



scottishathletics



School-Club Link Initiative

A clearer pathway from school to club... to podium



SCOTLAND

225
GLASGOW

Glasgow
58
GLASGOW

DELHI 2010
XIX COMMONWEALTH GAMES

1820

INDIAN RAILWAYS
भारतीय रेल

241
GLASGOW

Kirkcaldy
238
GLASGOW

BANK OF SCOTLAND
238
GLASGOW

BANK OF SCOTLAND
228
GLASGOW



Clubs are the lifeblood of athletics in Scotland and by supporting and working closely with our clubs **scottishathletics** look to improve the promotion, participation and performance of athletics in Scotland.

The 'School-Club Link' initiative forms an important part of the **scottishathletics** National Strategy for Athletics. Its purpose is to establish and strengthen the formal links between athletics clubs and local schools, and in doing so increase the number of children and young people involved in our sport. Stronger links between our clubs and schools will improve participation levels in our sport and lead to the better promotion of athletics, and with the right support will lead to improved performances.

With the London 2012 Olympic Games and Paralympics just around the corner and the Glasgow 2014 Commonwealth Games soon to follow, there is an unprecedented focus on sport and athletics in Scotland. With this, we have the opportunity to showcase our sport and our clubs to attract thousands of young school children into the sport of athletics.

Through building strong partnerships between schools and our clubs we can use the Olympic Games, Paralympics and Commonwealth Games as a mechanism to grow our clubs and harness the potential of young school children – delivering the champions of the future. With this in mind, the School-Club Link initiative will help our clubs establish and develop strong and formal links to local primary and secondary schools and to create a clear pathway from school to club athletics.

This resource is designed to assist and guide clubs in this process, and will:

- identify and detail the key steps involved in forming School-Club Links
- prepare clubs for the greater interest in athletics from the 'Olympic effect'
- share good practices through case studies of Club-School Links
- support clubs with the tools and contact required for lasting School-Club Links

In such exciting times for sport in Scotland, we, as a sport, need to work together to showcase the sport of athletics in the best light. With clubs and schools working more closely and formally together, this will not only build a legacy from London 2012 and Glasgow 2014, but will also most definitely lead to better participation, performance and promotion of athletics in Scotland.

Yours in athletics,

Nigel Holl

A handwritten signature in black ink, appearing to read 'Nigel Holl'.

Chief Executive **scottishathletics**



The School-Club Link initiative is a fundamental part of the **scottishathletics** National Strategy for Athletics and has the purpose of both establishing and strengthening the links between schools and local athletics clubs.

A strong and effective School-Club Link is where clubs are working **closely** and **actively** with schools in their catchment area and are creating a clear pathway from school to club athletics. This initiative looks to help clubs create strong links with local schools. There are many examples of good School-Club Links already working in Scotland and these are achieved by clubs delivering and promoting athletics within and around the school environment.

Creating these formal School-Club Links will have benefits for all parties. For clubs there will be an increase in the number of children and young people who become members. For schools there will be more young people enjoying a smooth and natural transition from school to organised club sport. Through the School-Club Link initiative there is also potential for the recruitment of new club volunteers in partnership with the Active Schools Network. As the initiative continues to grow, so do the opportunities for children. It can aid in adopting healthier lifestyles, enjoying sport in a safe, fun, progressive environment and hopefully going on to achieve sporting success.

With the UK hosting the Olympic Games and Paralympics as well as Scotland hosting the Commonwealth Games, there will be an unprecedented focus on athletics in Scotland as the premier sport of both Games. Local athletics clubs can use London 2012 and Glasgow 2014 as a mechanism to grow. Naturally, the "Olympic Effect" will hit the nation and young school children will be especially captivated by the Olympics and with sport. Therefore the athletics community, in particular local athletics clubs have the unique opportunity to attract thousands of young children to our sport. Young school children who are not only learning about the London 2012 Games and the 2014 Commonwealth Games in schools, but young athletes who are also eager to be a part of sport and a part of the Olympic movement. **Is your club ready?**

In addition, forming formal links to local primary and secondary schools is a fundamental requirement for any club seeking to attain the Podium Award as a part of the **scottishathletics** Club Accreditation Programme.





Eilidh Child

2010 Commonwealth Games Silver Medallist, 400m Hurdles

“At school I was encouraged along with my sister to take part in sport and join the local athletics club. I enjoyed athletics so much that I stayed on competing for my club and for my school. My PE teachers and coach were so encouraging and they are one of the main reasons I stuck at athletics and got to where I am today. Now, as a PE teacher, teaching athletics is a big part of the curriculum and one of my favourite parts of the year! I always encourage the pupils who show a great interest and enjoyment for athletics to go along to their local athletics club.”



Jamie Bowie

2011 European U23 Champion, 4x400m Relay

“I first got involved in athletics through my school sports day. I maybe didn't show the greatest of talent at that age, but I enjoyed running and so my teacher recommended that I join my local athletics club, Inverness Harriers AAC. It was through club athletics that I developed as an athlete. Since then I haven't looked back, and I have enjoyed representing my club and my school.”



Stephanie Twell

2010 Commonwealth Games Bronze Medallist, 1500m

“Both school and club athletics have played a significant part, not only in my development, but in my enjoyment of the sport. I really do believe that without the good links between the club and the local schools then we would have not enjoyed the success we have today”.





Local Athletics Clubs

There are 135 affiliated athletics clubs in Scotland, and each play a pivotal role in creating new and developing existing School-Club Links. Clubs can no longer take for granted that there will be an automatic feed from local primary and secondary schools. Clubs need to take a proactive approach in creating a clearer pathway from school to club athletics, supported by the Active Schools Network, Athletics/Sports Development Officers, the **scottish**athletics Regional Development Managers and in cooperation with Local Athletics Partnerships and Local Authorities.

Local Primary and Secondary Schools

In Scotland there are 2,153 primary schools and 376 secondary schools, with over 681,000 school pupils in Scotland - each with a potential interest in athletics and joining a local athletics club. The vast majority of school children will have already experienced athletics through physical education in the curriculum as well as Giant Heptathlon and SportsHall events.

Active Schools Coordinators (ASC)

The Active Schools Network is a team of people working within the school and the wider community in Scotland. Active School Coordinators (ASCs) are working towards offering all children and young people the motivation and opportunities to 'get active.' The ASCs will be able to assist clubs in creating meaningful links to primary and secondary schools as well as with the recruitment of volunteers where clubs are formally linked with schools.

Local Athletics Partnerships (LAP)

A LAP is formed from a cluster of clubs working strategically with other local partners such as Athletics/Sports Development Officers, Active Schools Coordinators, local facilities along with the **scottish**athletics Regional Development Managers to develop the sport of athletics in that geographic area. LAPs will be important in creating School-Club Links, particularly in co-ordinating the promotion of LAP clubs at local school athletics events.

National/Regional/Local Schools Athletic Associations

Local and Regional Schools' Athletic Associations along with the Scottish Schools' Athletic Association work to promote athletics in schools. The school events and championships organised at local, area, regional and national level are key opportunities within the School-Club Link initiative



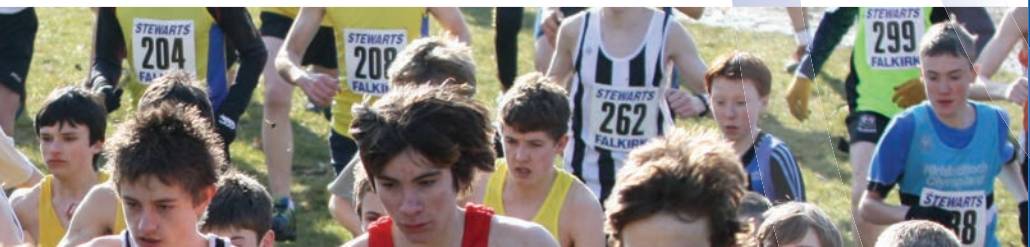
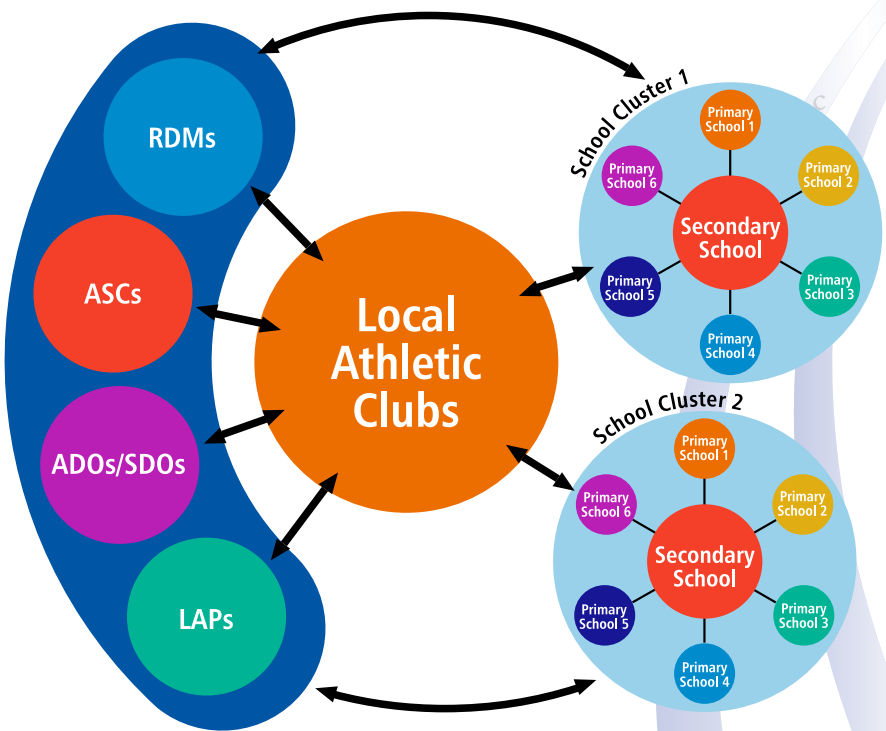


scottishathletics Regional Development Managers (RDM)

Each RDM has been tasked with leading the delivery of the National Strategy and Regional Plans within their respective areas in partnership with clubs, coaches, volunteers, local authorities and other relevant partners. In the School-Club Link context, RDMs will work alongside all key stakeholders to create resources for clubs to utilise and support sustainable links between clubs and schools as well as sharing best practice through Local Athletics Partnerships and Regional Forums.

Local Authorities

In some regions and areas Local Authorities or Leisure Trusts will employ Athletics/Sport Development Officers (ADOs & SDOs) to develop sporting opportunities for young people in that region. Local Authority ADOs or SDOs will be a good source of local information and contacts for clubs. Local authorities and leisure trusts will also be key in helping clubs develop strong School-Club Links.



Steps to Create Links with Schools



It is particularly important for clubs to be proactive and play a leading role in creating effective and formal links with local secondary schools and primary schools. The most effective strategy is through coordinating efforts between local clubs, this can be done through LAPs and **scottishathletics** Regional Development Managers (RDMs). Active Schools Coordinators (ASCs) and Athletics/Sport Development Officers (ADOs/SDOs) will be equally important in assisting clubs throughout the School-Club Link process.

CLUBS CO-ORDINATING THROUGH LAP..

- **identify dates of key events in the LAP's area**
(Schools' Cross-Country, Track & Field, SportsHall and Giant Heptathlon events)
- **involve and use the local ASCs and ADO/SDOs**
- **if working as a LAP with several clubs, establish school catchment areas by clubs**
- **contact event organisers for permission to attend and promote**
- **agree representative(s) to attend events and promote LAP club(s)**

PROMOTION OF CLUBS AT SCHOOLS' EVENTS...

- **strong club presence at local schools' events**
- **distribute club promotion material – including dates of training nights, dates of 'come-&-try' sessions, Run, Jump, Throw Centres**
- **create a 'familiar face' – wherever possible, have the same person present at school events as the person who will welcome these athletes to 'come-&-try' sessions or to their first club training session**
- **be inclusive and canvass to all participants – you never know who the next champion will be (see the Tom McKean story)**
- **LAPs with several clubs could look to work together and share promotion material and printing costs**

The Tom McKean Story

Tom McKean is Scotland's greatest 800-meter runner - he still holds the Scottish record at 1:43.88. McKean went on to win 800m Gold at the 1990 European Championships in Split as well as Gold at the 1990 World Indoor Championships in Toronto.

McKean was encouraged to join his local athletics club after participating in a local Schools' Cross-Country! Although McKean was not always at the top of the podium, it was a local club coach who encouraged him to take up athletics.

At Under-15 and Under-17 level McKean does not feature in the top 10 or top 30 of the Scottish All Time List for each respective age-group. As a junior athlete, McKean was a late developer and his talent and potential could have been overlooked if his coach and club had not taken an inclusive approach to recruiting athletes and developing them over the long term.



Steps to Create Links with Schools



COME & TRY EVENTS...

- arrange 'come-and-try' events following on from the promotion at recent schools' events. (ideal opportunities for local clubs to attract both new athletes and parent volunteers)
- make it as FUN for the new athletes, give them a real taste and introduction of athletics and of the club.
- encourage as much as possible for parents to attend 'come-&-try' sessions - introduce them to the club and potential volunteer roles.
- support material is available online through the Club Development Toolkit online at www.scottishathletics.org.uk
- consider holding different time slots for 'come-&-try' sessions to accommodate different time schedules of families.

RUN, JUMP, THROW CENTRES...

- further strengthen the School-Club Link by creating a Run-Jump-Throw (RJT) Centre, as an extra-curricular event within a school or within local community sports hubs. - detailed information & funding opportunities for creating a RJT Centre is available online at www.scottishathletics.org.uk [under the Club Development Toolkit], or equally through the local ASCs or ADOs/SDOs or scottishathletics RDMs.
- wherever the potential to do so exists, clubs could offer specialist coaching services to local schools during track and field or cross country season in the PE curriculum.

WHY NOT TRY...

COUNTDOWN EVENTS

- capture some of the excitement around the Olympic, Paralympic and Commonwealth Games - '100-day countdown to the London 2012', or '2 year countdown to Glasgow 2014'.
- ideas can be as simple as a Club Open Day with barbeque or a specific project or even a special competition to mark the countdown occasion.
There are various grants available for 'London 2012' projects www.london2012.com/beinspired and Glasgow 2014 enquiries.scotland@biglotteryfund.org.uk

MARKETING CAMPAIGNS IN SCHOOLS

- work with local ASCs or ADOs/SDOs to increase club presence in local schools
- create a strong presence through leaflets, invitation letters or club promotion material with dates of up and coming 'come-&-try' sessions or induction sessions at the club
- arrange a visit from a high profile club athlete or club coach to speak to school pupils or to host a 'come-&-try' session at the school
- a range of **scottishathletics** promotion material and branding is also available and can be loaned from RDMs



It is important that clubs are well prepared for the effects of the London 2012 Olympic Games & Paralympics and the Glasgow 2014 Commonwealth Games. With a focus on sport across the country and with athletics being the blue ribbon sport of both Games, young people will naturally be attracted to the sport of athletics. Athletics is one of 26 Olympic sports, so there is naturally competition between sports all vying for the attention of young people interested in the Games. It is therefore important that clubs ensure that their first experience of club athletics is an enjoyable one.

This potential influx of young people to athletics will put a strain on the resources of clubs and in particular issues such as capacity and club structure will arise. It is important for clubs to ensure that these issues are properly discussed and dealt with in advance. In this respect an inclusive and well prepared club will best ensure the retention of young people in our sport.

Increasing Club Capacity

Capacity is often an issue affecting many clubs and it is a wide ranging issue. There are a number of ways in which clubs can overcome capacity issues.

Increasing capacity by recruiting, retaining, developing and valuing volunteers in our clubs will have direct effects on club capacity. Volunteers can be recruited at club administration, coaching and officiating level. Within the School-Club Link process there are ideal opportunities to recruit more volunteers, in particular through the Active Schools Network and on the back of club 'come & try' sessions. There will also be opportunities to recruit student volunteers from local colleges and universities.

Recruit	<ul style="list-style-type: none">- Partnership with Active Schools Network & Volunteer Development Network- Parents/Guardians of entry level athletes into our sport- Young Volunteers (16-25 years)- 'Skilled Generation' - Retired and semi-retired volunteers (50+)- Work Out for Sport Professionals
Retain	<ul style="list-style-type: none">- Support networks and mentoring programmes for volunteers- Define clear roles for volunteers- Effective club structure and communication within club- Respect for volunteers for all members within club
Develop	<ul style="list-style-type: none">- Ongoing formal and informal CPD and training opportunities for volunteers, coaches, administrators & officials- Encourage and support volunteers to take CPD and training opportunities- Help volunteers identify areas for CPD and training
Value	<ul style="list-style-type: none">- Ongoing for volunteers within their clubs- Share good practice within clubs, LAPs and regional/national forums- scottishathletics Regions and LAPs recognise the value of volunteers by communicating through websites, newsletters & awards- Develop new ideas on valuing volunteers

Club Structure

Clubs should ensure that they have an appropriate and effective club structure to deal with any new intake of athletes expected from the implementation of School-Club Links. A good club structure which matches the needs of and demands put upon the club will support coaches and ensure athletes have an enjoyable club experience. Ensuring that training groups are appropriately divided by size and age-stage appropriateness are key considerations for any club structure.



East Lothian Athletics Development Group - 'Access for ALL to Athletics' in East Lothian

In 2010 the East Lothian Athletics Development Group were successful in their grant from 'Awards for All' to implement an athletics programme in schools. The programme delivered over 40 taster sessions to a total of 36 primary schools as well as running a six-week Run-Jump-Throw programme in each of the three secondary local schools. Through the 'Access for ALL to Athletics' initiative a total of 1368 pupils in the East Lothian area had at least a one hour taste of athletics in a variety of formats. As a direct result of this initiative there was a far great attendance at the East Lothian Schools Athletics Championships, a better representation from East Lothian at the Scottish Schools Championships and local clubs in the area equally saw an increase in participation. There has also been an increase in volunteers in the three local clubs, in particular a number of older secondary school pupils are taking part in the 'Leaders in Athletics', coach education programme.

Kilbarchan AAC - Renfrewshire Schools' Championships

For a number of years Kilbarchan AAC has taken a leading role in promoting athletics in schools in the Renfrewshire area. The club organises schools' championships in track and field, cross-country and road racing where the 11 local secondary schools and 51 primary schools all participate. These events are very successful in promoting the club, and for the pupils it is their first step towards club athletics. To further encourage and welcome pupils into the club, all pupils competing at these championships receive an invitation letter along with a free pass to the local sports centre. Throughout the year the club visits the PE departments of the 11 local secondary schools, and also sends invitation letters to pupils who have good scores in the annual fitness test. Kilbarchan AAC has created a strong School-Club link through working closely with local schools as well as coordinating through the local LAP. A clear pathway from school athletics to club athletics has been created and the club boasts a strong junior membership from local schools.

Inverness Harriers AAC - Harriers RJT & 10's Club

Inverness Harriers AAC are working in partnership with the Local Leisure Trust, Inverness Leisure, to hold 'Run-Jump-Throw' style after-school clubs at the club's home track. These after-school clubs which are promoted within local primary schools through the Active Schools Network and at local school championships are jointly coordinated and staffed by the club and Inverness Leisure. Held on non-club nights, these sessions are the first experience of the club environment for young primary school athletes. The young primary school athletes then 'graduate' into the formal club training nights when they are old enough. These Harrier's 10's sessions are also supported by older secondary school pupils who are volunteering as a part of the Duke of Edinburgh Award programme.





Stornoway Running AC - SportsHall Partnership

Lewis and Harris Sports Council annually deliver a primary school SportsHall Athletics competition, which Stornoway Running AC supports with club officials and volunteers. This event is an opportunity for pupils from local primary schools to experience athletics often for the first time. Schools of all sizes are encouraged to enter teams, with larger schools entering more than one team and smaller schools combining age groups. The club aims to create a strong presence at the event and encourages pupils to then attend club training sessions. From promoting the club and having a strong presence at the event, the club creates 'familiar faces' for the pupils who then go on to attend the club training sessions. This creates a friendly and clear pathway to club athletics from the school SportsHall Athletics event.

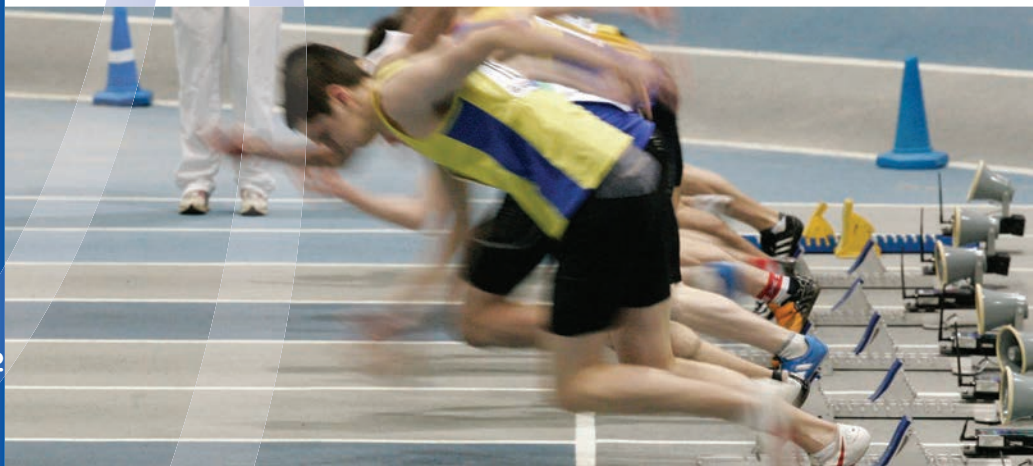
Kilmarnock Harrier & Athletics Club - Working with Local School

KHAC have developed a strong School-Club Link through running local schools cross-country competitions and SportsHall finals. Club officials liaised with the relevant teaching staff in each of the schools and active school coordinators to ensure the best attendance at the events.

The club also received a grant from the Community Safety Partnership for the equipment to run the SportsHall competitions. By running events for local schools there is a stronger link between the club and local schools, young school children are then encouraged and invited to join the athletics club from these events, boosting the junior club membership at Kilmarnock. In addition, the parents/guardians of the pupils joining the club are required to volunteer for a minimum of 8 hours a year in the club, this is written into the athletes' induction letter.

Dundee Hawkhill Harriers - Run-Jump-Throw Centres

Dundee Hawkhill Harriers (a club together club) created a partnership with Dundee City Council's Sports Development Team and Local Schools. Within local schools, Dundee City Council Sports Development Team delivers athletics through a number of 'Run-Jump-Throw' (RJT) Centres as after-school activities at local schools. In partnership with Dundee Hawkhill Harriers these centres have now been branded as 'Dundee Hawkhill Harriers RJT Centres,' and are seen a part of the larger club environment. These RJT centres give the school children involved the opportunity to feel part of club environment and there is also a pathway for young athletes into formal club athletics from these RJT centres.





Highlands & Islands - Club Voucher Scheme

The Club Taster-Session Voucher Scheme was introduced in the Highland region at Giant Heptathlon and StarTrack events and done in conjunction with the Local Authority and Local Athletics Club.

The scheme promoted local athletics clubs to school children who participated in the school Giant Heptathlon and StarTrack events. Each school pupil at the Giant Heptathlon and StarTrack events were given a voucher for a set number of free training sessions at their local athletics club. (The number of free sessions was agreed with each local athletics club in advance). The voucher not only promoted local athletics clubs on the back of these events, but also allowed 13 clubs to see which programmes are generating an interest - ensuring that they support them, whilst also identifying ways to improve links from the not so successful ones.

Aberdeen AAC - kids@ASV

Aberdeen AAC were unable to create capacity for new club members who were wishing to join the club after running successful Primary School Athletics competitions. In order to accommodate the influx of school children from these events, the club with Aberdeen Sports Village created a new programme "Kids@ASV." This programme gives local school pupils an introduction to athletics prior to moving into the full club structure and the sessions allow a greater opportunity for school children to participate in athletics. The sessions are run at different times to normal club training nights, meaning the club can better manage waiting list and have a greater number of school pupils involved in athletics.

The "Kids@ASV" sessions are also run by Aberdeen AAC coaches who provide the link and progression from these groups into the full athletics club structure at Aberdeen AAC.





Club Development Toolkit

scottishathletics is continually developing the online toolkit for clubs and a number of resources will be made available which are relevant to the School-Club Link initiative.

The Club Development Toolkit is available at www.scottishathletics.org.uk under the 'Development' section.

Clubs will be able to access important information and resources through the Club Development Toolkit such as the National Volunteer Strategy and Club Legacy 2014.

Specific to the School-Club Link there will be templates available of:

- **PowerPoint Presentation to Parents/Guardians**
an introduction PowerPoint for clubs to adapt and use during the sessions for Parents/Guardians at the Come-and-Try sessions: outlining club memberships fees, club structure and other important club information
- **Club Come-and-Try Voucher**
a voucher for clubs and LAPs to adapt and use when promoting free taster sessions for local athletics clubs at school events
- **Club Promotion Material**
flyers for clubs and LAPs to adapt and use as promotion material at school events
- **Letter to School Pupils & Parent/Guardians**
letters for clubs and LAPs to use to invite school children to come-and-try sessions events or Run-Jump-Throw centres organised





Where can I find the important contact details needed for in the School-Club Link process?

Clubs can find contact details for local Active Schools Coordinator (ASCs) from their Local Authority's website and a list of Athletics/Sports Development Officer (ADOs/SDOs) is available on the **scottishathletics** website www.scottishathletics.org.uk - under Development. These contact details will be also be available through the **scottishathletics** Regional Development Managers and Local Athletics Partnerships.

Where are the contacts and dates for school championships available?

Dates of all national school events can be found at the Scottish Schools Athletic Association (SSAA) website at www.ssaa.co.uk. Dates of regional, area and local schools events can be found from a club's local ASC, ADO/SDO or RDM.

Is there funding available for Run, Jump, Throw Clubs and other School-Club Link projects?

YES! Local funding opportunities available from local authorities and local leisure trusts. At a National Level there are grants available from the '2014 Communities Fund', 'Awards for All' and 'Sportsmatch.' Information on funding opportunities for clubs is available on the Development section of the **scottishathletics** website www.scottishathletics.org.uk.

How can the club organise and obtain funding for a countdown day community event?

There are grants available for 'countdown community events' from the Glasgow 2014 Legacy Fund, email enquiries.scotland@biglotteryfund.org.uk and from the London 2012 Olympic Legacy website www.london2012.com/beinspired as well as from Scottish Disability website - www.scottishdisabilitysport.com

How can Active Schools Co-ordinator help the club recruit more volunteers?

Where a club is formally linked with local schools the Active Schools Network (ASN) and its ASCs can support the recruitment of new volunteers through ASN partners and through young volunteers in schools.

There is already a great deal of pressure on our club volunteers, how can the club find the time to form a strong School-Club Link?

scottishathletics recognises the already existing pressures on clubs and to help in the School-Club Link process there is support available from LAPs, ADOs/SDOs, ASCs and **scottishathletics** RDMs. Clubs who have already establish strong formal School-Club Links find the best approach is to establish a dedicated role within the club for School-Club Links.





Head of Development (National)

Mark Munro
Tel. 07557 433 856
Email mark.munro@scottishathletics.org.uk

Coaching and Training Manager (National)

Jim Goldie
Tel. 07739 506 733
Email jim.goldie@scottishathletics.org.uk

Disability Sport (National)

Shona Malcolm
Tel. 07731 832 567
Email shonamalcolm@scottishathletics.org.uk

East Region

Jamie McDonald - Regional Manager
Tel. 0131 476 7324
Email jamie.mcdonald@scottishathletics.org.uk
Local authorities: Edinburgh, East Lothian, West Lothian, Midlothian, Scottish Borders

Tayside and Fife and Central Regions

Ashley Oswald - Regional Manager
Tel. 07557 430 966
Email ashley.oswald@scottishathletics.org.uk
Local authorities: Angus, Dundee, Fife, Perth & Kinross, Falkirk, Stirling, Clackmannanshire

Grampian Region

Alasdhair Love - Regional Manager
Tel. 07584146796
Email alasdhair.love@scottishathletics.org.uk
Local authorities: Aberdeen, Aberdeenshire, Moray

Highlands & Islands Region

Julie Wyatt - Regional Manager
Tel. 07818592639
Email julie.wyatt@scottishathletics.org.uk
Local authorities: Comhairle nan EileanSiar, Shetland, Orkney & Highland

West Region

Allison Simpson - Regional Manager
Tel. 07557 430 967
Email allison.simpson@scottishathletics.org.uk
Local authorities: Glasgow, South Lanarkshire, North Lanarkshire, East Ayrshire, South Ayrshire, Dumfries & Galloway, Inverclyde, East Renfrewshire, Renfrewshire

Liz Francis - Regional Manager
Tel. 07825 507 429
Email liz.francis@scottishathletics.org.uk
Local authorities: North Ayrshire, West Dumbartonshire, East Dunbartonshire, Argyll & Bute

Contacts for ADos/SDOs can be found on the online 'Development' section at -
www.scottishathletics.org.uk