

The role of sport and physical activity in Scotland

Conference

Stirling Court Hotel, University of Stirling, 18th June 2019

In Partnership with:



The challenges facing community sport and physical activity in Scotland...

The role of sport and physical activity is changing across the world as well as in the UK and Scotland. At the same time, with changing lifestyles and demographics, broader remits from the Scottish Government, opportunities for collaboration with non-sport partners such as health, housing and education and a number of new providers coming into the sector the status quo is no longer an option for anybody with the sector.

Scottish society needs community sports clubs, hubs and other providers to prosper. We need them to be places where people will want to play and exercise and become involved. They should generally become hubs for their communities, in short, become places 'where people live their lives'.

Making a difference in areas such as health and wellbeing, employment and education are key additions of the Scottish Government's ambitions of getting more people active.

So how do we deliver a great, sustainable community sport without compromising your sporting and community objectives? How do we provide great customer experiences and grow participation whilst at the same time meeting the strategic objectives of external partners and funders, whether they are from within sport or from health, regeneration or community services?

How do we engage with the many inactive people who we have not been able to get active through conventional methods and channels? Do we need new partners and providers and what role can the current sports bodies play?

How do we engage the local community and promote community leadership and play our part of the fabric of our local communities? How do we develop and deliver an innovative range of sporting opportunities, attracting people of all ages and abilities?

How do we bridge the gap between 'sport for sport's sake' and 'sport for change' and ensure that there is a common vision across all parts of the sector in Scotland?

This event focuses on these issues, highlight best practice and provide thoughts, tools and to-dos on how you too can become a sustainable community sports provider.

Presentations from:





8.45 - 9.30 Registration and Tea/Coffee

9.30 - Welcome and introduction, Chair, Svend Elkjaer

Svend Elkjaer is founder and director of the Sports Marketing Network, a leading consultancy and information provider with community sport and physical activity. Being described as 'a positive disruptor' Svend has worked across the UK and Denmark with all types of providers and funders helping them to become vibrant, visible and viable.

9.40 Sport for life

sportscotland will update the conference on their new corporate strategy. **SPORT FOR LIFE** celebrates how everyone in Scotland can benefit from sport. It's a strong message that builds on our existing corporate plan and reflects the feedback from last summer's consultation with partners. As the national agency for sport our role is to make sure that sport plays its part in a thriving Scotland. We do this by influencing, informing and investing in the organisations and people who deliver sport and physical activity. We believe in a world class sporting system that makes the best use of Scotland assets and adapts to change, helping the people of Scotland take part in sport at the level they choose. At the conference **sportscotland** will present this new strategy and how they will work with partners to help the people of Scotland get the most out of our sporting system.

10.10 How sports bodies and clubs will have to change

Malcolm Cannon, CEO, Cricket Scotland

The world of sport is no different from the world of technology or commerce where the rate of change is increasing all the time. Governing bodies and clubs must not only have the appetite for change, but must also implement these changes and adaptations or they will struggle to exist. The competition for young people's time and money has never been greater, and sport is under increasing pressure not only from other past-times such as social media, TV and E-games but more importantly, from inactivity!

The social aspect needs to get greater emphasis and innovative thought needs to be applied to sports in order to develop simpler entry-points, a faster endorphin hit, greater engagement and to drive the mental health, leadership, teamwork and communication qualities that derive from playing any sport. While budgets are frequently threatened, these changes also have to be delivered with a weather-eye on ROI! All sounds so simple!

Malcolm Cannon is an experienced chief executive who has led businesses in the retail and property sectors. His earlier career was in the whisky and pharmaceutical industries. He holds Non-Executive Director roles on 3 companies and is a trustee of the cricket charity, Beyond Boundaries.

Educated at St Andrews University, he is a self-confessed "sports nut" who has also woven amateur singing and dancing into his life in recent years.

10.40 Coffee break

11.00 Is deep-dive research the missing link to more active Scottish communities?

David Ferguson, Executive Director, The Observatory for Sport in Scotland

Research is everywhere; 'evidence' is in front of your eyes. That may be the case for those closely involved in sport and physical activity but what about those who are not? How do people with 'adverse sporting experiences' in childhood come back to sport? How do people in communities where poverty is a huge barrier to physical activity develop an appreciation of the mental health, social inclusion and resilience benefits sport can bring? How do government officials and ministers who have little experience of or involvement with sport shape policy that engages people and genuinely improves Scotland's health?

One answer is through high-quality, academic research. The Observatory for Sport in Scotland was launched in 2016 to bring the research-led analysis and advocacy prevalent in sporting countries across the world to Scotland, and help government, sports bodies, education and health to better identify and grasp the wide-ranging and long-term benefits sport can bring to all ages and all communities.

David Ferguson took over as the Executive Director for the OSS in January, 2019, after a 30-year career in journalism and communication/public affairs, and is an active community sport coach.



11.30 Live Life Aberdeenshire – How we are changing the way we work

Andrew Miller, Active Communities Manager, Aberdeenshire Council and Fraser Govan, Active Communities Officer, Aberdeenshire Council

Aberdeenshire Council launched a new business unit in January 2019 to be more dynamic in its strategic leadership and direction of Culture & Sports Services. By reviewing all areas of work we are seeking to transform services through change, innovation and improvement. We are challenged to think differently and find new ways of collaborative working with clubs and partners which will be more sustainable for the future. Our strategic priorities are on Health and Wellbeing; Diversity and Equality; Stronger Communities and Opportunity and Achievement. So how do we do this better in a large rural community with 9 Community Sports Hubs, improve collaboration with governing bodies with a shared interest and develop lasting increases in participation. What do our communities want and how can we deliver on this?

Andrew Miller has been a sports development professional for 31 years in Aberdeenshire, in multiple roles including partnerships, special projects, event management, sponsorship specialist, DofE Manager, a former UK Quest Assessor, Sports Council Secretary and SALSC National Panel Member. He is a BASI Nordic Instructor and involved with British Nordic Development Squad Committee

Fraser Govan has been involved in both specific and generic sports development for 31 years starting in England before moving to Angus and then Aberdeenshire. A former UK Quest Assessor and author of the Aberdeenshire clubCAP accreditation scheme, Fraser's lead role in Aberdeenshire is partnership working with third sector agencies and governing bodies, Community Sports Hubs & club development, specific sports and targeted diversionary work. He is a senior UKCC tutor and national squad coach for basketballscotland.

12.00 Projekt 42

Sara Hawkins, founder of Projekt 42, a non-profit community gym in EdinburghClubSport Aberdeen

The gym aims to make social prescribing the most popular form of treatment for depression, anxiety and stress. The charity delivers the UK's only Physical Active Counselling programme to help people make sustainable positive changes in their lives. Since May 2017, over 40,000 class bookings made, and to the unique circular revenue model, over 600 4-week fitness, yoga and meditation free passes have been issued to community members, over 500 hours of free fitness classes have been provided, 2660 volunteer hours have been provided by qualified fitness instructors, 9 community members who were unemployed and who were struggling with depression, anxiety or stress completed fitness training paid for by the charity. Recently Projekt 42 has launched • the UK's only transgender fitness classes that provide a safe space for members of the LGBTQIP+ community to work towards better mental and physical health• senior fitness groups that bring together senior citizens to work on strength and balance, Walk and Talk' courses, which are walking groups that are to be delivered by qualified person-centred counsellors, • exercise through cancer rehab classes• a Youth Fitness Club that provides free access to over 70 hours a week of fitness, yoga and sports such as Muay Thai.

Sara Hawkins is a LLB Law graduate with an MSc in Finance & Banking Regulation with several years' experience working in financial services. After being diagnosed with PTSD in 2012, Sara left the financial services to build a new community gym, Projekt 42.

12.30 How Morton in the Community are creating a healthier and more prosperous community

Nick Thow, Employability Project Manager and Ross McLaren, Employability Project Worker, Greenock Morton Community Trust

Morton in the Community has delivered community projects for the benefit of Inverclyde since March 2013. Using the power of football, the Greenock Morton Football Club brand and being located in the football stadium as hooks to engage participants, we create inclusive programmes that engage people of all ages and abilities. Their vision is to create a healthier and more prosperous community in Inverclyde, and we work in sport, health, education and employability. 50% of their programmes don't directly involve football, and we support participants between the ages of 18 months to 98 years old. They have made a conscious decision to change the way we generate income, moving away from relying on funders. Instead, they consider the partners they work with to be customers, and create new programmes, often from scratch, which are tailored to both their needs and the needs of the groups/individuals they support.

Nick Thow was a lawyer for fifteen years before changing career in 2014. Since joining last September, he has expanded Morton in the Community's employability work, incorporating health & wellbeing into the team's remit..

Ross McLaren started off as a volunteer coach with Morton Community in early 2014, whilst studying Sports Development at University. He progressed through the coaching pathway before joining full time in summer 2017 as Employability Project Worker.



13.00 Lunch

14.00 How SAPC Community Sports Hub provides opportunities to the community to take part in physical activity, sport and complementary activities

Tom Buik, Founder of SAPC Community Sports Hub

SAPC Community Sports Hub was created to provide free sport, help embrace diversity and improve the lives of young people and their families in Glasgow South. The hub promotes healthy lifestyles and aims to reduce nuisance crime, isolation and negative behaviour through community engagement in sport. There is a big emphasis on creating opportunities, particularly for young people, with half of the committee aged 18 years or under.

The presentation will cover how to engage the community, so they believe your words through your positive actions. Young people do want to play it is just their play area has been taken away from them as a result of congestion, technology and so many distractions since the internet came online.

You have to gain trust of people young and old, create structure and let people believe and see you deliver on your promises. The SAPC looks to give hope, develop and support people as that what builds a community.

In the past few years the SAPC Community Sports Hub has been recognised for all its varied activities and achievements by the Sports Council of Glasgow, Glasgow Sport, Glasgow Netball Association, Active Scotland Division and Team Scotland.

Tom Buik is a father, an experienced and qualified NHS project manager and community sports coach. He is a member of the Institute of Leadership and Management and the founder of award winning SAPC Community Sports Hub.

14.30 How the Move More programme supports people affected by cancer to be more physically active

Professor Anna Campbell MBE and Charlotte Jones, Move More Development Officer

There is growing evidence to indicate that physical activity has value at all stages of the cancer care pathway. Guidelines recommend minimising inactivity at all times, maintaining some physical activity whilst undergoing treatment and building towards age appropriate guidelines for health enhancing physical activity after completing treatment. For people affected by cancer it is vital that physical activity is maintained on a regular and long-term basis. Many individuals benefit from support to sustain physical activity, which is why Macmillan has developed the Move More programme, which supports people affected by cancer to be more physically active. Macmillan aims to have a Move More programme in all local authorities in Scotland by 2020. Health Behaviour Change interventions are provided to those referred into the programme and referrals can be supported for up to a year to help imbed these changes.

Professor Anna Campbell is Professor in Clinical Exercise Science at Edinburgh Napier University and has 18 years experience in the field of exercise oncology and has been instrumental in the implementation of evidence based exercise programmes for people affected by cancer across UK. As key advisor to Macmillan Cancer Care, she worked on the development of the MoveMore programmes in Scotland and the evaluation of the UK wide MoveMore programmes.

Charlotte Jones is a Macmillan Move More Development Officer in the Scottish Borders. Move More is a joint partnership between Macmillan Cancer Support and Live Borders. Charlotte qualified with a Law Degree from Napier University in 2008 and then took some time out to travel before returning to Scotland where she worked in the third sector supporting children and families in need. Charlotte has a passion for supporting people affected by cancer to be more active after witnessing first-hand the benefits an active lifestyle can have on someone facing a cancer diagnosis

15.00 Comfort break

15.10 Inside the challenges of creating successful community sport hubs

Ross McCombe, Chair, Clydebank Community Sport Hub

Seven years ago Clydebank Rugby Club were faced with the same challenge of similar sized sport clubs of having worn out and limited facilities that were draining the financial resources of the club and making the future existence and aspirations of the club very bleak. From that desperate position to the recent opening of the brand new £5 million multi-sport community based facility Ross hopes to give an honest and informative insight into the secrets of Clydebank Community Sport Hub's successful project. With an average weekly 1000+ users and 20+ teams and user groups using the facility in the first 2 months Ross intends to provide detail on how CCSH managed both the capital investment and operational set-up and running of the Hub.

Ross McCombe has worked in manufacturing for 33 years and more recently as Operations Director for News UK and been both player and Chair for Clydebank Rugby Club. Ross has led the CCSH project for 7 years.

15.40 Panel debate: How to move forward for sport and physical activity in Scotland



Stew Fowlie, Chief Operating Officer, Scottish Student Sport (SSS)

Stew leads and manages the delivery of SSS' strategy, including financial planning, corporate governance, advocacy, and the management of member and partner relationships.

Mark Pain, ClubSport Aberdeen,

sportscotland

Community Leisure UK Scotland

16.15 - 16.30 Summing up/Close



Sports Marketing Network, the organiser

Sports Marketing Network is a unique organisation where physical activity and community sports providers can share best practice on how to become vibrant, visible and viable and develop innovative and enterprising enterprises.

We have been described as positive disruptors and we have worked with a wide range of sport, physical activity and community organisations helping them to adapt, change and become better equipped to the changing landscape.

More than 4000 community sports providers from across the have participated in one of our Grow Your Club workshops, benefitted from 1:2:1 consultancy and mentoring, attended one of our conferences, participated in one of our webinars or read one of our Guides, so we have developed an unparalleled knowledge and understanding of the opportunities and challenges for the enterprise and innovation aspects of community sport and physical activity.

Thousands of people involved with community sport and physical activity across the UK and Scandinavia have participated in one of our 'hot topics' conferences covering issues such as Innovation and Enterprise in Community Sport, More Disabled People into Sport, More Girls into Sport and A Healthier Nation through Sport and Physical Activity, to name a few....

To book your place complete registration form below or go to

<http://www.smnuk.com/the-role-of-sport-and-physical-activity-conference/>

The role of sport and physical activity in Scotland

Registration Form

A one-day conference focussing on the purpose and direction of
sport and physical activity in Scotland

18th June 2019, Stirling Court Hotel, University of Stirling

Contact name	
Organisation name	
Job Title	
Contact tel.	
Contact email	
Invoicing address including post code	
Purchase order number:	

Names and contact details of all delegates

Name	Job Title	Email

Delegate Fees: £155 per person

Payment details

I enclose a cheque for £_____

Please invoice me/my organisation (for Purchase Order Number see above) for £_____

Signed _____ Date _____

Print name _____

Position in organisation _____

Please complete and return to
Sports Marketing Network, 5 Station Terrace, Boroughbridge, YO51 9BU
or email svend@smnuk.com Tel: 01423 326 660