

**The future is bright
the future is red and white**





FIELD OF DREAMS



A photograph of a cornfield at sunset. The sun is low on the horizon, casting a warm glow over the field. The sky is a mix of blue and orange, with wispy clouds. The corn plants are in the foreground, and a road is visible in the distance on the right.

If you build it,
they will come

Aberdeen Sports Village

The logo for Aberdeen Sports Village features the text "Aberdeen Sports Village" in a dark blue, sans-serif font. To the right of the text is a stylized graphic element consisting of three overlapping, curved lines in blue, red, and orange, resembling a flame or a ribbon.

Arguably the best training
facility in the country



Mark Davidson – Club President

- Joined the club in 1978 as a 10 year old.
- Moved through the age groups with my crowning glory being a member of the 1990 Commonwealth Games team.
- First time on the committee was 1984 as captain of the boys team.
- Re-joined the club committee in 2010
- Now entering my third year as club president.



What have we done to our club?

- Reduced the size of our committee
- One of the first clubs in Scotland to recruit a Club Together Officer
- Introduced paid positions within the club
- Changed the way we 'manage' our younger members
- Invested heavily in coach recruitment and education
- Improved athlete participation



Committee restructure

- Why?

Committee was too large and meetings were ineffectual

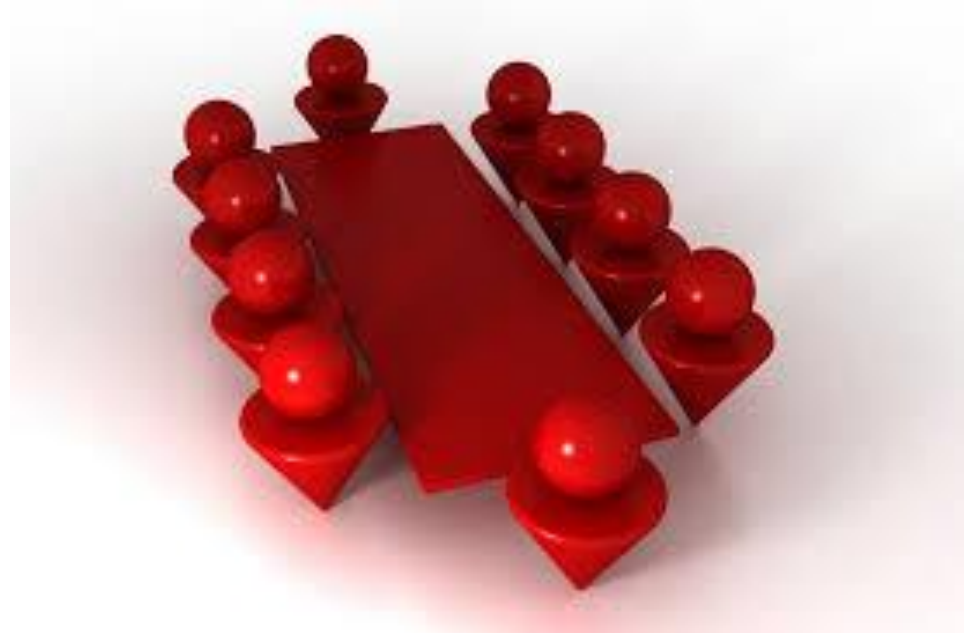
- Pros

Meetings can certainly be more productive

- Cons

Numerous occasions where we have not had a quorum

Difficulty in recruiting and setting up sub committees



Club Together Officer

- Why?

 - Club modernisation

 - Building partnerships

- Pros

 - Dedicated resource focussing on key club developments and club governance

- Cons

 - Volunteer vs Paid position

 - Ownership of the role



New club positions

Club Manager – Brian Pahlmann

- Club Development Plan
- Communication: within club and with partners
Website, social media, surveys, press, email
- Administration
Reporting, documentation, applications, e.g. Club Cap
- Member satisfaction
Delivering value for money
- Pathways Development Officer Support
Coach recruitment and development
Athlete/member retention and participation
- Governance
Identify gaps in roles and recruit
Create appropriate roles, sub groups
- Financial Planning
Gift Aid
Sponsorship
Budgeting
- Partnership Development
Marketing, promotion, visibility
- Facilities



New club positions

- Pathways Development Officer – Ruth Watson

Coaching

- Supporting the overall club coaching structure and athlete pathway.
- Supporting the recruitment, retention and education of new coaches to support the coaching structure.
- Identifying coach development and education needs for existing club coaches (including those coaching with Kids@ASV and any other feeder clubs).



Pathway

- Supporting the transition of athletes from Kids @ ASV and other feeder groups in to the main athletics club sessions.
- Working to ensure the implementation of Talent Development Programmes

Kids @ ASV

- Why?

 - Limited resources

 - Partnership with ASV

- Pros

 - Waiting list removed

 - Young athletes coached out with recognised club hours

 - Young coaches given an opportunity

 - 5 nights a week athletics

- Cons

 - No formal plan put in place for Athlete Pathway

 - Low athlete participation



Coach Education

- Why?

The only way we could accommodate more athletes was to have more coaches

- How?

Coaching Coordinator

Full support from committee

Kids@ASV

- Pros

40 Coaches active within the club

Continuing coach development



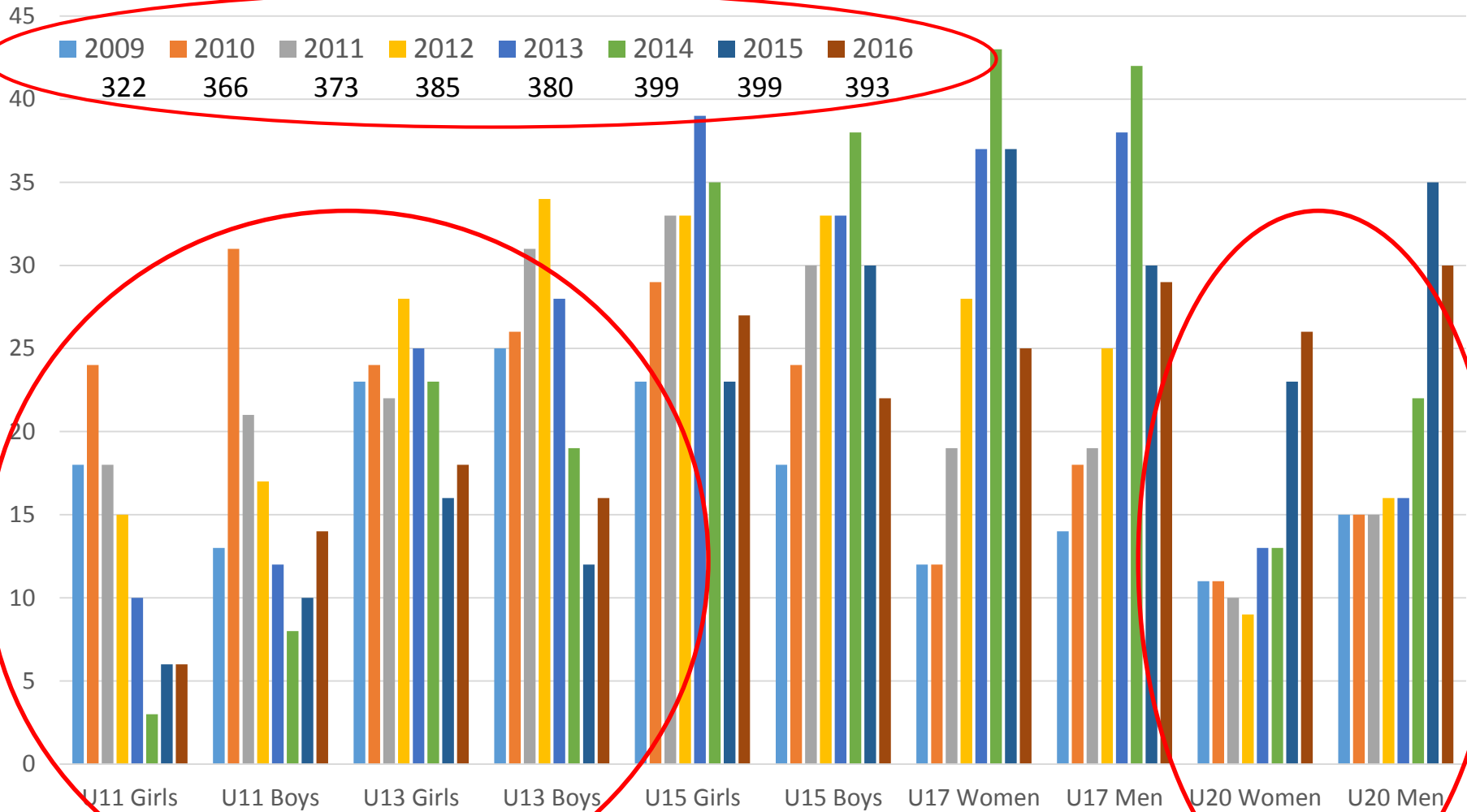
Improved athlete participation

- What was the problem?
 - Blank spaces in teams
 - Low numbers attending district and national championships
- What did we do?
 - We needed to understand why athletes were not competing – Still ongoing
 - Reinforced the message that athletes needed to compete
 - Non competitors could be moved to different training times and training groups
 - Promoted a series of low key OGM (indoor & outdoor)
- Result
 - Less empty spaces in the team
 - Competition for places
 - Higher numbers competing at championships



Results

Junior Membership 2009-2016



The Future

- 2020 vision for the future
- Lead the way
- Growth
- Success – P & P
- Fun





Thank you