

EAST AYRSHIRE COUNCIL

COMMUNITY SERVICES COMMITTEE – 17 SEPTEMBER 2003

EAST AYRSHIRE RUGBY DEVELOPMENT OFFICER - FUNDING PROPOSAL

Report by Director of Community Services

1. PURPOSE OF REPORT

- 1.1 To seek approval for the establishment of an East Ayrshire Rugby Development Post in conjunction with the Scottish Rugby Union (SRU).

2. BACKGROUND

- 2.1 The Scottish Rugby Union is the Sport's National Governing Body in Scotland. The organisation has developed an excellent reputation for the strategic development of rugby at participation, performance and excellence levels particularly amongst young people.
- 2.2 The vision for age grade rugby is 'to develop rugby in Scotland as an inclusive sport which all children can experience in a safe environment, which nurtures their talents through well organised structures, and encourages continued involvement into adulthood for the benefits of individuals and their communities.'
- 2.3 The SRU operates a well established pathway programme which allows for the progression of all young people to realise their potential within the sport. The three stages of this structure are as follows:
- **STAGE 1 - RECRUITMENT** - specially adapted versions of the sport for young people to develop running, passing and support skills including New Image Rugby, Mini Rugby and TAG Rugby
 - **Stage 2 – PARTICIPATION** - high quality coaching and competition opportunities developing school and club based rugby and links to national age group leagues and competitions.
 - **Stage 3 – PERFORMANCE** - The 'pathway to success' allows players to see exactly how to realise their dream of playing for Scotland. The very best players from club and school rugby are progressively brought together on a regular basis to play in representative teams

3. CONSIDERATIONS

3.1 The role of the potential post holder has been discussed in some detail with partners from the SRU and the main aims of the post would be as follows:

- i) To develop and improve playing and coaching standards in East Ayrshire.
- ii) To increase participation and retention at all youth levels
- iii) To promote the game of rugby for all, East Ayrshire wide, ensuring that the sport is socially inclusive.
- iv) To work with community based clubs, schools and other key partners to ensure the delivery of the Development Pathway Programme enabling young people from East Ayrshire to reach their full potential within the sport.

3.2 In line with sound sports development practice the post holder will strategically develop a broad participation base via local schools, develop pathways to East Ayrshire's three rugby Clubs in order to facilitate progress at performance levels and promote involvement in national and regional excellence programmes via talent identification, the West Area Institute of Sport and support. Necessarily the post holder will work in close partnership with School sport Co-ordinators, PE staff, club representatives and the Leisure Development Section's New Sporting Futures staff.

3.3 The post would report directly to the Sports Development manager and form part of the Leisure Development Team and be graded at AP3 which is commensurate with other similar posts within the department. The New Sporting Future's Initiative provides an excellent development framework for close strategic and operational working with the Rugby Development Officer.

3.4 The Rugby Development Officer would be employed on a three year fixed term contract and an extensive evaluation of the impact of this post would be carried out at this time in order to consider sustainability issues.

4. FINANCIAL IMPLICATIONS

4.1 The funding breakdown for the employment of this post together with associated admin support and resources over the three year period is as follows;

SALARIES	(1 @ AP3 0.5 @ GS1/2)	£91,177
TRAVEL	(MILEAGE)	£9,000
RECRUITMENT		£2,000
TOTAL		£102,177

4.2 The project would be funded as follows:

East Ayrshire Coalfield SIP	£15,000 (to be confirmed)
East Ayrshire Council (Quality of Life)	£57,200
Scottish Rugby Union	£30,000
TOTAL	£102,200 over three years

4.3 The part time Admin post will be utilised by all sports development staff in order to ensure the smooth, co-ordinated operation of activities and to collate performance and evaluation information.

4.4 In addition to their cash contribution the SRU have agreed to provide national training and in-service support, working kit, equipment, IT support (hardware and training) and a mobile phone.

4.5 Additional income generated as a result of new development initiatives will also contribute to offset project costs.

5. LEGAL AUTHORITY IMPLICATIONS

5.1 Not applicable

6. POLICY IMPLICATIONS

6.1 The appointment of this post and subsequent implementation of a sports specific development plan within the East Ayrshire area intersect directly with strategic aim SD-1 as outlined in the Council's Leisure Strategy ie. SD-1 'To increase opportunities to take part in sport by providing appropriate sports development programmes which sustain interest and provide pathways for progression at foundation, participation, performance and excellence levels'. In addition the post reflects the philosophy of the council's emerging Cultural Strategy.

6.2 This initiative is also directly reflective of the Sport Scotland National Strategy: Sport 21 in terms of the development of sports specific programmes in partnership with National Governing Bodies of Sport.

7. CONCLUSIONS

7.1 The initiative as proposed by the Scottish Rugby Union will allow the sport of Rugby to develop in a fundamental and dramatic fashion to the benefit of the East Ayrshire sporting community.

7.2 The Partnership approach to service delivery is directly in line with the Council's core values and clearly reflects a strategic approach to the development of sport.

8. RECOMMENDATIONS

8.1 It is recommended that the Committee:-

- i) approve the allocation of partnership funding for a three year period as outlined in point 4.2 of this report, subject to the confirmation of funding from the SIP Board;
- ii) approve the recruitment of a Rugby Development Officer subject to the approval of the Corporate Governance Committee in respect of their interest;
- iii) remit to the Director of Community Services to provide regular progress reports on the performance of the project; and
- iii) otherwise note the contents of this report.

William Stafford
Director of Community Services

19th August 2003

WS/JAG/KK

LIST OF BACKGROUND PAPERS

- 1 Scottish Rugby Union Development Plans and Strategies
- 2 East Ayrshire Council Leisure Strategy
- 3 Sport 21 : Sport Scotland National Strategy

Any person wishing to inspect the above background papers should contact John Griffiths, Head of Leisure Services on 01563 576264.

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