



**THE MOST IMPORTANT
PARTNERSHIP IN GRASSROOTS SPORTS**

local authorities ● sport organisations

COLLECTION OF GOOD PRACTICES

FOCUS ON COLLABORATION 2: CAMPAIGN DEVELOPMENT

**Clydesdale
District Sports
Council**

● **South Lanarkshire Council and South
Lanarkshire Leisure and Culture Ltd.**

BEST PRACTICE EXAMPLE FROM THE COLLABORATION:

DEVELOPING CAMPAIGNS TOGETHER

South Lanarkshire Leisure and Clydesdale Sports Council have been working together to deliver Come and Try sports campaigns primarily for youngsters and active seniors.

Come and Try campaigns are designed to give our young people and active seniors possibly their first experience in different sports. Examples would be athletics, cross country,

football, outdoor/indoor bowls and golf.

Through these sessions there are direct sports club links to ensure a clear pathway and opportunities for our communities to become member of the local clubs.

Over the years we have seen thousands of people from the local communities participating in our events/projects.

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DESCRIPTION OF THE PARTNERSHIP

Clydesdale Sports Council's partnership with South Lanarkshire is very strong, working together to provide a wide and varied programme of projects and events for all age groups. The wide range of sports and physical activities cater for all age groups, from school children to senior citizens in various areas.

The Sports Council has an executive committee and representatives on this committee include the Sports Council office bearers, representatives from affiliated sports clubs, politicians from the local authority in addition to officers from South Lanarkshire Leisure and Culture.

The committee meets once a month to receive reports and discuss the organisation of a variety of physical activity and sports projects.

At the meetings there is an international report and discussions on matters of interest and opportunities. Many of the projects receive coverage through the local newspapers and various websites.

We have also introduced a performance indicator system to record the number of participants in the activities.

OBJECTIVES

- Our main objective is working together to deliver sport and physical activity opportunities for the communities of the rural Clydesdale area of South Lanarkshire and getting more people active.
- This ranges from primary school age through to 60+ active seniors projects.

REACHING THE OBJECTIVES

Clydesdale Sports Council delivers around 35 events/projects on an annual basis.

This varied and diverse programme of events includes activities such as Primary School Athletics, Cross Country Championships, Football Festivals and Badminton Championships to 60+ Outdoor/Indoor Bowls and 50+ Golf events for both ladies and gents.

We see hundreds of people from our communities and the wider areas of Scotland taking part in our programme/events throughout the year.

IMPACT ON THE LOCAL COMMUNITY

Our local communities really appreciate and support the opportunities our partnership offers.

Due to the diverse nature of our programme, we give opportunities of all ages to participate and become more physically active.

One great example of the impact would be our winter 60+ Indoor Bowling programmes. These programmes run from September through to April the following year and we see around 100 60+ bowls from a variety of clubs participating at least once a week in our inter-village project. We recently held our Christmas Bowling events and we had participants aged up to 94 and 97 years old. This was really incredible and makes the event all the more worthwhile.

For some pensioners Scottish winters can be really harsh and a long lonely time, especially if they are alone in the house.

This weekly project keeps our members both physically and, more importantly, socially active. It really gives them something to look forward to each week. The morale and spirit between the whole group is tremendous. This is the type of feedback we receive for this seniors project.

We get similar positive feedback from our participants, sports clubs and primary schools throughout the year for the services we offer.

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BUILDING RELATIONSHIPS WITH ADDITIONAL STAKEHOLDERS IN THE PUBLIC AND PRIVATE SECTOR

Both South Lanarkshire Leisure and Culture and Clydesdale Sports Council are involved with many partners to enhance their programme of events and encourage a broader uptake of physical activity. Agencies we are working with include sportscotland, the country's leading organisation in sport, Scottish Disability Sport, Lanarkshire Health, Better Government for Older People and many other partners. Depending on the project, companies may also be invited to become involved. For special projects a variety of sponsors may be invited to become a partner.

ENSURING FUNDING AND SUSTAINABILITY OF ACTIVITIES WITHIN THE LOCAL AREA AS A PART OF A COMMON STRATEGY

Many successful initiatives have been organised for many years and several of those on the Sports Council's programme have become annual events.

In respect to funding, Clydesdale Sports Council receive from South Lanarkshire Council a grant of £10,000 in addition to administration support and an officer who greatly assists with the organisation of a wide variety of events for all ages.

The Sports Council's affiliated clubs pay an Annual Membership Fee and, in partnership with South Lanarkshire Leisure and Culture, affiliated sports clubs catering for the Under 16 years age group receive free use of the

excellent outdoor and indoor sports facilities within South Lanarkshire if they are members

The South Lanarkshire Council also assists the sports clubs with Community Grant for equipment and affiliated sports clubs can receive financial assistance from the Clydesdale Sports Council to attend coaching courses. There is also financial assistance for talented sports performers throughout the area of Clydesdale Sports Council to help individuals, especially youngsters, to compete at an international level.

WORKING TOGETHER TO PROMOTE PHYSICAL ACTIVITY AND SPORT

Each year Clydesdale Sports Council holds a Sports Awards Dinner where excellent sporting achievements during the year by Junior, Male, Female, 50+ and Coaches from within the Clydesdale Area are recognised. This project is also held within the three other Sports Council areas in South Lanarkshire. The winners from the four areas qualify for the overall South Lanarkshire Awards.

WORKING TOGETHER TO PROVIDE TRAINING AND EDUCATION FOR STAFF AND VOLUNTEERS

This is an important area for workforce and volunteer development. A wide range of training and development courses are organised through sportscotland and the Scottish Association of Local Sports Councils in addition to an in-house training programme for South Lanarkshire personnel training department and for the local Sports Council's management committees.

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