

# Pitreavie AAC



## Club Development

Presented by Paul Allan & Nicola Moriarty  
29<sup>th</sup> October 2022



## Nicola Moriarty

- Coach/Jog Leader
- Events Coordinator
- Various Club Admin and Tasks

## Paul Allan

- Former Club President
- Club Secretary
- Coach & Masters Athlete



# Pitreavie AAC Then and Now...



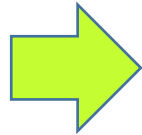
**Track & Field**



**FrameRunning**

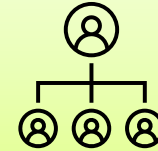
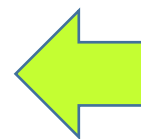


**PAACE & jogscotland**

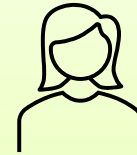


**4J Studios T&F Club of the Year 2021**

**Shortlisted for  
4J Studios Impact  
Club of the year  
2022**



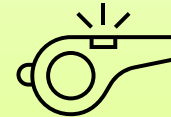
**Club Manager**  
**Club Administrators**  
**Club Coaches**



**Community Coach & Coordinator**



**Run, Jump & Throw**

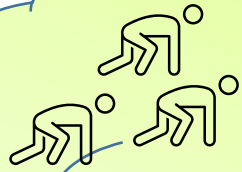


**Coaching Pathway**



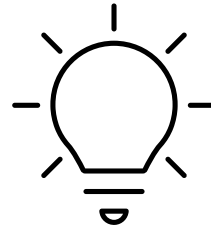
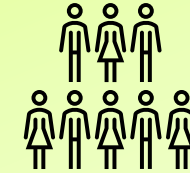
**Community Outreach Program**

# The Run, Jump & Throw Vision...



**Senior Athlete Retention**

**Mass Participation**



**Taking Athletics to the Community**  
**#changinglives**



**Partnership with FSLT**

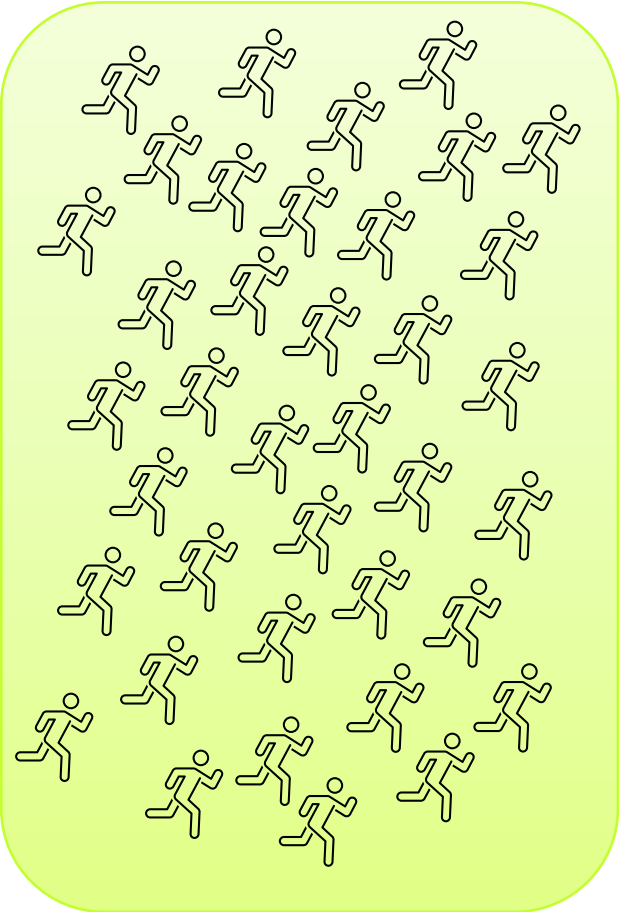
# Senior athlete retention/ coach pathway



# Mass participation



Run, Jump & Throw



Recreational Athletics



Club Athletics



# Taking athletics to the community



- Satellite sessions for RJT
  - Beath High
  - South Queensferry
- Satellite sessions PAACE
  - South Queensferry group – better known as the SQubbles



# Partnership with FSLT



- Ensuring regular use of the Pitreavie Facility
- Ensuring more use for athletics
- Guaranteed club booking times
- Access to all event areas during club times
- Regular user group meetings with FSLT, Scottish Athletics, DSF and DT&F



- Specific plan for RJT
  - Focus on a Community Coach with clear goals
  - Attractive salary with clear objectives to grow to a full-time position
  - Think about the skills needed for the role
  - No sidelining the role
  - Projected income versus outgoings
  - Being confident...thinking 'big picture'
  - Short/medium/long term targets
  - Stick to the plan

# Initial requirements



- Community Athletics Coach
- Assistant Coaches
- Club Administrator
- Treasurer
- LoveAdmin
- Dropbox
- HR
- Payroll
- Marketing

# Success!



All targets achieved and exceeded in  
less time than the outline in the plan



# To be continued...



- ASN sessions
- Teen recreational running
- Grow the community outreach
- More paid roles

# Growth and giving back



- Financial Gains allowing overall club growth
- Support to competitive members
- Support to social and recreational
- No membership fee increase
- A full Executive Committee

# Further planning



- Club Business Plan
- Policies and Procedures
- HR
- Payroll
- Other revenue streams

# Further roles



- Club Manager
- Administrator
- Second Administrator

- Focus on the **growth** plans and keeping the club up to date
  - Policies all aligned to the latest guidance
- Clubhouse – getting it **more utilised** in the community
  - The Pars
  - Café
- **Funding bids**
- Further plans
  - **Bigger events**
  - More in the community





- Started with one to cover all the LoveAdmin
  - Club fees
  - Track fees
  - Global Comms
  - Gift Aid
- Second Admin
  - Run Jump Throw specific administration
  - Executive meeting minutes

# Takeaways



- Have a clear understanding of where you are now and where you want to be
- Be clear of your own vision – no two clubs are the same
- Plan like a business...and plan some more
- Think big and reap bigger rewards

# Thank you for listening - Questions?

