



Whitemoss AAC

scottishathletics

National Club Leaders Conference 2014

Hampden, 22 November 2014

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William Sutherland, Trustee & Coach*



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Background

- Established 20 August 1990
- 2009 - Crisis
- 2010 - New Committee & New Financial Model
- 2011 - Registered Charity & Development Plan
- 2012 - Club Together Initiative
- **2013 - SCIO & Gift Aid Registered**
- 2014 Membership
 - Athletes
 - Volunteers
- Growth
- Retention



SCIO

- The Scottish Charitable Incorporated Organisation (SCIO) is a new legal form for registered Scottish charities.
 - is a legal entity able to enter into contracts, employ staff, incur debts, own property, sue and be sued.
 - reports to OSCR on an annual basis.
 - liability of charity trustees is limited (in most cases)
- Unincorporated Associations
 - trustees may have personal liability for the body's actions and unlimited liability if it is wound up
- Guide
 - http://www.oscr.org.uk/media/145561/scio_a_guide_in_word.doc
- Legal Advice

Gift Aid



- **HMRC Gift Aid Toolkit**

- <http://www.hmrc.gov.uk/charities/gift-aid-toolkit.htm>
- [Helpsheet 1: What is Gift Aid? \(PDF 324K\)](#)
- [Helpsheet 3: What can I claim Gift Aid on? \(PDF 204K\)](#)
- [Helpsheet 7: Community Amateur Sports Clubs \(PDF 236K\)](#)
- [Helpsheet 9: How do I claim Gift Aid and how often can I claim? \(PDF 184K\)](#)

- **Membership Subscriptions**

- treated as donations as long as the payment is for membership only and does not give the donor personal use of the charity's facilities or services.
- This rule only applies to charities; CASCs cannot claim Gift Aid on membership subscriptions.
- These conditions allow members to take part in activities that form part of your charity's objectives.

- **WAAC Gift Aid**

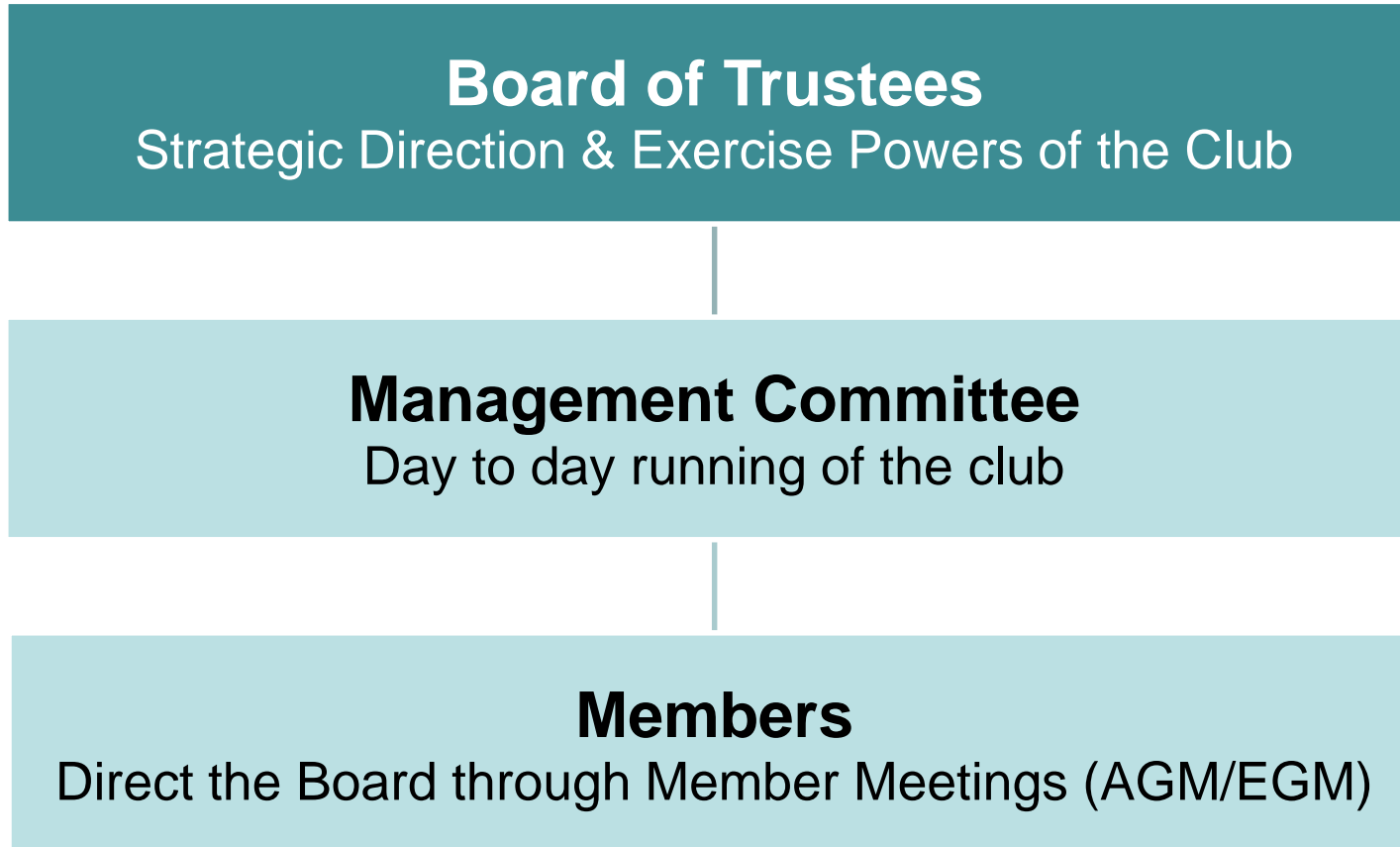
- To date £1,000, FY £3,000 p.a. – Potential circa £5,000 p.a.



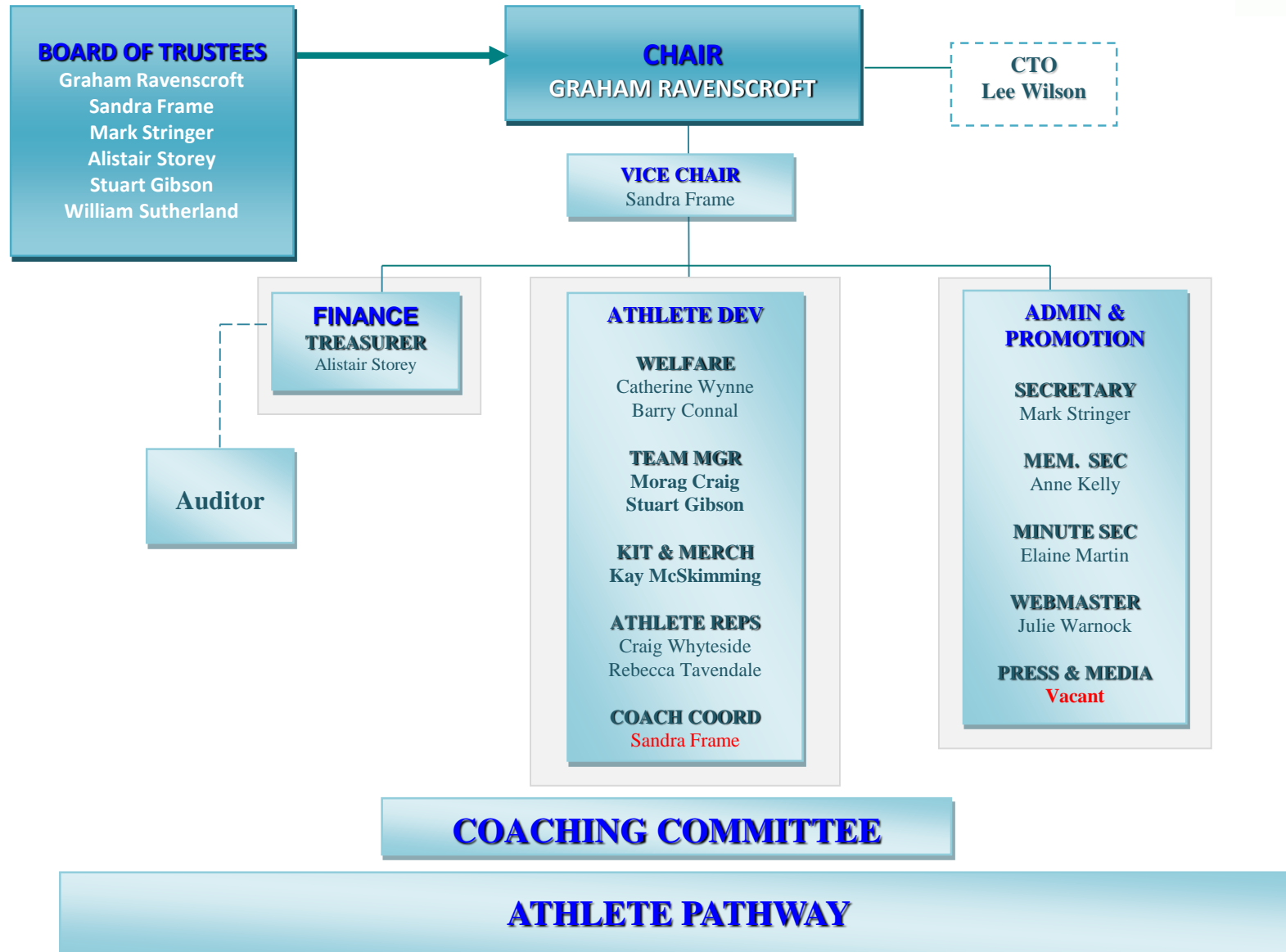
Vision

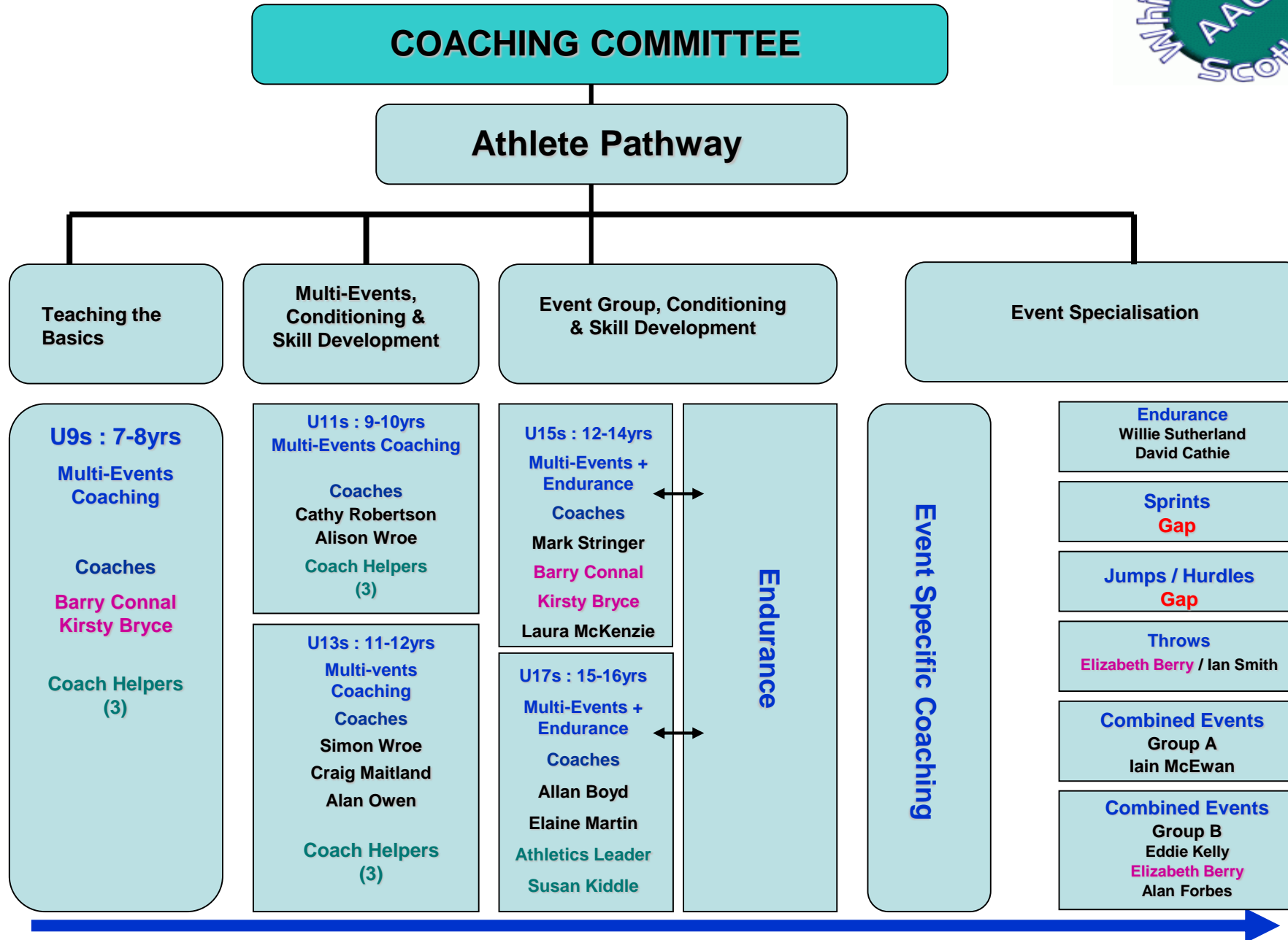
‘A vibrant family friendly club at the core of our community in East Kilbride and where people can experience and enjoy athletics’

Governance



Structure





COACHING COMMITTEE

Athlete Pathway

Teaching the Basics

U9s : 7-8yrs

Multi-Events Coaching

Coaches

Barry Connal
Kirsty Bryce

Coach Helpers (3)

Multi-Events, Conditioning & Skill Development

U11s : 9-10yrs
Multi-Events Coaching

Coaches

Cathy Robertson
Alison Wroe

Coach Helpers (3)

U13s : 11-12yrs
Multi-vents Coaching

Coaches

Simon Wroe
Craig Maitland
Alan Owen

Coach Helpers (3)

Event Group, Conditioning & Skill Development

U15s : 12-14yrs

Multi-Events + Endurance

Coaches

Mark Stringer
Barry Connal
Kirsty Bryce

Laura McKenzie

U17s : 15-16yrs

Multi-Events + Endurance

Coaches

Allan Boyd
Elaine Martin
Athletics Leader
Susan Kiddle

Endurance

Event Specialisation

Event Specific Coaching

Endurance
Willie Sutherland
David Cathie

Sprints
Gap

Jumps / Hurdles
Gap

Throws
Elizabeth Berry / Ian Smith

Combined Events
Group A
Iain McEwan

Combined Events
Group B
Eddie Kelly
Elizabeth Berry
Alan Forbes

Development Planning



Whitemoss Amateur Athletics Club Development Plan: 2010/11 - 2016/17





Strategic Drivers – SAL 6 P’s

| | |
|---------------|---|
| Participation | <ul style="list-style-type: none"> • Encourage more people within the local community to take up athletics, not matter what their level of ability. • Ensure club membership is representative of the local community • Ensure the club has a programme of non athletics activities (e.g. Annual Awards, SAL Awards, Xmas Pantomime) to support integration and club cohesion |
| Performance | <ul style="list-style-type: none"> • Improve the performance levels of the club within local and national competitions. • Support and nurture the development of athletes with potential to achieve at regional and national level. |
| People | <ul style="list-style-type: none"> • Increase the number of qualified coaches and officials actively involved in the club, and more volunteers too. |
| Partnership | <ul style="list-style-type: none"> • Encourage more collaboration between the club and EKAC • Work in partnership with SAL, SLC, SLLC and Active Schools in order to realise the club vision. |
| Provision | <ul style="list-style-type: none"> • Ensure effective club governance • Implement national recognised policies and procedures that ensure the welfare of club members. • Ensure training and club facilities meet the needs of members • Enable access to the resources we need to expand and develop |
| Promotion | <ul style="list-style-type: none"> • Improve the image and awareness of the club to members, partners / guardians, local schools and the East Kilbride community. |



Targets, Monitoring & Review

| Objective | | Current Position | Target | Action | Resp |
|-----------|--|--|--|---|--|
| 1.0 | Ensure effective club governance. | Full committee in place with reduced number of coaches involved, allowing them to focus on primary role. Not all committee members are fully familiar with remit. | Committee functioning fully and effectively leading club development. | <ul style="list-style-type: none"> Ensure all committee meetings have a quorum and take place monthly. Provide committee reps with clear responsibilities (via role descriptions) and ensure regular progress reports as appropriate. Ensure standardised agenda, minutes taken and available to all members. | GR GR MS |
| 2.0 | Implement nationally recognised policies and procedures that ensure the welfare of club members. | Policies and procedures in theory are in place but not are fully active and operating. | Policies and procedures in operation and available to committee reps to assist their work and are accessible to members, coaches, officials, volunteers and parents/guardians. | <ul style="list-style-type: none"> Achieve SAL Club Mark Podium Status. Review and update, as appropriate, club constitution, and all policy and procedures. Upload policies and procedures to website and make available to members and parents / guardians All volunteers to be members of PVG scheme, as appropriate. Ensure WO in place (Male and Female) and that training is up to date Ensure all coaches and officials have attended Child Protection training. | C/C C/C MS MS C/C SF/MS |

| Resp | Action | Progress Update | Next Stage |
|----------------|--|-----------------|------------|
| GR GR MS | <ul style="list-style-type: none"> Ensure all committee meetings have a quorum and take place monthly. Provide committee reps with clear responsibilities (via role descriptions) and ensure regular progress reports as appropriate. Ensure standardised agenda, minutes taken and available to all members. | | |



KPI's

| Area | Sep-10 | Sep-14 | Actual Increase | % Increase | Comments |
|-----------------------|------------|------------|-----------------|-------------|--|
| Athletes | 88 | 180 | 92 | 105% | 2014 figure includes Wednesday groups |
| Coaches | 8 | 17 | 8 | 113% | Further 8 coaches not currently active |
| Coach Helpers | 2 | 10 | 8 | 400% | |
| Other Vol's | 2 | 6 | 4 | 200% | Trustee/Committee only – no other role |
| Total | 105 | 230 | 125 | 119% | |
| Adjusted Total | 105 | 225 | 120 | 114% | 5 Coaches are also Officials |





Highlights

- Growth & Retention (since 2010)
- Strong Effective Leadership & Governance
- Ongoing focus on development planning
 - aligned to SAL priorities
- Effective Partnerships
 - SLC, SLLC, SAL & CTO
- **Sustainable Income** (£2,000 to £18,000 p.a. – excl Gift Aid)
- External Investment
 - over £182k past 4 years
- New Website and Webmaster
- Athletics Hub - £193K Development



Website & Webmaster

Pitchero Club Rank: 1144 [Join Website](#) or existing users [Login](#)




Whitemoss Amateur Athletics Club

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Welcome

We are a vibrant, family-friendly Athletics club at the core of our local community in East Kilbride, where local people can come to experience and enjoy athletics.




Latest

Road Running Group ▾

- Saturday 29th November, 12:00am
📅 **(Coatbridge) Lanarkshire AAA ...**
- Wednesday 3rd December, 12:00am
📅 **(Grangemouth) Indoor Open G...**
- Saturday 6th December, 12:00am
📅 **(Linwood) West District Cross ...**
- Sunday 14th December, 12:00am
📅 **(Emirates) Scottish Indoor Le...**

Club Sponsor



[Join Club Website](#)
[ScottishAthletics](#)
[Glasgow 2014](#)

Whitemoss Kit - Feb 2014

Our lovely new Whitemoss kit

[Welcome](#) [Match Centre](#) [Marketplace](#) [Find Us](#)

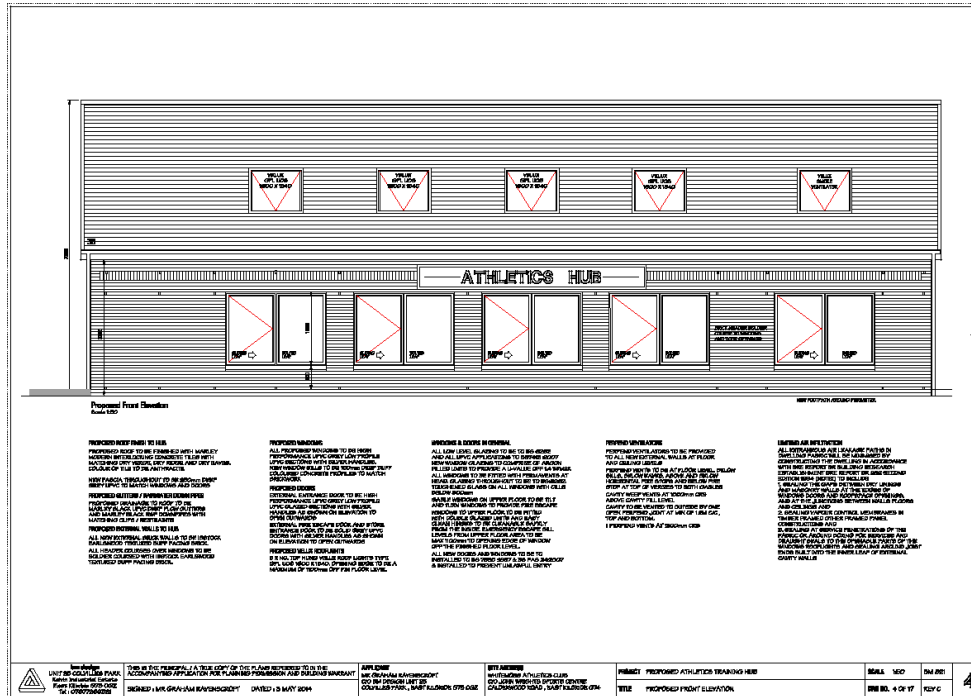
Recent Activity

[All](#) [News](#) [Reports](#) [Selections](#) [Photos](#) [Videos](#) [Forum](#) [Members](#)

Existing Club Houses



Athletics Hub



Two storey building (Lower Floor)

- 4 gallery windows
- Flexible space (classroom environment, rest and recover, strength & conditioning)
- 2 equipment stores (WAAC & EKAC)
- Admin Office (WAAC & EKAC)
- 2 less able toilets
- Single person platform lift
- Stairs to upper floor

Two storey building (Upper Floor)

- Coaches library / meeting space
- Large storage area
- 2 toilets



Key Messages

- **Ensure strong effective leadership and governance**
 - get the right people into the right role and support them.
 - provide clarity on what is expected of all your volunteers.
- **Work to achieve sustainable income**
 - value what you provide for the community
- **Focus on long term development planning**
 - it will pay in the long run.
- **Establish effective partnerships**
 - who shares your ambitions / aspirations and how can you work together to bring this to life?
- **Recognise, value and reward your volunteers**
 - especially your coaches – you won't have a club without them.



Q & A