

Whitemoss Amateur Athletics Club

Development Plan: 2011/12



Club History and Ethos

Whitemoss Amateur Athletics Club was founded in 1990. The club grew from this point and evolved into a club that provides a progressive coaching structure which supports the development of athletes in line with the principles of Long Term Athlete Development (LTAD).

The club provides opportunities for; Track and Field, Road Running and Cross Country and trains weekly at the John Wright Athletics Track, East Kilbride. Additionally, the club is actively involved in national and local competition programmes. We promote active health for all through the provision of athletics activities for 7 year olds to adulthood.

Whitemoss works hard to ensure that the club is representative of all members of the local community and that members are able to access our services within a framework of equal opportunity. The clubs equity statement is fundamental to everything.

Membership and Volunteers

Whitemoss AAC was awarded Club Mark on 12 August 2009 and is a fully affiliated club with Scottish Athletics Limited. Clubmark is a Scottish Athletics Limited accreditation programme designed to assist athletics clubs to achieve and maintain a set of nationally recognised minimum operating standards and helps clubs to ensure that they are “fit for purpose”. Clubmark enables Whitemoss to provide a safe, effective and member-friendly club environment. The five key areas of the accreditation scheme include; **Club Management, Duty of Care and Welfare, Sports Equity and Ethics and Coaching and Competition Programmes**

Athletes can compete for the club when they are 9 years of age or older. The club has over 100 members from a number of different age groups – see below.

Age Group	Female		Male		Total
	1st Year	2nd Year	1st Year	2nd Year	
U9	4	2	1	4	11
U11	13	3	12	3	31
U13	4	7	4	6	21
U15	8	9	6	5	28
U17	3	5	4	3	15
U20		1	2	1	5
U23					0
Senior		1	1		2
Total	32	28	30	22	112
Grand Total	60		52		

NB. The above figures do not include coaches or officials who may compete.

Coaches and Officials

Ensuring we have sufficient numbers of qualified and active coaches in all age groups and disciplines is critical to the clubs future existence, growth and success. Without qualified and active coaches the club would be unable to operate or deliver quality coaching to our members. Whitemoss is committed to ensuring all coaches and officials are encouraged and supported to enhance their knowledge, skills and experience and actively seeks out funding and development opportunities to achieve this. Parents, guardians and young athletes are encouraged to get involved in the clubs activities and we are committed to introducing a more strategic and structured approach to this in the future.

The table below provides an audit of the number of active coaches, officials and volunteers currently supporting the club:-

Coach		Qualification	Events	Other
Alan	Boyd	L2	Track & Jumps	
Kate	Gemmell	L2		
Iain	McEwan	L2		
Sharon	McKinaly	L2	Sprints, Jumps & Throws	UKA Children in Athletics
Alan	Owen	L1		
Cathy	Robertson	L2	Jumps & Sprints	
Mark	Stringer	L2	Jumps & Endurance	
Willie	Sutherland	L2	Endurance	
Steven	Whyteside	L1		
Jess		L2	Sprints & Jumps	

Coach Helper		Qualification Pending
Kirsty	Bryce	Athletics Leader Award
Criag	Maitland	Coach Assistant Award

Official		Qualification
Alan	Boyd	L1
Cathy	Robertson	L2B Track
Mark	Stringer	L2B/C Field
Willie	Sutherland	L2B
Steven	Whyteside	L2C Field

UK Athletics (UKA) created a new coaching structure to cater for the needs of all individuals who wish to assist athletes with their preparation. Several roles have been identified and a number of qualifications proposed within each role. Under the new structure all roles are regarded as being equally valuable in the sport and where appropriate the system is flexible so individuals can choose a pathway that meets the needs of the athletes they're working with as well as their personal aspirations.

The old UKA Coaching Courses (Level 1, Level 2, Level 3 & Level 4). Individuals who undertook the old system do not have to recertify to continue coaching Club coaches who wish to continue with the coaching qualifications process will need to attend or work towards one of the new course.

The decision by UKA to change was partly financial; coach education needs to be affordable and it was believed that the cost of the UKCC courses would have been prohibitively expensive.

Course material is integrated into an online and distance learning format where possible to maximise the free uCoach resource. There will therefore be a requirement for candidates to access content on uCoach both pre and post course attendance.

See **Appendix 1** for a detailed overview of the new UKA Coaching Pathway

Club Management

The club is managed by a volunteer management committee of 13 that meets monthly and is elected at the annual AGM. The committee comprises of the following:

Chair	Graham Ravenscroft
Secretary and Team Manager	Mark Stringer
Treasurer / Support Treasurer	Alistair Storey / Stuart Gibson
Minute Secretary	Kirsty Bryce
Welfare Officer (and Coach)	Kate Gemmell
Press & PR	Joanna Gardiner and Ian McEwan (Jnr)
Fund Raising Representative x 2	Sharon Downie and Catherine Wynne
Assistant Team Manager x 2	Kay McSkimming and Sandra Frame
Coaching Coordinator (and Coach)	Sharon McKinlay
Coach	Iain McEwan (SNR)
Coach	Willie Sutherland
	Craig Maitland

Club Development Plan

The Committee has developed a Club Development Plan that aims to ensure there is a strategic, planned and coordinated approach to the future growth and development of the club. The Plan has been aligned to the strategic objectives of Scottish Athletics Limited and will focus on the core priorities of this strategy; **Participation, Performance, People, Provision, Partnership and Promotion**. The Plan has also been aligned to the national sports strategy, Reaching Higher, and can demonstrate the clubs contribution to **increasing participation and improving performance** in athletics.

The creation of the Plan ensures that the club is effectively managed and developed over time. The Plan will be reviewed and reported regularly to members, parents / guardians and key partners.

This is a living document, providing realistic aspirations from which the club can move forward

Whitemoss AAC : 2011/12 Development Plan

The Plan has a clear vision and set of key objectives to ensure clarity and understanding of what we are trying to achieve

The Vision:

“A VIBRANT, FAMILY FRIENDLY CLUB AT THE CORE OF THE LOCAL COMMUNITY IN EAST KILBRIDE”

Key Objectives:

- **PARTICIPATION**
 - Encourage more people within the local community to take up athletics, no matter what their age or level of ability, ***especially children and young people.***
 - Ensure club membership is representative of the local community
 - Ensure the club has a programme of non athletic activities to support integration and club cohesion.
- **PERFORMANCE**
 - Improving the performance levels of the club within local and national competitions.
 - Support and nurture the development of athletes with potential to achieve at regional and national level.
- **PEOPLE**
 - Increase the number of qualified coaches and officials actively involved in the club, and more volunteers too.
- **PARTNERSHIP**
 - Encourage more collaboration between the club and EKAC and also local schools.
 - Work in partnership with SAL, South Lanarkshire Council, South Lanarkshire Leisure and Culture and Active Schools in order to realise the club vision.
- **PROVISION**
 - Ensure effective club governance.
 - Implement nationally recognised policies and procedures that ensure the welfare of club members.
 - Enable access to the resources we need to expand and develop.
 - Ensure training and club facilities meet the needs of members.
- **PROMOTION**
 - Improve the image and awareness of club to members, parents / guardians, local schools and the East Kilbride community.

WHITEMOSS AAC: CLUB DEVELOPMENT PLAN – 2011/12

Objective		Current Position	Target	Action	Resp
1.0	Ensure effective club governance.	Full committee in place with with reduced number of coaches involved, allowihng them to focus on primary role. Not all committee members are fully familiar with remit.	Committee functioning fully and effectively leading club development.	<ul style="list-style-type: none"> ▪ Ensure all committee meetings are quorate and take place monthly. ▪ Provide committe reps with clear responsibilities (via role descriptions) and ensure regular progress reports as appropriate. 	Com. Com.
2.0	Implement nationally recognised policies and procedures that ensure the welfare of club members.	Policies and procedures in theory are in place but not actively in operation.	Policies and procuedures in operation and available to comittee reps to assist their work and accssible by members and parents/guardians.	<ul style="list-style-type: none"> ▪ Review and maintain SAL Club Accreditation. ▪ Review and update, as appropriate, club constitution, policy and procedures. ▪ Upload policies and procedures to website and make available to members and parents/guardians ▪ All volunteers to be members of PVG scheme, as appropriate. ▪ Ensure CPO in place (Male and Female) 	
3.0	Ensure training and club facilities meet the needs of members.	Inadequate <ul style="list-style-type: none"> • club house facilities • equipment storage No <ul style="list-style-type: none"> • seating for spectators • oportunities for local coach / official education or CPD. • pole vault provision • trackside S&C facilities 	Upgraded “club house” in place with appropriate facilities for coach development, athlete S&C and storage space.	<ul style="list-style-type: none"> ▪ In partnership with SAL, SLC and SLL draft funding applicaiton to support new “club house” and coach and official resources. ▪ Conduct a “needs and demand” survey with club members, EKAC and others as appropriate (e.g. Schools) 	GR/SF GR/SF
4.0	Improve the image and awareness of club to members, parents / guardians, local schools and the East Kilbride community.	The club has a very low profile within the local community and schools. Not all athletes have club uniform and as such are not easilty recognised as club members. Members, parents/guardians and the local authority are not	The club has a high profile within the lcoal community. Members are fully aware of the work of the club and opportunities available. All athletes have a club uniform and wear this when representing the club at official club competitions.	<ul style="list-style-type: none"> ▪ Produce athlete and parent pack. ▪ Provide a welcome pack for new athletes and parents ▪ Update and matain accuracy of club noticeboard / website / facebook / other ▪ Ensure regular communication with members and parents. ▪ Produce regular results and other event reports for local newspapers / website / notice board / other. ▪ Identify uniform needs for members and 	

Objective		Current Position	Target	Action	Resp																
		fully aware of the club, its needs and how they can assist.		progress provision.																	
5.0	Work in partnership with SAL, South Lanarkshire Council, South Lanarkshire Leisure and Culture and Active Schools in order to realise the club vision.	The club has regular communication with these partners and is actively promoting the club and working to secure support for the work of the club.	Maintain current working relationships and where possible expand these.	<ul style="list-style-type: none"> Arrange a schedule of meetings to ensure all parties are aware of the clubs ambitions and plans Invite local politicians to meet with club committee.plans. 	GR/SF GR/SF																
6.0	Encourage more collaboration between the club and EKAC, and also local schools.	The club has recently established lines of communication with the EKAC and agreed a number of areas that both clubs can work together on.	Formal partnership in place around "club house" provision. Establish formal talks regarding potential future merger.	<ul style="list-style-type: none"> Ensure regular dialogue between clubs. Enter Carlisle Relays as a combined team – WACC and EKAC Organise a joint coaching evening between coaches Organise a joint meeting of both club committees Work collaboratively with EKAC on the access to any new potential "club house" facility. 	GR/SF IMcE GR/SF																
7.0	Increase the number of qualified coaches and officials actively involved in the club, and more volunteers too.	Volunteers (21): <ul style="list-style-type: none"> Committee – 9 (Excl Coaches) Qualified Coaches – 10 2 parent coach helpers 	All volunteers required to effectively run the club are in place, are made to feel valued and are recognised and rewarded for their support and commitment. Recruit/Train/Develop <ul style="list-style-type: none"> 5 new Athletics Leaders 1 new Coach Assistant 2 existing coaches to progress to Athletics Coach Award 1 male CPO 	<ul style="list-style-type: none"> Identify what volunteers the club needs in order to meet growth and performance targets. Draft a programme for the recruitment and training of coaches, officials and volunteers. Create a system for recognising volunteers. Create a parent database to be able to draw on parents, volunteers skills and professions to support the club Provide opportunities for all parents/carers to become involved in club activities. Encourage U20+ athletes to undertake training as young leaders and officials. 																	
8.0	Encouraging more people within the local community to take up athletics, no matter what their age or level of ability – but especially children and young people.	NGB Registered: 88 Club Audit: 112 <table style="margin-left: auto; margin-right: auto;"> <tr> <td></td> <td></td> <td>Prog. & Retain</td> <td></td> </tr> <tr> <td>U9</td> <td>11</td> <td>05</td> <td>U9 20 (ret & 15 new)</td> </tr> <tr> <td>U11</td> <td>31</td> <td>31</td> <td>U11 35 (ret & 4 new)</td> </tr> <tr> <td>U13</td> <td>21</td> <td>14</td> <td>U13 20 (ret & 6 new)</td> </tr> </table>			Prog. & Retain		U9	11	05	U9 20 (ret & 15 new)	U11	31	31	U11 35 (ret & 4 new)	U13	21	14	U13 20 (ret & 6 new)	25% Increase 22 / (28)	<ul style="list-style-type: none"> Produce promotional leaflet for schools. Establish formal links with schools Support athletics in schools, in partnership with athletics development officer and active schools coordinators Identify school / club link activities Organise an Open Day at the club for local 	
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Objective	Current Position	Target	Action	Resp																									
<p>Ensure club membership is representative of the local community</p>	<table border="0"> <tr><td>U15</td><td>28</td><td>27</td></tr> <tr><td>U17</td><td>15</td><td>21</td></tr> <tr><td>U20</td><td>04</td><td>10</td></tr> <tr><td>U23</td><td>00</td><td>02</td></tr> <tr><td>SEN</td><td>02</td><td>02</td></tr> </table> <p>Figures do not include coaches or officials who may also compete.</p>	U15	28	27	U17	15	21	U20	04	10	U23	00	02	SEN	02	02	<table border="0"> <tr><td>U15</td><td>30 (ret & 3 new)</td></tr> <tr><td>U17</td><td>21 (prog & ret)</td></tr> <tr><td>U20</td><td>10 (prog & ret)</td></tr> <tr><td>U23</td><td>02 (prog & ret)</td></tr> <tr><td>SEN</td><td>02 (retain)</td></tr> </table> <p>Target: 140</p> <p>The above assumes a 100% progression and retention through age groups??</p>	U15	30 (ret & 3 new)	U17	21 (prog & ret)	U20	10 (prog & ret)	U23	02 (prog & ret)	SEN	02 (retain)	<p>schools.</p> <ul style="list-style-type: none"> Work with SAL and Scottish Disability Sport (SDS) on the creation of a disability section. 	
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<p>9.0 Improving the performance levels of the club within local and national competitions.</p> <p>Support and nurture the development of athletes with potential to achieve at regional and national level.</p>	<p>Not sure if this is the correct data to be monitoring and would leave this to the coaches to determine.</p> <p>CSSAL I/D LGE - Div ? Placed ?</p> <p>CSSAL O/D LGE - Div ? Placed ?</p> <p>Mens League - Div ? Placed ?</p> <p>Top 10 Scottish Ranking U17 - M () F () U20 - M () F () U23 - M () F () SEN - M () F ()</p> <p>Regional Squad Selection U15 - M () F () U17 - M () F ()</p> <p>Scottish Schools Vest U16 - M () F () U18 - M () F ()</p>	<p>Coaches to identify most appropriate measures and targets.</p> <p>CSSAL I/D LGE - Div ?, Placed ?</p> <p>CSSAL O/D LGE - Div ? Placed ?</p> <p>Mens League - Div ? Placed ?</p> <p>Top 10 Scottish Ranking U17 - M () F () U20 - M () F () U23 - M () F () SEN - M () F ()</p> <p>Regional Squad Selection U15 - M () F () U17 - M () F ()</p> <p>Scottish Schools Vests U16 - M () F () U18 - M () F ()</p>	<ul style="list-style-type: none"> Enure members have access to appropriate coaching, facilities and equipment to support their development Establish an agreed minimum coaching qualification for the lead coach within each age group. Establish coach:athlete ratios for all age groups Support junior athletes to develop multi-disciplinary skills through weekly coaching <p>Competitions</p> <ul style="list-style-type: none"> Establish club based competitions (2 per year for U9-U13) to introduce younger members to competitive athletics. Establish and run Club OG Meet. Actively encourage entries to targeted OG meets (at least 3) and provide transport to enable members to gain "PBs/Times" that support league selection – establish baseline and increase. Organise and run Club Championships Enter national indoor league for all age groups, male and female – establish baseline and increase Enter national outdoor league for all age groups, male and female – establish baseline and increase Encourage identified athletes to enter national / home nations competitions – establish 																										

Objective		Current Position	Target	Action	Resp
				baseline and increase.	
10.0	Enable access to the resources we need to expand and develop	The club is financially stable with effective systems in place to generate income via club subscriptions.	Secure external funding support up to £2,600 Fund raise up to £1,000 through member activities. Secure grant support for new "club house", up to £100,000.	<ul style="list-style-type: none"> ▪ Ensure club financial procedures; budgets, income /expenditure and cash flow forecasts ▪ Seek Community Amateur Sports Club (CASC) status. ▪ Identify Grants, Fundraising, Sponsorship opportunities 	AS SG/ WS
11.0	Ensure the club has a programme of non athletic activities to support integration and club cohesion.	The club organises 3 social activities per year which show a health attendance:- <ul style="list-style-type: none"> - Troon in June - Lochgoilhead - Annual Awards Ceremony 	Maintain existing social programme and establish baseline attendance or 2010/11 and set target increases for 2011/12 as appropriate.	<ul style="list-style-type: none"> ▪ Organise social events for athletes (minimum 2) ▪ Organise annual awards ceremony combining clubs 21st anniversary. 	

WHITEMOSS AAC: 2011/12 MONITORING & REPORTING

Resp	Action	Progress Update	Next Stage
Com.	<ul style="list-style-type: none"> Ensure all committee meetings are quorate and take place monthly. 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">
Com.	<ul style="list-style-type: none"> Provide committee reps with clear responsibilities (via role descriptions) and ensure regular progress reports as appropriate. 		
	<ul style="list-style-type: none"> Review and maintain SAL Club Accreditation. Review and update, as appropriate, club constitution, policy and procedures. Upload policies and procedures to website and make available to members and parents/guardians All volunteers to be members of PVG scheme, as appropriate. Ensure CPO in place (Male and Female) 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">
GR/SF	<ul style="list-style-type: none"> In partnership with SAL, SLC and SLL draft funding application to support new "club house" and coach and official resources. 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">
GR/SF	<ul style="list-style-type: none"> Conduct a "needs and demand" survey with club members, EKAC and others as appropriate (e.g. Schools) 		
	<ul style="list-style-type: none"> Produce athlete and parent pack. Provide a welcome pack for new athletes and parents Update and maintain accuracy of club noticeboard / website / facebook / other Ensure regular communication with members and parents. Produce regular results and other event reports for local newspapers / website / notice board / other. Identify uniform needs for members and progress provision. 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">
GR/SF	<ul style="list-style-type: none"> Arrange a schedule of meetings to ensure all parties are aware of the clubs ambitions and plans 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">
GR/SF	<ul style="list-style-type: none"> Invite local politicians to meet with club committee.plans. 		
GR/SF	<ul style="list-style-type: none"> Ensure regular dialogue between clubs. 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">
IMcE	<ul style="list-style-type: none"> Enter Carluke Relays as a combined team – WACC and EKAC 		
	<ul style="list-style-type: none"> Organise a joint coaching evening between coaches 		
	<ul style="list-style-type: none"> Organise a joint meeting of both club committees 		
GR/SF	<ul style="list-style-type: none"> Work collaboratively with EKAC on the access to any new potential 		

Resp	Action	Progress Update	Next Stage
	<p>“club house” facility.</p> <ul style="list-style-type: none"> ▪ Identify what volunteers the club needs in order to meet growth and performance targets. ▪ Draft a programme for the recruitment and training of coaches, officials and volunteers. ▪ Create a system for recognising volunteers. ▪ Create a parent database to be able to draw on parents, volunteers skills and professions to support the club ▪ Provide opportunities for all parents/carers to become involved in club activities. ▪ Encourage U20+ athletes to undertake training as young leaders and officials. 	<ul style="list-style-type: none"> ▪ 	<ul style="list-style-type: none"> ▪
	<ul style="list-style-type: none"> ▪ Produce promotional leaflet for schools. ▪ Establish formal links with schools ▪ Support athletics in schools, in partnership with athletics development officer and active schools coordinators ▪ Identify school / club link activities ▪ Organise an Open Day at the club for local schools. ▪ Work with SAL and Scottish Disability Sport (SDS) on the creation of a disability section. 	<ul style="list-style-type: none"> ▪ 	<ul style="list-style-type: none"> ▪
	<ul style="list-style-type: none"> ▪ Ensure members have access to appropriate coaching, facilities and equipment to support their development ▪ Establish an agreed minimum coaching qualification for the lead coach within each age group. ▪ Establish coach:athlete ratios for all age groups ▪ Support junior athletes to develop multi-disciplinary skills through weekly coaching <p>Competitions</p> <ul style="list-style-type: none"> ▪ Establish club based competitions (2 per year for U9-U13) to introduce younger members to competitive athletics. ▪ Establish and run Club OG Meet. ▪ Actively encourage entries to targeted OG meets (at least 3) and provide transport to enable members to gain “PBs/Times” that support league selection – establish baseline and increase. ▪ Organise and run Club Championships ▪ Enter national indoor league for all age groups, male and female – establish baseline and increase ▪ Enter national outdoor league for all age groups, male and female – establish baseline and increase 	<ul style="list-style-type: none"> ▪ 	<ul style="list-style-type: none"> ▪

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	<ul style="list-style-type: none"> ▪ Encourage identified athletes to enter national / home nations competitions – establish baseline and increase. 		
AS SG/WS SD	<ul style="list-style-type: none"> ▪ Ensure club financial procedures; budgets, income /expenditure and cash flow forecasts ▪ Seek Community Amateur Sports Club (CASC) status. ▪ Identify Grants, Fundraising, Sponsorship opportunities 	<ul style="list-style-type: none"> ▪ 	<ul style="list-style-type: none"> ▪
	<ul style="list-style-type: none"> ▪ Organise social events for athletes (minimum 2) ▪ Organise annual awards ceremony combining clubs 21st anniversary. 	<ul style="list-style-type: none"> ▪ 	<ul style="list-style-type: none"> ▪

APPENDIX 1: UKA NEW COACHING PATHWAY

UKA COACHING PATHWAY (New Structure)
Athletics Leader Award - £90
The course is primarily for those working with young athletes or athletes in the early stages of the athlete development pathway. The course is aimed particularly at adults – parents and grandparents.
Attendance based over 1 day
Coach Assistant Award - £150
The CAA is the first step on the coaching ladder if the candidate has elected not to attend the athletics Leader Award. The course is primarily aimed at adults – athletes, ex-athletes and parents.
Attendance based over 2 days
Athletics Coach Award - £350
This is the cornerstone of the proposed Coach Education Programme.
Who should go on this course? Coaches must be 18 or over to embark on the Athletics' Coach programme. The programme is for those working with athletes in the Foundation to Event Group Development stages and all applicants should be actively involved with groups and have access to foundation stage athletes a minimum of twice a week for a period of at least eight consecutive weeks. Coaches will need to profile the athletes they work with in addition to their development as part of the assessment element of the programme. Candidates should have a minimum of an old UKA Level 1 award or a new Coaching Assistant award plus three months minimum practical experience of coaching after the completion of the award. Candidates without this prior experience will have applications rejected.
What does the programme cover?
<ul style="list-style-type: none">• Technical basis of running for speed, endurance and over obstacles, jumping for height and distance, push and pull throws• Skill development• Fundamental movement skills• Athlete Profiling• Athlete Development• Energy systems• Factors influencing performance• Elements of planning and delivery• The role and responsibilities of a Coach• The core coaching skills• Physical preparation• Flexibility• Integrated coaching
Duration – 3 days Formal Assessment – 1 day.