish Government's CashBack investment has complemented the investment we already make through the Sports Facilities Fund, enabling us to increase the reach and impact of our investment into local club facilities. Local authorities have played a crucial role in making it happen, and because the Scottish Football Association (SFA) and Scottish Rugby Union (SRU) have been central to the process, we know that investment has gone to the right projects in the right places."

One area where the CashBack for Communities Programme has made a real difference is Kennoway, near Leven in Fife.

Determined to try and improve facilities after their old changing rooms were condemned, Kennoway's local football teams got

together to form Kennoway Sports Association. Led by Chairman Bob McPhail, the association worked tirelessly to raise funds for a new modular clubhouse which would provide a more welcoming environment for local children and teams.

With CashBack investment of £100,000, and additional support of £230,000 from Fife Council, the project got the green light in March 2010. Just a few months later, the new building was in place, complete with six changing rooms, first aid treatment room, kitchen and referee's room.

Since then, the club has gone from strength to strength, as Bob explains: "Our new clubhouse is providing a real hub for teams to meet – we have nine or ten teams playing out of Cotlands Park and our numbers have grown steadily to the point that we're now seeing 350 kids coming through the doors every week."

With a high unemployment rate, and a benefits claim rate well above the Fife average, Kennoway is a community which faces some very real challenges. Bob explains that the whole ethos of the sports association is about supporting the local area:

"We needed a wee boost here in Kennoway. As in many areas, drink and drugs affect our teenagers but this new facility is helping kids use their energy in the right way. We've even had the police running roadshows designed to try and educate the younger boys and girls about the dangers of drugs."

"We always try and tell the kids that everyone is on a ladder. If you work hard and try your best, whether it's in football or in life, then good things will happen and you'll climb that ladder. We have former Kennoway players now playing at Dunfermline, St Johnstone and Glasgow

Ladies, so the kids here have some great role models to look up to. Our amateur team have also had a good deal of success in the league and cup, which really inspires the kids too."

It's a powerful message for the young people in Kennoway, where Bob and his team are having a real social impact through sport. Their work highlights the power that sport has to act as a catalyst for change in people's lives. And thanks to CashBack, money recovered from criminal activity is helping to replicate this story in communities across the country. **SF**



sportscotland national training centres



Inverclyde

One of the best-equipped multi sport residential sports centres in the United Kingdom, Inverclyde is a centre of excellence for high performance training, coach education, team building and player improvement. It features a range of facilities developed for elite sportspeople but available to everyone.

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Strength and conditioning coach Scott Crawford is part of a team of experts at the institute that delivers specialist support to Scottish Rugby's sevens programme.

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

Ultimately, we're working to ensure that Glasgow 2014 is Scotland's most successful Commonwealth Games ever.



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Head Office

Doges, Templeton on the Green, 62 Templeton Street, Glasgow G40 1DA
Tel: 0141 534 6500 Fax: 0141 534 6501 Web: www.sportscotland.org.uk

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