**Scottish**athletics – Examples of Good Practice

We know that there is some excellent work taking place in the clubs across Scotland. As part of the club development toolkit, we would like to invite clubs to share their tried and tested ideas.

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| **Club** | **Dundee Hawkhill Harriers** |
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| **Contact Name** | **Scott Madden** |
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| **Contact Email** | **scott.madden@leisureandculturedundee.com** |
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| **Area of Club Development Increasing Participation** |
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| **In 400 words or less please provide an outline of the project. Please detail the reasoning for project and the impact that it has had on the club.**  |
| **When looking at priorities for the club we decided that year 1 of the project would be focused around increasing participation within club activities at both junior and senior level. During the planning phase we discussed what the barriers were to people joining the club and what we could do to reduce these barriers.****In terms of juniors we felt the main barrier was the initial nerves of attending their first session at an outdoor track, in an environment they were not familiar with. With this in mind we decided to link with the local trust and deliver our “Junior Hawks Academy” this programme was designed for 6, 7 and 8 year olds with its main focus of making the children feel part of the club from an early age. The sessions were delivered by local trust coaches and all income generated went back into equipment to improve the programme. An importance was also placed on club branding being visible at all sessions as well as the participants having access to club kit to ensure they felt part of the club. This was done by setting up a club shop at the venue every 10 – 12 weeks. The programme was delivered weekly the hour prior to junior training beginning and cost £2.50 per person. The format of the programme was that the children would attend sessions until they turned 9, the Club Together Officer would then accompany their parents and them to their first session with the club. We feel this makes the children feel more comfortable therefore more willing to attend club sessions and ultimately join the club. The programme has been a great success with more than 20 young athletes now making the transition from the Junior Hawks Academy into club junior sessions with a number of them now competing for the club. One of the young athletes who made the transition has also just been awarded with the clubs U11 Track & Field Champ. The programme has been so successful we have now added a second night to coincide with the clubs other junior sessions.** **With regard to senior level we felt that we needed to provide a session that was open to all, regardless of fitness levels, aims or objectives. With this in mind the club decided to train 12 coaches / volunteers / parent helpers as jog leaders to allow the club to deliver a JogScotland programme. The session is delivered on a night out with normal club training to increase the clubs usage of its current facility. In terms of promotion the club focused on the area surrounding the athletics track as this area currently highlights a number of health issues within its community plan and is classed as an area of deprivation within Dundee. The club also made links with local doctor’s surgeries and Dundee’s main hospital to try and attract patients. When looking at cost, the club took into account that the area where the programme was being promoted was classed as an area of deprivation so they set the cost at £1.50 per session to ensure it was affordable for all. The programme has been a great success and has opened the club up to whole new demographic of people. The session has now grown from a group of beginners into intermediate runners with some now training within the main club sessions and competing regularly for the club.** |