

scottishathletics Club Together Annual Report 2022 - 23



23

scottishathletics affiliated clubs are involved in Club Together

6143

athlete members across the 23 clubs involved

6%

growth in club membership over the last 12 months



CLUB TOGETHER OVERVIEW

The **scottishathletics** Club Together Project, established in 2011, continues to be a key part of the **scottishathletics** National Club Development Programme.

Club Together is recognised as one of the most successful club development programmes across the Scottish sporting sector which has resulted in significant increases in participation numbers and club membership alongside strengthening club infrastructure and club operations.

The concept remains a simple one which involves the club, **scottishathletics** and where possible local & national partners jointly investing to fund and employ a Club Together project post(s) to help the club develop and improve. The aims of each post are determined by the needs of each individual club.

The role of the vast volunteer workforce working alongside the paid officers continues to be critical.

The headline numbers highlighted on this page across the last 12 months once again show the continued strength of the Club Together project and the individual clubs.

33

professional officers across the 23 clubs involved delivering a diverse range of roles to support club development

530

hours of paid club development work per week alongside dedicated club volunteer workforce

87%

retention rate of new members over the last 12 months

Club Together Overview 2022 - 23



The number of clubs involved in the Club Together Project and number of clubs roles involved has remained stable over the last 12 months with 23 clubs and 33 officers. In 2022 - 23 there has been:

- a 6% increase in financial investment to £328k per annum.
- a 6% increase in number of hours of delivery, rising to 530 hours of club development delivery per week.
- a 6% increase in membership numbers
- over 1100 new members recruited in participating clubs .
- a 87% retention rate of new members.

The table below highlights the evolution of club together over the last eleven years.

	2012-13	2018 - 19	2019 - 20	2020 - 21	2021 -22	2022 - 23
No. of Clubs	17	23	22	20	23	23
No. of roles	17	29	30	31	33	33
Hours per week	185	400	490	490	500	530
Annual Investment	£185k	£245k	£270k	£280k	£309k	£328k
Membership Growth	-	+ 6%	+ 4%	- 2%	+5%	+6%
New members recruited	-	1150	1000	495	1074	1104

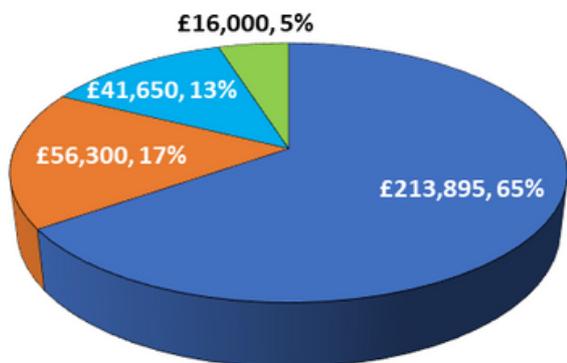


Club Together Finance Overview

CLUB TOGETHER FINANCE 2022 - 23

In the last 12 months the total investment in Club Together has risen to £328k per annum (6% increase from last year). As local government/leisure trust funding becomes more stretched athletics clubs continue to increase their investment highlighting the value clubs place on the programme, the sustainability of clubs and the increased strength of the clubs business and operational models.

Total Club Together Investment: 2022 - 2023



■ Clubs ■ SAL ■ sportscotland ■ LA/Trust

CLUB TOGETHER FINANCE 12 YEARS

Since the Club Together programme was first introduced, 12 years ago, the overall investment in the programme totals over £2.8 million. Athletics clubs have invested almost £1.3 million and **scottishathletics** over 1/2 a million pounds. The chart below shows the changing investment patterns by partners over the last 12 years.



■ Clubs ■ SAL ■ sportscotland ■ LA/Trust

Club Together clubs and club roles 2022 - 23

The 23 athletics clubs involved in the Club Together project operate across 19 local authority areas of Scotland (see table below for full list of clubs involved).

As clubs have developed the range of club roles and job descriptions has also evolved to meet clubs changing needs. Roles can be broadly categorised as follows:

- general growth and development,
- business operations,
- coaching,
- working with underrepresented groups, and
- clubs with multiple roles in the above categories.

Although **scottish**athletics continue to employ roles in partnership with clubs increasingly clubs are setting up employment and payroll services to engage staff directly. Additionally clubs are engaging additional paid staff (over and above club together roles) with particular focus on administration and coaching roles now across 35 athletics clubs in Scotland.



CLUB TOGETHER GATHERING

In March 2023 Scottish Athletics hosted a club together gathering for club officers and club leaders to network. Clubs came together to learn and share best practice with topics including capacity building and working with under represented groups. This will remain an annual event on the calendar.

Grampian/ Highland & Islands	Central/ Tayside & Fife	East	West
Aberdeen AAC (Aberdeen)	Central AC (Stirling and Clackmannanshire)	Chirside Chasers AC (Scottish Borders)	Springburn Harriers (East Dunbartonshire and Glasgow)
	Dunfermline Track and Field Club (Fife)	Gala Harriers AC (Scottish Borders)	Shettleston Harriers (Glasgow)
	Fife AC (Fife)	Livingston AC (West Lothian)	Kilbarchan AAC (Renfrewshire)
	Forth Valley Flyers (Clackmannanshire, Stirling and Falkirk)	Corstorphine AAC (Edinburgh)	Kilmarnock Harrier & AC (East Ayrshire)
	Dundee Hawkhill Harriers (Dundee)	Harmeny AC (Edinburgh)	Law and District AAC (South & North Lanarkshire)
	Pitreavie AAC (Fife)	Lasswade AC (Midlothian)	Victoria Park City of Glasgow AC (Glasgow)
	Falkirk Victoria Harriers (Falkirk)	Team East Lothian AC (East Lothian)	North Ayrshire AC (North Ayrshire)
			Ayr Seaforth AC (South Ayrshire)

Club Together Impact 2022 - 23



Alongside the growth in membership and high new membership retention rates clubs in 2022 - 2023 have reported a range of wider club development progression and improvements across an array of club business operations (see table below). The impact areas have been categorised against the areas outlined in the scottishathletics National Club framework.

Alongside the one to one support offered to clubs by the **scottishathletics** development team and support available from the wider **scottishathletics** staff team there is dedicated external one to one expert support available in club business areas such as legal status set up & compliance, gift aid and employment/payroll services.

Our Organisation	<ul style="list-style-type: none"> • changes of legal status • annual reporting to OSCR and legal status compliance • constitution review • policy and procedure enhancements • new club strategy • employment and payroll set up • new club board structure • developing club vision • implementation of gift aid procedures • development of online membership systems 	Our Community	<ul style="list-style-type: none"> • growing diverse opportunities into new communities • offering school to clubs links • clubs leading on new junior activity for 3 – 12 year olds • recreational running (inactive to active), • delivering activity to underrepresented groups including people living in poverty and low income • new satellite sections in new communities, • disability athletics provision • All of this work often delivered through multi agency partnership working
Our Team	<ul style="list-style-type: none"> • developing club coaching structures • providing coach development opportunities • recruitment and education of more coaches, volunteers and officials • increasing number of young people involved in coaching • enhancing paid staff structures 	Our Members	<ul style="list-style-type: none"> • improvements to athlete pathways • growing number of training evenings/times • providing competition through local, regional and national events • delivery of more local level introductory club competition for members • engaging with parent/carers through parents evenings • inducting new members
Our Home	<ul style="list-style-type: none"> • facility improvements and access agreements, often in partnership with local leisure trusts • clubhouse improvements 	Our Communication	<ul style="list-style-type: none"> • enhance communication internally to members • improvements to website and social media, • local press coverage

Club Together future commitment

Through the **scottishathletics** strategy Building a Culture of Success (2023 - 2027) Club Together will continue to be a pivotal club development programme for the Governing Body.

scottishathletics are committed to:

- continuing to financially invest directly into clubs.
- supporting existing clubs to grow or sustain their involvement in Club Together.
- supporting new clubs to join the programme
- continuing to deliver networking events for clubs involved in the project to share best practice and work together.
- supporting clubs on a 1-2-1 basis by a designated National Club Manager.
- enhancing the HR support to club officers and clubs involved who have posts employed by **scottishathletics**.
- providing bespoke external support, to clubs to employ their own staff.
- seeking opportunities to work with national and local partner agencies to enhance club together.
- continuing to be flexible to meet clubs needs as the programme evolves and develops.

A new comprehensive club together guidance document has been produced to support new and existing clubs with a step by step guide. The document also highlights a range of club case studies highlighting various club models across Scotland.

FURTHER INFORMATION

For further information on the club together project and/or wider club development support available from **scottishathletics**:

Email: development@scottishathletics.org.uk

Website: <https://www.scottishathletics.org.uk/clubs/>

