

EAST AYRSHIRE COUNCIL

COMMUNITY SERVICES COMMITTEE– 7 FEBRUARY 2001

PROGRESS OF KEY SPORTS PARTNERSHIP POSTS

Report by Director of Community Services

1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to provide an outline of progress associated with four key partnership posts which are part funded by East Ayrshire Council viz Ayrshire Girls and Women's Football Development Officer, Ayrshire Curling Development Officer and Scottish Football Association Community Officer.

2. BACKGROUND

- 2.1 The Community Services Department's strategic commitment to working in close partnership with a range of national and local organisations has been realised via the establishment of a range of joint funded key professional posts.
- 2.2 The Ayrshire Girls and Women's Football Development Officer was appointed in September 2000. This post is joint funded and managed by East Ayrshire Council, North Ayrshire Leisure, Sportscotland, the Scottish Football Association and Kilmarnock Football Club. This is the first post in Scotland to be attached to a S.P.L Football Club. East Ayrshire Council contributes £2000 per annum to this three-year post.
- 2.3 The Ayrshire Curling Development Officer was appointed in January 2000. The post is joint funded and managed by East Ayrshire Council, North Ayrshire Leisure, South Ayrshire Council and the Royal Caledonia Curling Club. East Ayrshire Council contributes £5000 per annum to this three-year post.
- 2.4 The Scottish Football Association community officer is joint funded and managed by East Ayrshire Council, Kilmarnock Football Club and the Scottish Football Association. The post has been in existence since 1992 and East Ayrshire Council contributes £6500 per annum to this permanent post.

3. KEY PROGRESS AREAS

- 3.1 Since appointment in September 2000 the Ayrshire Girls and Women's Football Development Officer has attracted considerable interest from a range of national newspapers and television. This has served to raise the profile of all funding partners including East Ayrshire Council. Within the first six months the officer has focussed upon the development of a working strategy which provides a framework for development at

participation performance and excellence levels within Ayrshire. To date the officer has established girl's soccer centres in Darvel, Mauchline and Kilmarnock. In addition extensive research has been carried out in relation to participation in the sport within schools and the wider community. In relation to schools the post holder has worked in partnership with Education and Social Services to organise a secondary school football festival and to support a range of primary school initiatives. Extensive work with local clubs has resulted in the Development Officer being invited to take the F.C Kilmarnock girls section to participate in the opening ceremony of a Champions League tie at Ibrox. This event was screened all over Europe and certainly has raised the profile of the development work which is being undertaken within Ayrshire.

3.2 The Ayrshire Curling Development Officer has also developed close working relations with the Education and Social Services Department. The National Curling is Cool initiative was piloted with East Ayrshire Primary Schools and has now been extended across the area. At the time of launch the initiative attracted coverage in the local and national press and within sports specific publications. This officer has also focused upon the development of a long-term strategy in order to ensure the systematic development of the sport within Ayrshire. In terms of performance development a programme of coach education courses have been run for local clubs and primary school teachers and a number of local young people have been selected to participate in national and regional development squads. This post has made a dramatic impact on the development of curling locally and has resulted in increased ice rink usage at the Galleon Centre. The current post holder has recently accepted the post of Director of Development with the Royal Caledonian Curling Club and the intention is to recruit for a successor early in 2001.

3.3 The post of S.F.A Community Officer is a well-established post within East Ayrshire having been in existence for over eight years. The Community Officer manages a range of ongoing initiatives within the community including coach education for local clubs, the operation of coaching schemes for young people aged 5-14 years during school holiday periods in conjunction with the Recreation Section, festivals and events for the wider sporting community and term time soccer centres in numerous venues throughout East Ayrshire. In addition to ongoing initiative work the officer is actively involved in developing the sport in line with the Scottish Football Associations National Strategies and policies. A key area of work has been carried out in partnership with Education and Social Services in relation to the delivery of initiatives within local schools. This has involved Kilmarnock Football Club Player Visits, coaching sessions and in-service training for local teachers. The post holder recently secured substantial funding from the Scotland Against Drugs Challenge Fund in order to further develop this work with schools and provide pathways to community based sport. This project has incorporated a range of public and private sector partners and aims to use the sport of football as a medium to promote positive life-styles

and educate young people in terms of drugs awareness. In addition Kilmarnock Football Club players are being used as positive role models for local young people.

4. FINANCIAL IMPLICATIONS

4.1 Nil

5. LEGAL AUTHORITY/IMPLICATIONS

5.1 Not Applicable

6. POLICY IMPLICATIONS

6.1 These dynamic partnership posts have been developed in line with East Ayrshire Councils Leisure strategy.

7. CONCLUSIONS

7.1 It is clear that the partnership approach to service delivery not only enhances the range of opportunities available within the community for sports development but raises the profile of East Ayrshire Council both nationally and locally.

8. RECOMMENDATIONS

8.1 It is recommended that the Committee:-

- (i) Note the progress associated with partnership posts; and
- (ii) Remit to the Director of Community Services to provide further updates in relation to these posts.

William Stafford
Director of Community Services

WS/KK/DL

12 December 2000

LIST OF BACKGROUND PAPERS

1) Written updates from partnership officers.

Any person wishing to inspect the background papers listed above should telephone John Griffiths, Head of Leisure Ext. 6264.

Implementation officer – john.griffiths@east-ayrshire.gov.uk

AGENDA

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