

scottishathletics Club Together Annual Report 2023 - 24



22

scottishathletics affiliated clubs are involved in Club Together

6473

athlete members across the 22 clubs involved

3%

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.

30

professional officers across the 22 clubs involved delivering a diverse range of roles to support club development

424

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

85%

retention rate of new members over the last 12 months

Club Together Overview 2023 - 24



The number of clubs involved in the Club Together Project and number of clubs roles involved in the programme has fallen slightly to 22 athletics clubs with 30 different posts across the club network (23 clubs, 33 officers last year).

In 2023 - 24 there has been:

- a 3% increase in membership numbers across the 22 clubs to 6544 members.
- over 1100 new members recruited in participating clubs.
- a 85% retention rate of new members.
- a decrease in the overall annual investment into the programme which stands at £291k (from £328k the previous year).
- a decrease in the delivery hours per week from 530 hours per week to 424.

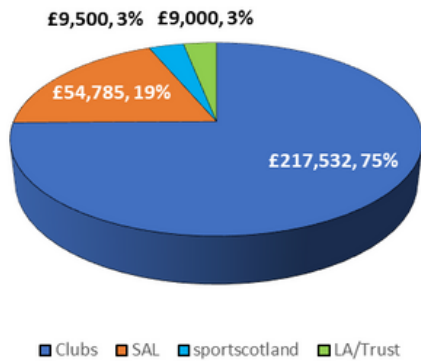
The table below highlights the evolution of club together over the last thirteen years.

	2012-13	2018 - 19	2019 - 20	2020 - 21	2021 -22	2022 - 23	2023 - 24
No. of Clubs	17	23	22	20	23	23	22
No. of roles	17	29	30	31	33	33	30
Hours per week	185	400	490	490	500	530	424
Annual Investment	£185k	£245k	£270k	£280k	£309k	£328k	£291k
Membership Growth	-	+ 6%	+ 4%	- 2%	+5%	+6%	+3%
New members recruited	-	1150	1000	495	1074	1104	1144

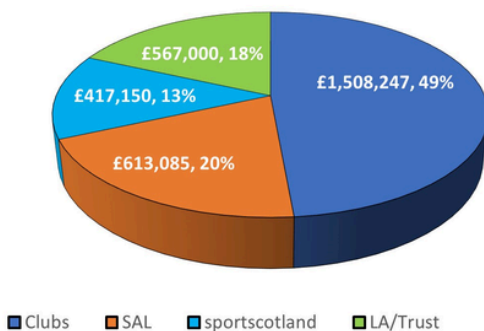


Club Together Finance Overview

Total Club Together Investment: 2023 - 2024



Total Club Together Investment: 2011 - 2024



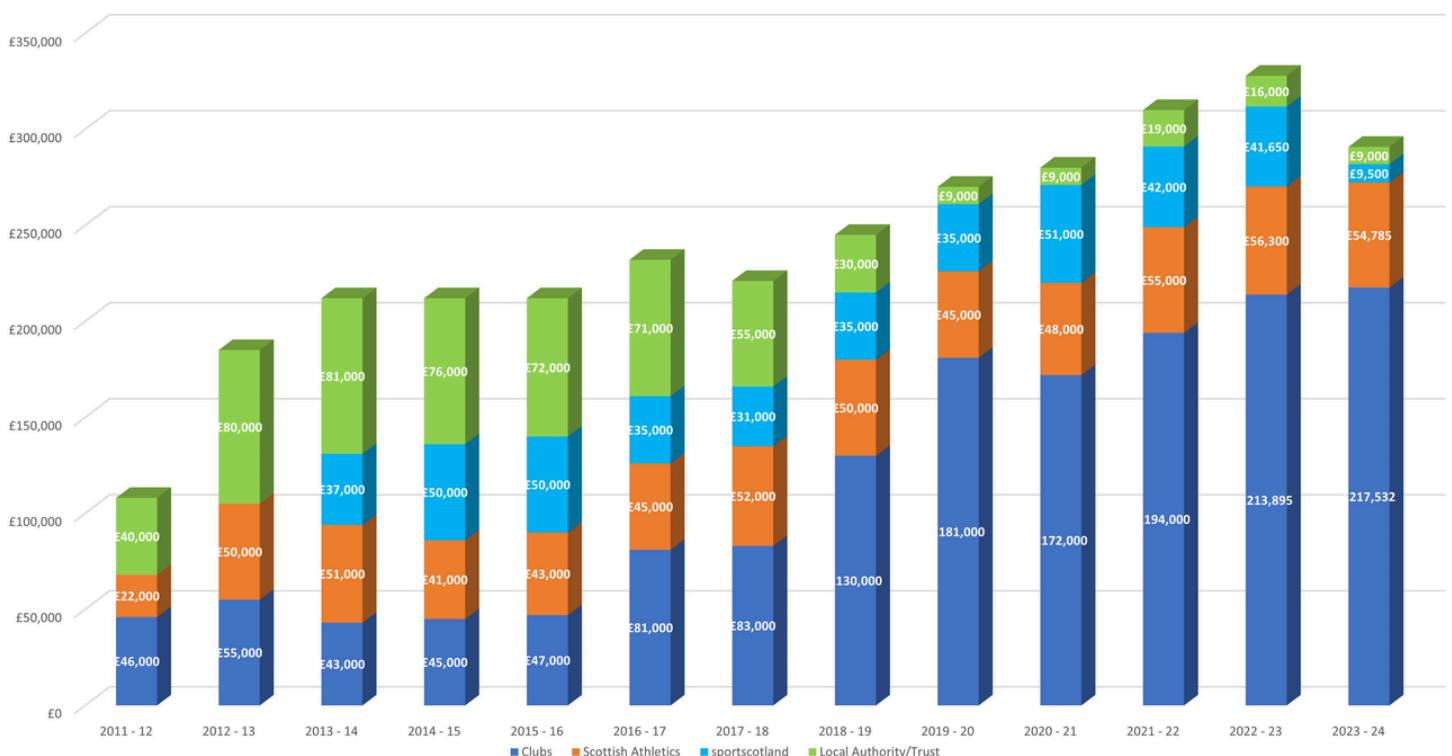
CLUB TOGETHER FINANCE 2023 - 24

In the last 12 months the total investment in the Club Together programme was £291k (11% decrease from last year). The annual investment by clubs though has increased to over £217k per annum. Clubs now finance 75% of the overall programme (increasing from 65% last year). **scottishathletics** funding remains steady at 19% (£55k) of the overall total. Other funding streams become increasingly more challenging to source, as local government/leisure trust funding becomes more stretched (3% of total investment) and the sportscotland Direct Club Investment funding ends (3% of total investment and will soon be 0%). Additionally the increase in the real National Living Wage, although a positive for employees, means that the costs for clubs and partners has, in some cases, increased significantly. Despite this 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.

CLUB TOGETHER FINANCE 13 YEARS

Since the Club Together programme was first introduced, 13 years ago, the overall investment in the programme totals over £3.1 million. Athletics clubs have invested over £1.5 million, and **scottishathletics** over £600k. The chart below shows the changing investment patterns by partners over the last 13 years.

Club Together Partner Investment Split Over Time



Club Together clubs and club roles 2023 - 24

The 22 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. There is external agency support through our partners, AAB People. Seven clubs in the Club Together project have set up payroll. 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 2024 Scottish Athletics hosted a club together gathering for club officers and club leaders to network. Clubs came together to learn and share best practice focussing on the theme of developing strong foundations through workforce and capacity building. 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)	Lasswade AC (Midlothian)	Springburn Harriers (East Dunbartonshire and Glasgow)
Orkney Athletic and Running Club (Orkney)	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)		Victoria Park City of Glasgow AC (Glasgow)
	Falkirk Victoria Harriers (Falkirk)		North Ayrshire AC (North Ayrshire)
			Ayr Seaforth AC (South Ayrshire)

Club Together Impact 2023 - 24



Alongside the growth in membership and high new membership retention rates clubs in 2023 -

- 2024 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 • financial management and analysis • new club strategy • employment and payroll set up • new club board structure • board role delegation • 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 • holiday programme delivery • offering school to clubs links • free coaching in schools • clubs leading on new and growing existing 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 and training of coaches • All of this work often delivered through multi agency partnership working
Our Team	<ul style="list-style-type: none"> • developing club coaching structures and quality of coaching • providing coach development opportunities • coach coordination • 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, athlete support and athlete experience • 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"> • exploration of facility ownership • 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. • utilising multiple and new communication methods including Tiktok, WhatsApp, Instagram, Facebook, and X. • 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 comprehensive club together guidance document has been produced to support new and existing clubs with a step by step guide with club case studies included.

THANK YOU

scottishathletics would like to take this opportunity to thank all clubs, officers, club leaders and volunteers who have contributed to the programme and continue to take club and athletics development to the next level. Your dedication and commitment to the programme has a huge impact.

We would also like to thank the ongoing support and contribution of National and Local partners - either through direct investment or ongoing support.

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/>

