

# Minutes of Meeting Held on Wednesday 27<sup>th</sup> April 2016

## PRESENT

Kenny McAlpine (Chair); Alison Leckie, Jan Burnside; Laurence Baker; Angus Oakley; Sandy Paisley ; Conor Rennie; Tracy Martin; Alasdair Meldrum; Ricky Taylor; Julie Frew; David McPhee.

The meeting welcomed David McPhee who has joined the Committee after the recent amalgamation between Ayr Seaforth and the ACE Racerunning Club.

## APOLOGIES

Caron Shanks; Alan Sprang; Paul Gillon; Gillian Bruce;

## NO APOLOGIES

None

## MATTERS ARISING - MINUTES OF MEETING HELD ON 10<sup>th</sup> February 2016

**YDL:** It was noted that a further £50 was paid given the team's success in reaching the final.

**Membership:** it was noted that some of the deleted members had returned to the club to train. The club will continue to ensure that memberships are paid and up-to-date.

**Statistician:** It was noted that the minutes should be updated to capture the correct spelling of Rhys.

There were no other matters arising and the minutes were therefore accepted by the Committee.

## CLUB DEVELOPMENT PLAN (CDP)

Kenny talked through the CDP providing the background and drivers for its creation. The Committee discussed the document and agreed to provide comments back to Kenny by 11<sup>th</sup> May.

**Action (Committee):** to provide comments back to Kenny by 11th May.

## SECRETARY'S REPORT

The Secretary's report was presented to those present and the following points and actions noted.

1. Committee discussed the Risk Assessment requirements being development for use at the club.
  - **Action (Paul):** to continue with the risk process and forms and prepare for its implementation including the requirement to induct coaches.
  - It was noted by Kenny that the Risk Assessment process forms part of the Club Development Plan.
2. It was noted by Kenny that the role of the Club Together Officer is being reviewed in the context of the Club Development Plan and attracting new funding towards the end of the year.
3. It was noted by Kenny that the proposal of gaining Charitable Status for Ayr Seaforth in being investigated again in the context of the Club Development Plan.
4. West Area XC League: it was confirmed Gus should continue the dialogue with the other clubs (including Ayrshire Harriers) and officials and formalise the proposal surrounding the creation of a West Area XC league. It was agreed that Laurence Baker should submit a proposal at the next meeting of Ayrshire Harriers for the Ayrshire XC Championships to become an open instead of closed event. If proposal successful then Laurence to update at our next committee meeting, as failure to change to an open meeting would prevent proposal for West Area XC league going forward in its current proposed format
  - **Action (Laurence):** to submit a proposal at the next meeting of Ayrshire Harriers for the Ayrshire XC Championships to become an open instead of closed event.
5. The Committee were supportive of the possibility of Ayr Seaforth hosting the 2016 West District XC Championships. It was noted there was likely to be no cost to the club but we may require helpers and marshals for the day. It was also recognised it may be a good sponsorship opportunity.
6. The committee discussed the first South Ayrshire Primary Schools XC Championships with approximately 350 kids taking part. Well done to the organisers including the support provided by Tracy. The Committee agreed they would be happy to offer sponsorship for next year's event. E.g. medals for the athlete event placings.

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7. The Committee were supportive in principle of participating in the purchase of photo-finish/time keeping equipment. However more detailed information is required before a final decision can be taken. When discussions formalise between Clubs Gus will return with a proposal.
8. Fees for Racerunning section have been set at £6 per month. This is made up of £1 training fees per month and £5 membership.

### TREASURERS REPORT

The Treasurer's report was presented and discussed between those present. The following areas were discussed:

- Easy fund raising income: the committee agreed that the potential of raising club income through the website [easyfundraising.co.uk](http://easyfundraising.co.uk) should be promoted more widely amongst the membership.
- Travel expenses incurred including the purpose of the taxi fare (for an athlete without means of travel to attend a local venue and compete for the club).

### MEMBERSHIP SECRETARY'S REPORT

The Membership Secretary's report was presented to those present. The following items were discussed:

- It was noted that some former members are continuing with standing orders payments. There have been several attempts to contact the payer but payments continue.
- Discussed jog Scotland groups and the rise of recreational fitness.
- U13 Girls, retention and the requirement for fast tracking kids into U13 category. It was resolved after discussion a policy was required to help guide coaches make recommendations to advance participants from coaching groups bearing in mind that the club has waiting lists to join the club, run, jump through groups being developed for induction into development squads on formal club nights. If participants of groups are to follow a new paths/progression then coaches will need guidance in order to effectively communicate with parents (of kids moving, maybe jumping queues and those not moving).
  - **Action (Head Coach):** to develop policy to support fast tracking athletes from groups to help strengthen groups lacking athletes in a particular age category.

### CROSS COUNTRY SECRETARY'S REPORT

The Cross Country report was presented to those present.

### ROAD RACE SECRETARY'S REPORT

The Road Race report was presented to those present.

**Action (Gus):** to email for volunteers for the Land of Burns race on 25<sup>th</sup> May.

### CHILD WELFARE OFFICER'S REPORT

After discussion it was agreed (11 votes to 1) that further information was necessary before settling on the best policy for Communication between coaches and athletes under the age of 18 yrs. Particular discussion centered around the use of social media, which in turn led to discussion about how to use other forms of communication such as email, text etc, all with regard to safeguarding children.

**Action (Alison & Paul):** to review feedback, suggestions tabled and reconsider whether any of the proposals discussed can be incorporated into a revised policy for social media at Ayr Seaforth.

### MARKETING

**Action (Gus):** to check with Ayrshire post on whether they are going to publish photos from a recent event.

**Action (Gillian):** to raise the consideration of erecting an Ayr Seaforth sign at Dam Park with the Council.

### COACHING CO-ORDINATORS REPORT

The Coaching Report was presented to those present. After discussion it was agreed Ricky would feedback to the Head Coach and Danny Chilton so that they can resolve the placement of the athletes in the appropriate group:

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- **Action (Ricky):** To discuss coaching group options with Dandy Chilton and Head Coach and communicate with the athletes previously coached by Mr Harrower and be offered places in the either David Walton's group to continue their 400m focus or switch to Alan Dunlop's group where the focus is 100-200m sprints.

### MERCHANDISING REPORT (JACKET DESIGN)

The jacket design was accepted by the Committee and confirmed the Club should proceed with the order.

### CLUB TOGETHER

The full Quarterly Club Together Report was presented to the committee. The excel Report is available on request from the club Secretary.

### AOCB

#### Equipment

The committee agreed to purchase the following equipment:

- Hammer Trolley, Javelin Trolley, Discus Trolley, Shot Put Trolley
- Large screen TV for displaying club information on training nights to be cited in foyer of Dam Park (budget up to £750).
- **Action (Sandy):** to purchase equipment.

#### RaceRunning

David updated the committee on the Racerunning section. Of special note:

- Launch of disability section within Ayr Seaforth on 9<sup>th</sup> May together with supporting flyers.

#### Computerising Attendance

James Beswick (parent) has offered to develop and host an app to record coach/helper and athletes club attendance. He has also offered to provide iPads to the club for registration. Committee agreed Julie should work with James to progress this and seek additional support from committee if required.

#### Club Records 2016

Ricky reported the following new club records for 2016:

Date	Name	Event	Time/Distance	Venue	Age Group
13.02.16	Kirsten McClymont	4 x 200m Relay	1:48.33s	Emirates Arena	u20W/Sen W
	Georgia Brawley				
	Louise Murray				
	Nadia Simpson				
13.02.16	Lewis Martin	Pentathlon	1027 Points	Emirates Arena	u13B
13/14. 02.16	Callum Meldrum	Heptathlon	3681 Points	Emirates Arena	u17M
06.03.16	Aimee McGinley	60m	7.81s	Emirates Arena	u20/Sen
24.02.14		4 x 200m Relay	1:56.49s	Emirates Arena	u13B
15.03.09		4 x 200m Relay	1:39.80s	Kelvin Hall	u15B
02.02.14		4 x 200m Relay	1:37.19s	Emirates Arena	u20M
06.03.11		4 x 200m Relay	1:34.27s	Kelvin Hall	Sen Men
01.03.08		4 x 200m Relay	1:47.50s	Kelvin Hall	u15G
20.03.16	Erin Ramsay	4 x 200m Relay	2:09.64s	Emirates Arena	u11G

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	Jenna Beswick				
	Amy McCann				
	Libby White				
20.03.16	Ben Edwards	4 x 200m Relay	2:17.98s	Emirates Arena	u11B
	Calum Hannah				
	Conor Scobie				
	Ethan Levington				

### *Coaching Coordinator*

The committee were notified that the Coaching Coordinator Ricky Taylor had tendered his resignation from his role. Gus has a copy of his letter for any Committee member wishing to see it. The Committee thanked Ricky for his effort as Coaching Coordinator for the Club.

*The meeting closed at 22:47. Date of next meeting: mid-June at 7pm, offices of Albion Environmental.*

## Report Appendices

### General Secretary's Report

#### Ayr Seaforth Athletic Club report for Committee

##### ITEMS OF INTEREST TO REPORT:

- Work is to progress in the near future on the stand at Dam Park. The seals in place between the concrete sections of the stand need to be replaced and this can be done by either placing scaffolding along the length of the stand from the terracing and possibly the track itself which would have an obvious impact on the operation of the club on training nights OR by the use of a high reach cherry picker which I have said would be the preferred method and is the method recommended by staff at the stadium.
- At the last CTO quarterly meeting it was mentioned by Lindsay McMahon that Scottish Athletics are recommending some form of Risk Assessment is completed on each occasion a track/stadium is used for training. This can take the form of a simple generic one with boxes to be ticked prior to any training session starting.
- The current CTO post falls on 3<sup>rd</sup> November and funding would not be made available for a repeat application under the same terms. Scottish Athletics have £2k available for a 4yr term to assist the funding of a new post such as a Club Development Officer role (this being the title that Kilmarnock are using for their next application). If Seaforth were to change to Charitable Status then other funding may well become available for a CTO role, with this in mind the current role may be to continue with a change of job description.
- Continuing with the Charitable Status I have spoken with John Rodger of Kilbarchan as they went through the process of gaining Charitable Status and had quite a few problems sorting things out with the tax man. John advises me that they have it all sorted and could offer a lot of guidance on this, he has a letter from the tax office detailing exactly what they can and cannot do as a club, the monthly expenses for Kilbarchan athletes are £12 from which Kilbarchan are claiming back tax on £8.
- Lindsay McMahon was tasked to find out how many officials we would actually need for our Club Championship results to appear on Power of 10
- **UPDATE FROM MARCH XC COMMISSION MEETING**

At this meeting I was informed that as of the 2017 National XC Championships Senior Men & Women will both be contested over a 10,000m distance

I was also advised that Scottish Athletics have a working party looking at a progression of XC distances to prepare athletes for longer distances as they progress through the age groups. This progression could take the form of an increase in distances standardised for the age groups in all meetings, increasing slightly as races progress through the season

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culminating in the longest race being the Nationals. There are currently some sizeable variances in distances in age groups and it should be noted this research is at an early stage.

At the March 2015 meeting of the West XC Commission I put forward a motion for a West Area XC League to be formed with races taking place alongside the various County Championships as numbers participating in these were falling drastically, this was taken to the Scottish Commission for comments but although it appeared in the minutes presented at the October 2015 meeting I did not bring it up as Kilmarnock had already reached agreement with all Counties to have those races held on the same day in November to facilitate a free weekend for their XC meeting. The suggestion was brought to the fore again in discussions prior to the March 2016 Commission meeting and I again proposed it at that meeting which after discussion was very well received by all in attendance. Since then I have discussed the proposal at length with representatives of several clubs who are all very supportive. The proposal is that the County races become Open events which could still have the County Championships run at the same time. This would require agreement from each County to rotate the dates of their Championships with races perhaps taking place in November, 2<sup>nd</sup> week of December, 3<sup>rd</sup> week of January and 2<sup>nd</sup> week of February. So far I have the backing of Kilmarnock, Giffnock, Inverclyde and Kirkintilloch with more of the main clubs to be approached shortly. In the near future it is proposed to have a meeting at The Emirates with the main clubs and also representatives of each County present in an attempt to progress this idea with possible implementation for the 2016/2017 XC season.

- I have been actively pursuing the possibility of Ayr Seaforth hosting the 2016 West District XC Championships and have reached agreement with the factor at Digital, Mosshill, Ayr to use the grounds at the old factory. I have walked the area with Alan Sprang & Laurence Baker who were both in agreement the event could easily take place there. I will be going over the venue in the next week or so with Clare Barr who is the Chair of the West District XC Commission and would hope to be able to announce very shortly that we will indeed be hosting the event.
- The first South Ayrshire Primary Schools XC Championships took place recently at Rozelle with 9 schools taking part. Tracy Martin was involved in organising this and I also attended on the day. The event went well and SAC hope to more schools participate next year.
- While at the Secondary Schools XC Championships at Irvine I spoke with John Rodger from Kilbarchan who asked if we would be interested in being involved in the purchase of photofinish equipment. He advised that he has successfully secured a grant of £10k from sportscotland towards a system which would leave a shortfall of approx. £22k. He was speaking with several clubs with the intention those involved would have equal shares in the system which would be used for Open meetings organised by those clubs as well as Club Championships. The system would also be available for hire. Scottish Athletics have intimated if a system is purchased they will store it for the clubs at The Emirates and would also be willing to maintain the system.
- After yesterdays YDL at Dam Park I have asked Leslie Roy for some feedback regarding our efforts on the day. She confirmed that from her point of view it was a great success with no problems whatsoever highlighted. This has been reiterated by several comments from visiting clubs and the Track Referee has also sent an email offering his thanks to Ayr Seaforth for their efforts in organising a successful day with particular mention to those who helped with the hurdles which went a long way to ensuring the smooth running of the timetable.
- The new website is almost complete. Alex has to manually transfer over previous posts and also files after which I will check everything and when happy with it the site will go live.

### ISSUES/CONCERNS FOR DISCUSSION AT THE MEETING

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1. Should we commence use of a generic Risk Assessment on training nights
2. We need to start discussions regarding the continuity of the CTO role or a similar role to give plenty of time for an application to be submitted and progressed
3. Charitable Status has been discussed before, a decision needs to be made as to whether we are going to go down this route
4. Seek authority of committee to progress talks re the formation of a West Area XC League to a conclusion with mandate to vote for this at any meeting on behalf of Seaforth. If such a proposal was successful it would mean the Ayrshire XC Championships becoming an Open event with athletes from the West Area all eligible to compete but only Ayrshire athletes eligible to compete for the County Championships. It would mean the date of the Ayrshires changing from year to year on a 4 date cycle. I suggest that I along with another person attend any meetings that I arrange for the purpose of discussions on the subject.
5. Seek approval of the committee on the basis of the information provided regarding the West District XC Championships 2016 to formally confirm to the XC Commission that Ayr Seaforth will host this event at Digital. This will require a fair bit of effort from the club but it can be done.
6. Formally propose that Ayr Seaforth sponsor the medals presented at the 2017 Primary Schools XC Championships.
7. Seek the views of the committee regarding club involvement in the purchase of a photofinish timing system.
8. Fees for Racerunning section need to be finalised

### Risk Assessment

#### Risk Assessment Form

CLUB SITE/ LOCATION: Dam Park .....

ASSESSORS NAME .Paul Gillon.....

ASSESSORS SIGNATURE: .....

ASSESSMENT DATE: ....01/11/2016.....

ASSESSMENT REVIEW DATE: ..01/11/16.....

ACTIVITY: .....

HEAD COACH/ LEADER: .....

QUALIFICATION: .....

#### PROCEDURES:

1. Identify potential hazards which could reasonably be expected to result in significant harm
2. Identify who might be harmed

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3. Consider existing controls - is the risk of significant harm low/ unlikely, medium/ possible or high/ probable
4. Where the risk is identified as medium or high, identify the action required
5. If the risk is low, further precautions are optional and the activity may proceed
6. Where the risk is medium, it is desirable that further precautions are taken before the activity proceeds
7. If the risk is high, it is essential that the activity does not proceed until the risk has been significantly reduced

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### Risk Assessment Table

<b>TASKS UNDERTAKEN:</b> activity/ area assessed	<b>HAZARDS IDENTIFIED:</b> NB: Any serious or imminent danger will need a procedure	<b>RISK:</b> Low/Medium/High	<b>PERSON(S) AT RISK:</b> i.e. coach, juniors, adults with special needs	<b>EXISTING CONTROLS:</b>	<b>ADDITIONAL CONTROL MEASURES REQUIRED:</b>	<b>TARGET DATE:</b> for action by	<b>COMP ON:</b> Date & initial
LONG JUMP & TRIPLE JUMP  • Sand pit • Run up area	<ul style="list-style-type: none"> <li>• Check all obstructions are cleared from sand pit and run up area</li> <li>• Check there is adequate sand in the pit</li> <li>• Ensure the take off board is flush with the runway</li> </ul>	Low	Athletes	<ul style="list-style-type: none"> <li>• Coaches and helpers to check areas are clear</li> </ul>	None	01/11/15	01/11/2016  PG
HIGH JUMP  • Landing mat • Run up area • High jump bar & stands	<ul style="list-style-type: none"> <li>• Check all obstructions are cleared from run up area and landing matt</li> <li>• Check all equipment is in good working order</li> <li>• If the weather is wet, make sure the matt covers are free from water</li> </ul>	Low	Athletes	<ul style="list-style-type: none"> <li>• Coaches, helpers &amp; athletes to ensure all areas are clear</li> <li>• Equipment to be checked for any faults</li> </ul>	None	01/11/15	01/11/2016  PG
SHOT PUT  • Circled throwing area • Retrieving shot puts	<ul style="list-style-type: none"> <li>• Athletes that are not throwing must be kept at a safe distance from the throwing area</li> <li>• Implements must be returned by hand</li> <li>• Correct lifting &amp; handling procedures must be adhered to when moving equipment</li> </ul>	Low	Athletes & Coaches	<ul style="list-style-type: none"> <li>• Coaches to ensure that all athletes taking part know the correct procedures</li> </ul>	<ul style="list-style-type: none"> <li>• Coaches to adhere to SSOW for lifting and handling</li> </ul>	01/11/15	01/11/2016  PG
Hurdles/steeplechase  • Track • Hurdles	<ul style="list-style-type: none"> <li>• Coaches to ensure that hurdles are at the correct space and height for athletes before taking part</li> <li>• Athletes not wearing the correct footwear especially in wet weather</li> <li>• Water jump full of debris and not filled with water to the proper level</li> </ul>	Low	Athletes		<ul style="list-style-type: none"> <li>• Coaches &amp; Athletes to abide by the track etiquette set out in Ayr Seaforth's induction pack</li> </ul>	01/11/15	01/11/2016  PG
JAVELIN  • Run up area • Throwing area	<ul style="list-style-type: none"> <li>• Obstructions on or around the run up area</li> <li>• Equipment in disrepair</li> <li>• Anyone without proper credentials for coaching</li> </ul>	Medium	Coaches & Athletes	<ul style="list-style-type: none"> <li>• Coaches to ensure all areas are clear from obstacles</li> <li>• Coaches to ensure all athletes are behind the thrower</li> <li>• Only credited coaches to take javelin sessions</li> </ul>	<ul style="list-style-type: none"> <li>• An adequate sound signal could be used before each throw</li> <li>• Only credited coaches with prior knowledge of the javelin to take training sessions</li> </ul>	01/11/15	01/11/2016  PG



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<p>TRACK EVENTS</p> <ul style="list-style-type: none"> <li>8 Lane track</li> </ul>	<ul style="list-style-type: none"> <li>Debris lying on or around the track area</li> <li>Water or Ice on the surface of the track</li> <li>Equipment lying around the track</li> </ul>	<p>Low</p>	<p>Coaches and other Athletes</p>	<ul style="list-style-type: none"> <li>Coaches to ensure the track is free from debris before start of training</li> <li>Athletes should be encouraged to wear spike shoes if not caution must be taken</li> <li>Track etiquette must be used when other athletes are on the track</li> </ul>	<p>None</p>	<p>01/11/15</p>	<p>01/11/2016 PG</p>
<p>HAMMER/ &amp; DISCUS</p>	<p>Ensure all athletes except the thrower are behind the cage doors.</p> <p>Only experienced graded officials should be out at the receiving end.</p> <p>An adequate sound signal must be used prior to each throw, In addition no spike footwear should be worn in the circle and it should be kept clear of any debris.</p> <p>Implements must be returned by hand and not thrown back.</p>	<p>Medium</p>	<p>Athletes / coaches</p>	<p>All athletes accompanied at all times with a qualified coach.</p>	<p>Anyone using the cage area must be made aware of the hazards identified and the control measures that have been put in place</p>	<p>01/11/15</p>	<p>01/11/2016 PG</p>
<p>MOVEMENT OF EQUIPMENT</p> <ul style="list-style-type: none"> <li>All areas of the track &amp; field</li> </ul>	<ul style="list-style-type: none"> <li>Slip, trips and falls</li> </ul>	<p>Medium</p>	<p>Coaches</p>	<ul style="list-style-type: none"> <li>Ensure all coaches have access to manual lifting &amp; handling training</li> </ul>	<p>Manual &amp; Lifting &amp; Handling training must be carried out every 3 years and signed off and recorded</p>		<p>01/11/2016 PG</p>

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## TREASURER'S REPORT

Report available to Club members from Secretary.

## MEMBERSHIP REPORT

### ITEMS OF INTEREST TO REPORT:

The membership has had a healthy increase this period, with the largest increase being the under 11 girls.

We have a the new "coach Memberships Category" but the list is not complete yet as I have only received a few completed forms from the

Coaches, they should all be in by the next meeting and I should be able to give more details.

I have processed a spread sheet noting the change in membership over the last couple of years and it is illustrated by the graphs attached.

### ISSUES/CONCERNS FOR DISCUSSION AT THE MEETING

We have a few members who are paying training fees by standing order but have not increased it to include their membership. They have not been attending on training nights. I have emailed them requesting they either increase their s/o or if the athlete is not returning to cancel payment, I have had no response. These athletes are Maizie Ball, Emma Graham & Claire Wilson. Do I keep chasing this up or do we just keep accepting their money.

## CROSS COUNTRY REPORT 24TH APRIL 2016

There was a good turnout of runners at the National Cross Country Championships at Falkirk. The best performances were - girls u/13s 11th Morven Hubbard, women under 20 - 11th Kirstin Oakley, and boys u/17s 19th Fraser Stirling.

At the British Inter Counties Cross Country Championships in Birmingham, Kirstin Oakley finished in 32nd place, helping Scotland's Team West win Gold.

I have attached the final placings of the Club's Cross Country Championships taken from the following races :-

AYRSHIRE RELAYS, NATIONAL SHORT COURSE, KILMARNOCK OPEN, AYRSHIRE CHAMPIONSHIPS, LIVERPOOL, WEST DISTRICTS, HARRIERS V CYCLISTS (SENIORS ONLY), EAST KILBRIDE OPEN AND THE NATIONAL CHAMPIONSHIPS.

Tom McCulloch

### Ayr Seaforth Club Crosscountry

#### Championship Result

<b>Under 11 Girls</b>		Molly Weatherston	14	<b>Under 20 Women</b>	
Islay Hubbard	56	Robyn McDonald	13	Kirstin Oakley	80
Abbie Chilton	49			Beth McRae	18
Libby White	36	<b>Under 15 Girls</b>			
Tess Crooks	36	Caitlin Chilton	76		
Iona Hubbard	18	Kelly Cunningham	66	<b>Senior Women</b>	
Jessica Donnelly	16	Charlotte McDowall	60		
Iona Bell	15	Emma Frew	40	Toni McIntosh	78
		Alexandra Smiley	18	Gael Riddle	74
<b>Under 13 Girls</b>				Laura Wallace	66
Morven Hubbard	80	<b>Under 17 Women</b>		Susie Hubbard	49
Rosie Davidson	74	Mia Cullis	60	Abby Cunningham	32
Evie MacKay	58	India Birrell	18		
Alex Meldrum	33	Rachel Stirling	16		
Sophie MacKay	31				
Kate Wilce	30				

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### Under 11 Boys

Fergus Muir	60
Callum Hannah	52
Lewis McGlynn	38
Ben Edwards	18
Brodie McLean	16

### Under 13 Boys

Alex Crooks	80
Euan Bell	70
Lewis Martin	62
Blair Gemmell	57
Max Cunningham	30
Sam Drummond	30
Max Hay	18
Patrick Smiley	18
Ethan White	15
Charlie Walker	14

### Under 15 Boys

Scott Sprang	78
Declan McGhee	78
Aiden Copland	68
Logan Cotter	48
Daniel Martin	32
Greg Oakley	32

### Under 17 Men

Fraser Stirling	80
Lewis Ross	68
Rhys Sim	56
Mathew Eadie	16

### Under 20 Men

James Pettigrew	40
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### Senior Men

Kenny Neill	80
Stephen McDowall	74
Ian Pettigrew	66
Alasdair Meldrum	62
Peter Laing	60
Laurence Baker	59
Stuart McColm	46
Stephen McCrorie	36
John Ross	31
Stuart McLean	26
Craig McPike	18
Andy Crichton	13
Davy Jones	11

## ROAD RACE REPORT

### ITEMS OF INTEREST TO REPORT:

Land O' Burns 10K road race Wednesday 25<sup>th</sup> May

Registration from 5.30pm, start 7.30pm

Same course as 2015

Venue will be the Old racecourse playing fields for registration and finish.

Start will be on the seafront

Chip timing booked

Any assistance on the night gratefully received

### ISSUES/CONCERNS FOR DISCUSSION AT THE MEETING

None

## CHILD WELFARE REPORT

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Ayr Seaforth Athletic Club report for Committee

### ITEMS OF INTEREST TO REPORT:

1. **RISK ASSESSMENTS:** I had a discussion with Kenny and Gus about the risk assessment document for Ayr Seaforth being available each night for training as it should be signed off at each training session. This is the most up to date version (which I have attached), for the club at this moment in time. The only other add-ons will be when the disablement group is attached to the club on training nights.
2. **WELFARE OF CHILDREN AT EVENTS:** Myself & Alison have also been asked to look into setting up a structure for the club when there is a need to take athletes away to stay overnight at athletic events. This would include the likes of permission slips, risk assessments being carried out and information on sleeping arrangements required. At this moment in time we are only at the early stages of carrying out these guidelines and will update the committee when this has been completed.
3. **SOCIAL MEDIA:** I was approached on Tuesday after the email was sent out regarding (Guidelines / Best Practice) on social media between coaches and athletes. Coaches had been asked to inform the lead coach if they had any athlete under the age 18 as friends on social media, one coach indeed did come forward and intimated that they did have their group as friends on social media and are reluctant to delete them as is suggested by Scottish and UK athletics. They gave their reasons as to why they didn't want to delete them because they use it to give the group information on training sessions etc., I thanked them for raising the issues they had with the recent email and said I would take advice from Scottish & UK athletics which I have done. Scottish & UK athletics welfare officers stressed that this is not law, but not having athletes under the age of 18 as friends on social media sites are only guidelines not just for the protection of children but also for the protection of coaches and as they see it is best practice for athletic clubs to adopted. UK athletics did say that one way round this would be to add the parents of any athlete under the age of 18 but over the age of 16 to the social media group so that the parents can see all notifications posted to the athletes. They strongly advised not to have any athletes within the club under the age of 16 as friends on social media sites at any time.

### ISSUES/CONCERNS FOR DISCUSSION AT THE MEETING

As a committee we now have to decide which approach is best for the club and most importantly what is best for the athletes. As welfare officers for Ayr Seaforth myself and Alison Leckie have had discussed this at great length and would propose it would be best for the club to adopt the guidelines of Scottish & UK athletics and refrain from having any athlete under the age of 18 as friends on social media so that all parties concerned are protected.

Again, I do have to stress that this must be discussed at the committee meeting and whatever approach the majority of the committee decide to adopt then they would be the guidelines on social media within Ayr Seaforth

Paul Gillon / Alison Leckie

Child Welfare Officers

### MARKETING

**ITEMS OF INTEREST TO REPORT: MARKETING**

**1. LAND O'BURNS 10K**

New branding produced for this year's event, incorporating sponsor's logo.



Publicity now underway including:

- Press photocall and news release
- Banner up on Burns House
- Posters & flyers produced
- Burns Festival programme/website
- Club website
- Various other websites eg Scottish Athletics, What's On In Ayrshire etc

**2. SPONSORSHIP UPDATE**

We currently have 4 Live sponsorships:

Coaches Clothing - Live with Albion Environmental (3 year spon'ship)

Club Videos - Live with A Joy of Health (3 year sponsorship)

Land O'Burns 10K - Live with CCL (4 month sponsorship)

Club Marquee - Live with LMA (£3 year sponsorship)

Currently awaiting decision from Donald Ross Residential on Club Champs/Awards Night

**3. MARKETING & SOCIAL MEDIA WORKSHOP, EMIRATES, 16/4/16**

**SOME TOP TIPS FROM THE DAY**

**MARKETING**

- Marketing a sports club means:  
'Promoting your Club to achieve objectives'
  - Promote your Club by:
    - raising awareness
    - building trust
    - creating the right environment
  - What are our Club's values?
  - We have two key markets: kids and parents. They want different things and have different expectations.
  - What does our Club offer customers? Must offer BENEFITS
  - The home page from our website should get across in 15 seconds:
    - who we are
    - what we do
    - the benefits we offer
  - Retention
    - What do customers want? Can we deliver? Do they know this?
    - We need to know overall retention of members; by section; of coaches
  - 1. Survey members
  - 2. Measure retention
  - 3. Measure word of mouth
  - 4. Measure average term of members
  - 5. Research leaving reasons.
- 
- Member Survey

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- ask members to rate Club 1-10
  - plus 2 questions (What did we do well? What could we improve?) Should do this annually.
- Must give members feedback - eg You Said, We Did.

Consider newsletters.

- First year customer care is crucial - make contact at 3/6 months
- Must promote Club to existing customers as well as prospective ones
- Reward loyalty (members and volunteers)
- Organise social opportunities
- Be REMARKABLE and EXCEED expectations - list expectations then how to exceed them.  
Example - holding open day, have said will be a chance to win medals.  
Kids expect - a medal with a ribbon  
Clubs exceeds - with a podium, velvet cushion, music & photographer
- Do parents feel at home in the Club/welcome? Offer tea and cake!
- Remember free gifts work
- Have a Marketing sub-committee!

### SOCIAL MEDIA

- Don't use exactly the same content on Facebook and Twitter
- 13 - 21 year olds are leaving Facebook - they're using Instagram
- Fastest growing group on Facebook is over 55s
- Good FB content is: simple, memorable, inviting to look at, fun
- What makes customers feel entertained and valued?
  - Are they featured?
  - Tips & hints (ie how to do something better)
  - Success stories
  - News/events
  - Personal touch (Committee Members should add comments to help start conversation)

### ISSUES/CONCERNS FOR DISCUSSION AT THE MEETING

**Suggestion** - how about we put a sign up on the fencing at Dam Park (next to the Dam Park sign) displaying our new Club logo and possibly the Club web address? I'm happy to help obtain permission/organise production  
Gillian Bruce, April 2016

## COACHING CORDINATORS REPORT

APRIL 2016

### ATHLETE NUMBERS

I have a considerable degree of concern over the lack of U13 girls and boys coming into the club. This has traditionally been the biggest group within the club but we currently have very few U13's, especially U13 girls. If you look at he attached table you will see that numbers of girls have fallen significantly since September 2014.

#### AYR MEMBERSHIP BREAKDOWN

	Sep-14	May-15	Oct-15	Jan-16	Mar-16	Changes From Sept 14 to Mar 16	Changes From May 15 to Mar 16
SW	24	24	27	22	22	-2	-2

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### AYR MEMBERSHIP BREAKDOWN

	Sep-14	May-15	Oct-15	Jan-16	Mar-16	Changes From Sept 14 to Mar 16	Changes From May 15 to Mar 16
JW	6	12	18	14	14	8	2
U17W	25	25	24	22	22	-3	-3
U15G	29	27	45	40	44	15	17
U13G	60	43	23	23	27	-33	-16
U11G	22	19	11	14	16	-6	-3
SM	44	50	56	49	49	5	-1
JM	7	7	10	7	8	1	1
U17M	11	16	19	17	17	6	1
U15B	23	22	25	22	24	1	2
U13B	33	41	24	26	28	-5	-13
U11B	31	16	7	16	21	-10	5
	315	302	289	272	292	-23	-10

Whilst it is encouraging to see the improving performances of the younger U11 athletes the drop in numbers is going to have an adverse effect on the clubs ability to be competitive in leagues and competition over the next few years. As an example the middle distance squad currently only have 2 U13 girls. This compares with approximately 16 in the group over the last 2 years. Although to be fair that was really prior to the new RJT and development squads. A similar problem appears to apply to the sprints groups. This needs to be addressed as soon as possible.

There is probably no single reason for the downturn in numbers but rather a combination of events. The increase in numbers as a result of the boost given by the Olympics and Commonwealth Games may be coming to an end. The rise of Kilmarnock and their new track may also have had an effect.

Furthermore the waiting list may be having a detrimental impact. We currently have 35 on the waiting list. With the upcoming school sports we need to ensure that we are not missing out on the chance to attract athletes to the club.

My suggestion is that we must fast track U13's into the club by giving them priority over the younger kids on the waiting list if at all possible.

### ATHLETIC PERFORMANCES ATTENDANCE ETC

As always there are a number of athletes who do not wish to compete and as such we should reinstate having a club competition for those younger ones who do not take part in the leagues.

*(Report Section removed – athletes to be offered places in David Walton's group or Alan Dunlop's group – See Secretary for Coaching Coordinator update)*

### COACHES

The club should be encouraging Coaches to continue with their coach development by attending the various SA courses. These courses are staged at various levels and many are ideal for those who have only done the basic level 1 and who wish to improve their knowledge.

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We still need desperately need a jumps coach.

### **ROAD RUNNING GROUP**

Kenny Neil is looking to start a track session for this group on a Thursday between 6 and 7

### **STRENGTH AND CONDITIONING**

A group of 7 athletes have now completed 8 weeks of Strength and Conditioning work with Davie Watt of Glasgow University. First impressions appear favourable and we should look to continue this arrangement for the better and more committed athletes in the future.

### **CLUB TOGETHER**

The excel Report is available on request from the club Secretary.

*End of Committee Reports*