

**Aberdeenshire Sports Council  
Development Group Meeting 06 October 2009**

**Present: Jim Conn, Keith Leslie, Kenny Gibb, Albert Middler, Jan Stander & Tracy McGarry**

**Apologies: Cllr Ron McKail, John Wills, Bill Conn, Rhona Doherty, Jamieson Shearer & John Chapman**

**Chairman's Brief**

Kenny informed the meeting that Alison Hodgson would be leaving at the next Executive Meeting, it was agreed we would purchase an engraved vase, bouquet, flowers & chocolates, which would be presented at the Executive meeting.

A resignation letter from Bill Conn had been received, Tracy to contact him.

**Development Group Structure**

**Awards Evening** -This would be covered by the Development Committee as a whole

**Marketing Group** – Kenny was happy to lead this new sub group, along with Albert Middler, Jim Conn, Keith Leslie and Jan Stander. Kenny would approach John Chapman to see if he would like to be involved. Tracy and the MacDuff office would provide administration support. Kenny will arrange date for first meeting. Keith offered the group, use of his office at Maud.

**ClubCap** – This would be covered by the Development Committee as a whole.

**Awards Evening**

Kenny had booked a provisional date of Friday, 26<sup>th</sup> March 2010 for the Awards evening. However he was still awaiting costings, before confirming, but it was very likely the event would go ahead on this date in partnership with the Garioch Trust. This he hoped would help reduce costs as both bodies would be sharing the Meldrum Academy venue. Catering would be arranged once the date has been confirmed.

Keith said it would extend our nomination categories with a 5.5 month lead in time from 4 months.

Peter Nichol, Ex-World Squash Champion, would be invited along as Speaker and this would be formalised on confirmation of the date.

The Development Committee would be dealing with the Awards Evening preparation and running.

**Clubcap**

Keith provided a copy of his notes from the SDO meeting of 17/09/10

*Clubcap from the SDO minutes 17/9/09*

- *Clubcap document has been re-structured. Scoring system has been simplified. An assessor workshop to be arranged to update City, Moray & Shire assessors. Probably in Gordon House, Council Chamber.*
- *Leaflet produced by Aberdeen City explaining Clubcap to be rolled out in Shire & Moray also may need tidying up for Shire. Website on hold – City not keen so it may be left for now. RGU Sport are promoting it to their clubs, Bon Accord hockey need to be assigned an assessor.*

- *Process is that applications go to MacDuff and Keith assigns an assessor. If doing it for the first time Fraser will then shadow them. The assessor will work with a club to help the club achieve the standards necessary. That assessor can bring in colleagues to help as required. Maybe a workshop needs to be given before new applicants even enter the process so they understand what they are letting themselves in for (and what the benefits are). There is a bit of a delay whilst clubs do their NGB quality award before doing Clubcap. Not every booking officer is aware of the necessity to apply a discount for Clubcap. Discussion over whether we should continue to charge for doing Clubcap (Moray have been offering it free).*
- *Keith met with SFA about their "Quality Mark" scheme about what then needs to be done to bring them into Clubcap. Fraser has done this with Deveronvale so he can advise assessors on what still needs to be covered and what can be assumed because they've got Quality Mark.*
- *Issues with Sports Council about how to pay the assessor their £100. Eventually the Council will create a post of assessor and re-charge the Sports Council. Meantime Andy advised that because the assessor volunteered to do the work they are not employees, they are just claiming volunteer expenses.*

"Assessors payment" – As Andy Miller had a formula in place for Shire employees, ASC needed to have a system in place for ASC volunteer assessors. This would enable Keith to formally start the process of ClubCap accreditation for registered clubs.

The question was raised as to the actual qualifying criteria for standard accreditation. Has it been set too high for most clubs to attain and should this be addressed. Keith had raised this question at a meeting with Andy and Fraser, as Fraser has the strategic lead on ClubCap. It was agreed this will be discussed at the next Development meeting.

### **Network Evening**

This would be one of the projects for the new sub-group. Keith provided a brief, which would be used at the Marketing meeting.

#### **SPORTS CLUBS NETWORK EVENING IN THE NORTH AREA**

*\*2- 3 months minimum lead in to promote the evening effectively?*

*\*FACILITIES-try for facility at no cost apart from light refreshments if possible. Aberdeenshire Sport Support certificate as a thanks*

*\*ORGANISING GROUP-Key issue-KL JS Sports council reps, active schools coordinators in the area, CLO's in the area.*

*BUDGET HEADINGS-facilities hire, refreshments, speakers' expenses, set up costs, promotion/adverts.*

*\*compare with city and shire events and use feedback as a lead in to a full day training event in early 2010.*

*CONTENT-a marketplace format, with a couple of lead speaker's e.g. PFC on their out reach youth and community programme. Sportscotland Partnership Manager on the support available for clubs.*

*ALTERNATIVE – run it alongside a Child Protection Officer course, with at least 15 signing up to do the course. Course to be shortened to around 2.5 hours and a time set aside during a break to go round the various agencies attending.*

*ADMINISTRATION- Gordon house or MacDuff if sports council linked. Mail shot to clubs and media to attract non sport council member clubs.*

*INFORMATION on-sports council grants, active schools, Grampian coaching scholarships, GIS, Children first, Sport Scotland, Clubcap, support for talented performers. \*Space for local sports council member clubs to promote their activities.*

*PROMOTION-via sports council flyer standard as used in city and moray, try to get the Buchan Observer series involved in promoting it*

*ATTENDANCE-clubs minimum to make it worthwhile to attend. If not hold and defer to a larger central shire venue.*

*Clubs to confirm attendance a minimum of 3 weeks ahead of the event.*

*MEDIA-would the Buchan series be interested in being involved as a supporter/sponsor of the event.*

*A date would be set for January 2010, either Sunday 21<sup>st</sup> or 24<sup>th</sup>.*

*Jan would try and run the physio for clubs course at this event, if not, by March 2010 latest.*

### **Athletics Project 2009/10**

*This was ongoing and Keith produced notes as follows:*

*Over the coming months several developments are to be achieved and the first of these will be athletics Track & Field competition for participants who take part in the athletics Run-Jump-Throw groups established across Aberdeenshire.*

*These participants range from P1-S3, and aim to come together and put the skills they and the athletics development coaching staff have strived to improve over the months.*

*Groups from Stonehaven, Portlethen, Balmedie, Ellon, Inverurie, Longside, Fraserburgh & Peterhead are to be invited to participate in the Run- Jump- Throw Track & Field competition indoors at the new Aberdeen Sports Village on Sunday 15<sup>th</sup> November 2009.*

*The aim of the event is for participants who regularly take part in the groups can not only aim to improve and achieve their own PB (Personal Best Results), but will offer them a chance to compete with those of similar abilities.*

*The event will give an opportunity for participants to take part in a structured athletics competition, which will be organised by athletics development coaches and officials, as well as some volunteers through Active Schools.*

*Prizes will be awarded to the first three in each of the categories (P1-3 P4-5, P6-7 & S1+ male & female age groups) & certificates will be presented to all.*

*To enable as many of these groups participants to attend, Aberdeenshire Sports Council & Keith Leslie (SDO) are to fund transport to and from the event, and with a possible 100+ participants taking part aims to be an exciting opportunity for the staff and participant.*

*With these groups established and ongoing for the past several years, participants are coached in a wide variety of athletics events and activities to give an all round bases to aid their developments and to make sessions not only beneficial for improvement, but enjoyable and Fun.*

*Athletics Coaches running the sessions are Qualified through NGB (Scottish & UK Athletics) and hold coaching licences ranging from assistant coach Lev 1- Lev 3 and are employed by Aberdeenshire Council Athletics Development and cover all aspects of Sportshall, Track & Field, endurance/X-C training, Sports Fitness, workshops and much more.*

*In addition to the successful ongoing athletics Run-Jump-Throws groups, Aberdeenshire Athletics Development in partnership with Active Schools Co-ordinators are to work towards Sportshall Athletics Festivals, offering participants/schools during curriculum time to be involved in a variety of athletics events which include relays, jumping and throwing events, and aim to prepare participant for the forthcoming Cluster Sportshall Athletics Festivals. Following on from these events we have organised a Sportshall Final Event on the 21<sup>st</sup> April 2010 at the Meadows Sports Centre Ellon.*

*Teams taking part in the First Phase of this project will be Ellon, Mintlaw, Portlethen & Inverurie, and a series of Sportshall Athletics workshops are to be delivered by athletics development to offer Active Schools volunteers the opportunities to gain basic training towards assisting the delivery of sessions within the schools and possible after school groups in the future. Where no volunteers are attached to schools for training sessions, there will be opportunities for schools to have the athletics development qualified coaches into the schools to deliver coaching sessions to participants.*

*Sportshall Athletics Final will be supported by funding through Aberdeenshire Sports Council & Athletics Forum/Keith Leslie (SDO), and will enable the event to be delivered at The Meadows Sports Centre, Ellon a facility suited for this purpose due to the large numbers of participants who will be take part on the day. Scottish Athletics & the Sportshall Athletics Team has kindly offered to deliver the event supported by the athletics development coaches.*

*Sessions and events over the years have enabled Athletics Development to offer participants the opportunities to take part in much needed athletics Run-Jump-Throws Groups we have across Aberdeenshire at present, and for children to take part and develop their athletics skills, assist in improvements to their abilities, and for many an athletics pathway into local Athletics Clubs.*

*Without the qualified coaches, officials and volunteers, Aberdeenshire athletics groups and clubs could not develop further. Opportunities and rewards should not only be for athletes but to those who give their time, experience and these people need to be valued if opportunities, success are to be available for future athletes and groups/clubs to develop further.*

*Several volunteers across Aberdeenshire have recently taken the next step and are proceeding on the coaching ladder by attending the first of three days of the UKCC Level 1 coaching course which is being held in Aberdeen Sports Village. A few of these new coaches have and will be assisting with the R-J-T Groups, holiday athletics programs and Aberdeenshire coaching staff.*

*It is also the aim that in 2010 Athletics Development will assist in the formation of a new Peterhead R-J-T Group in partnership with the successful Jogscotland Group that train at the only 400m Running track in Aberdeenshire and hopefully this will encourage further areas and potential coaches/volunteers come forward.*

## **Marketing – Aims**

This subject would also be included in the sub-groups remit. Keith has provided the following information as a starter for discussion at the marketing group meeting.

*Aim 1- to review the current Aberdeenshire sports council marketing approach leading to the development of a future marketing plan.*

*Aim 2 -to increase the number of sports clubs and individuals affiliating to the sports council.*

*Objective 1 - to review the value, relevance and benefits, of sports council membership.*

*Objective 2- to develop a revised package of membership benefits relevant to the current and future needs of members.*

*Audit starting point:*

*What does your club consider to be the main benefits of affiliation?*

*Grant aid funding*

*Sports Directory and newsletter*

*Coaching courses and workshops*

*Advice and support*

*A local lobbying body on behalf of sport*

*Web site.*

*Access to policy makers within the council, at both regional and national level.*

*Sports awards evening*

*VAT exemption on block bookings*

*Number of registered points from 41 re grant aid funding to 2 sports award evenings.*

*What Improvements or additional services would your club like to see?*

*Funding - more financial support and better information on grants available.*

*Larger amount of grants and with a higher profile.*

*Support for talented performers given a higher profile and priority.*

*Volunteer/coach support - recruitment of volunteers support.*

*Attend club meetings or events to promote the benefits of affiliation.*

## **Grampian Coaching**

Jan put forward his proposals for the new grants criteria guidelines, which were discussed as length and agreed. These new guidelines and scholarship forms would only apply to Level 2 and above coaching.

The Finance Group would be asked to look at other ASC grant criteria and try to mirror Jan's proposal.

## **A.O.C.B.**

**New Logo** design – Keith presented a graphic of the logo in different sizes and colours as suggested at the last Executive meeting. He would meet with Tracy, Christine and Tracie-Ann at the MacDuff office to go over the promotional items needed, as it is expected that marketing costs will escalate with the change of Logo.

Old ASC promotional items etc. still needed picking up from Fraser at Stonehaven.

**Award Winners 2009** – the situation with regard to the two young performers of the year awards was still be sorted. It was felt, we had to honour the commitment made by James Lessells on the awards night, of a scholarship. Although a scholarship of £250 each had been discussed, nothing had been agreed or formalised through the Executive Committee or MacIntosh Plant. Tracy would write a letter to both award winners, explaining that James Lessells should not have made the commitment of £500 each, as no financial award was given in their particular categories, but as a measure of goodwill we would present them with a cheque for £250 each.

Jim felt it inappropriate to chase McIntosh Plant for any more money to cover this, as it was so long ago and he hoped he may get money from them for this year.

**Photographs** - a group photograph would be taken at the next Executive meeting.

**Development Plan** - Jim produced two development plans by two other Scottish Sports Councils and thought it would be worth considering, ASC produce one too. Put on the agenda for the next Development meeting.