

NORTH AYRSHIRE ATHLETICS CLUB

PROGRESS

Scottish Athletics
Club Leaders Conference
Saturday 22nd November 2014

BLAIR PETTIGREW
Club chairman



MICHAEL MURRAY
Vice Chairman

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WHERE WE STARTED



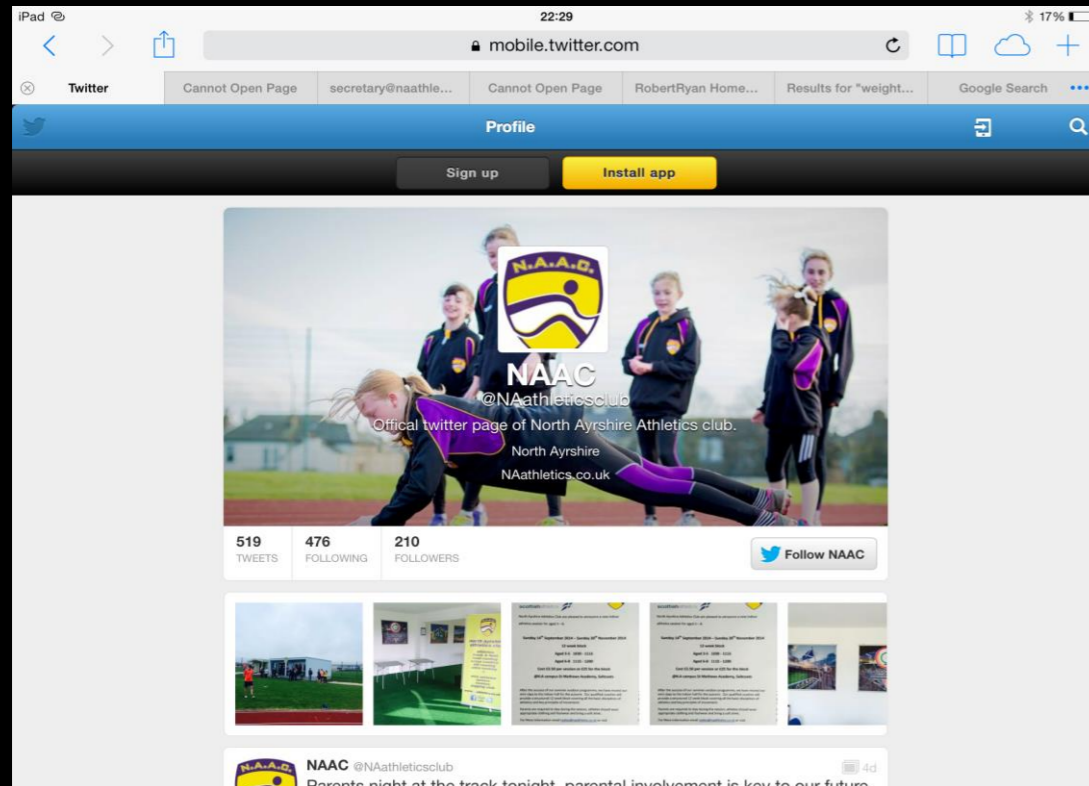
- Started in 2009
- by 2012 -
- Original committee/coaches faded away
- 20 junior / 8 senior athletes
- 2 coaches - unfit facility
- 2 parent helpers
- Poor kit, very little structure on and off track
- Lacking drive and direction

NEW IMAGE



Total rebranding and
relaunch of club

NEW IMAGE (CONT)



NEW COACHES

- 13 assistant coaches - hosted course
- 5 coaches - 3 qualified / 2 working towards
- 6 new parent helpers
- Senior athletes given opportunity to coach



KIT

- Extremely important
- Togetherness and belonging
- Identity
- £4K + purchased in 2014



COACHING STRUCTURE

Community

Core

Corporate



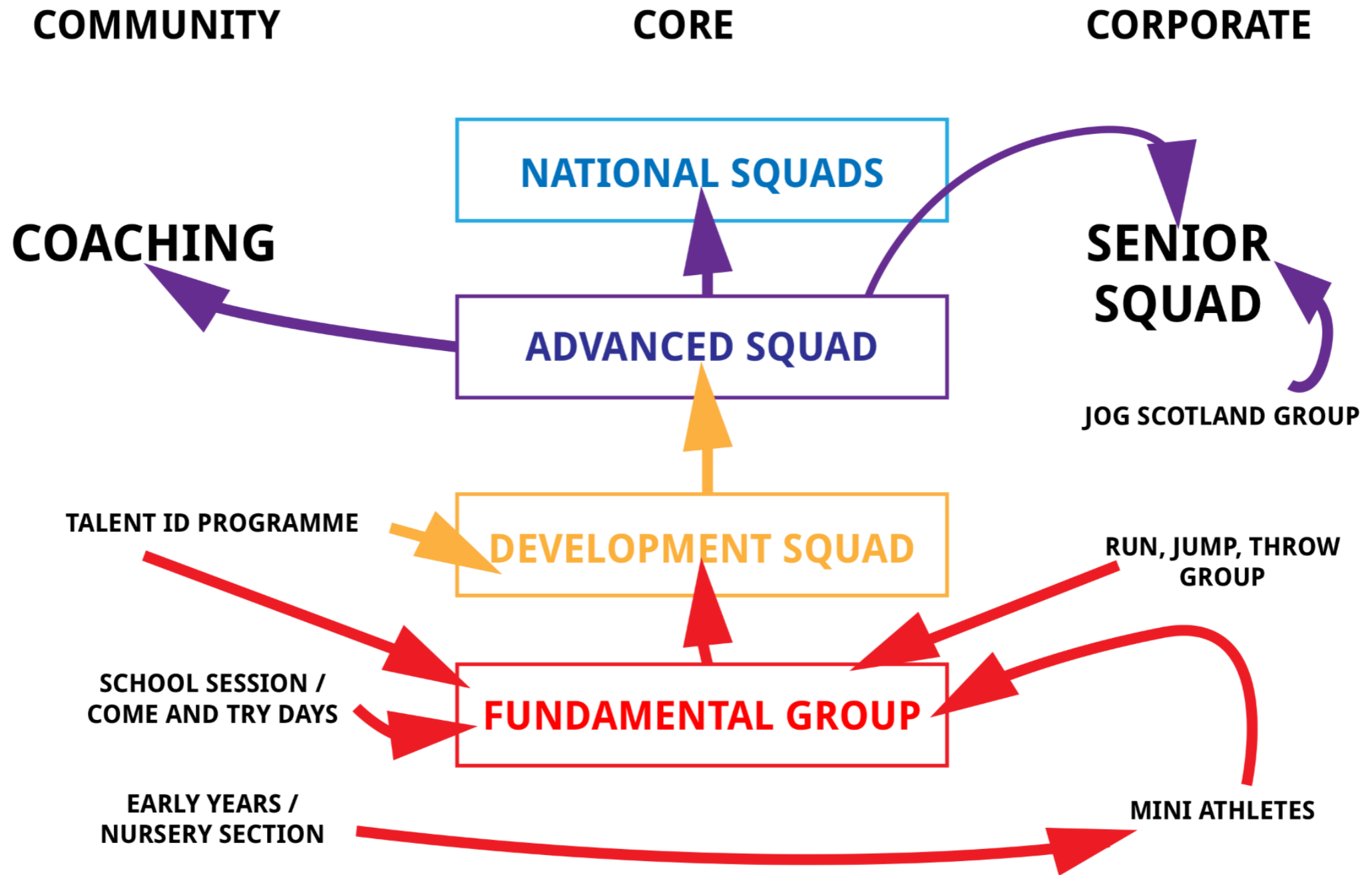
Fundamental - Welcome group (white)

Development - competing regularly (yellow)

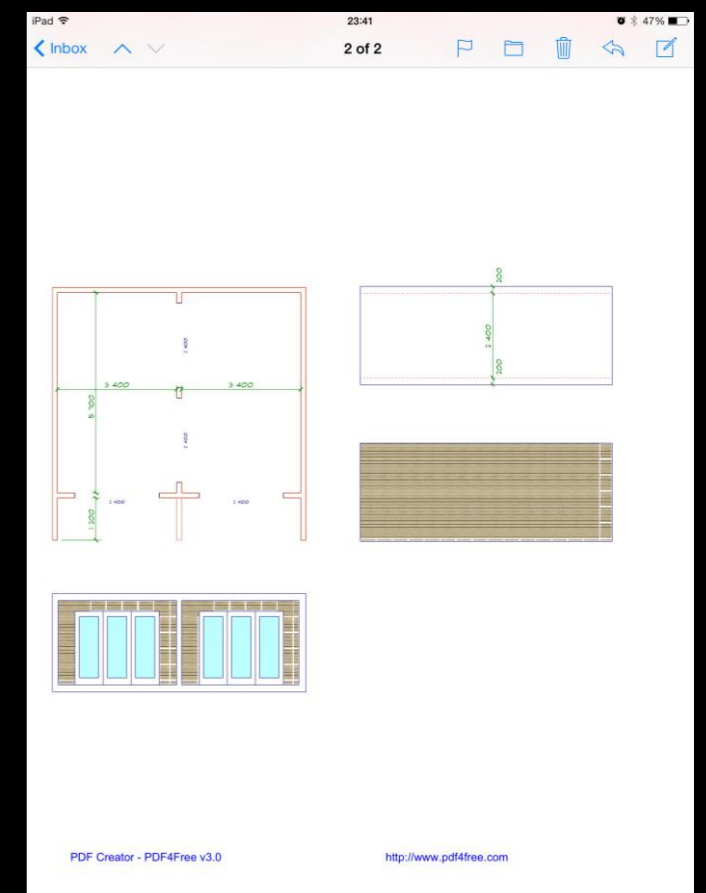
Advanced - performing at a high level (purple)



NORTH AYRSHIRE ATHLETICS CLUB - ATHLETE PATHWAY



CLUB SHELTER



CHARITABLE STATUS



- Tax exempt
- More appealing to business
- Gift aid
- Opens the door to more grants



OSCR
Office of the Scottish Charity Regulator



STANDING ORDER FOR FEES

- Agreed fixed fee for facility
- Monthly fee, favours more regular attendees
- Allows club to financially plan for future
- Reduces time spent counting cash
- Seeks commitment from athlete

LEAGUE PARTICIPATION

- A monumental step for club
- Great club day out
- Brought club even closer together



MINI ATHLETICS/ JOG SCOTLAND



- Mini athletics, opening the door to the club from age 3
- Filling the gap between senior section and beginner

HOLIDAY CAMPS



- Great advert for the club
- Most successful summer sports programme ever in North Ayrshire
- Opened the door to club for new members



WHERE WE ARE NOW!

- Foundation award
- 8 medals at nationals
- 40% increase in participation
- 70% increase qualified coaches
- 200% increase in parent helpers
- Featured in PB magazine
- Recognised by SA as progressive club
- Shortlisted for impact club of the year



North Ayrshire Athletics Club

...we are also looking to have an additional two club coaches fully qualified by the end of the year.

NAAC ASSISTANT COACHES

| |
|-------------------|
| Derek Butler |
| Reece Burns |
| Clair Lamb |
| Carrie Reynolds |
| Shona Shanks |
| Ross MacLennan |
| April Jackson |
| James Burns |
| Malcolm Stewart |
| Alan Pollock |
| Lachlan Lynn |
| Alan Docherty |
| Ronan Wright |
| Steven Jackson |
| Garrett Patterson |



WHAT'S NEXT

- DCI Bid - 2 x full time posts for the club
- Podium award
- Continued increase in capacity
- Growth in core, community and corporate activities
- Improvement in core facility
- Event hosting - 10k / cross country / open meet
- Increase in revenue



“What ever you do, do it well.

Do it so well that when people see you do it they will want to come back and see you do it again and they will want to bring others and show them how well you do what you do.” ~ Walt Disney

**VISION, DRIVE, DETERMINATION,
COMMITMENT**

IF WE CAN, YOU CAN



QUESTIONS?