

Challenging the Culture

Scottish Sports Development Conference 2007

Tuesday 20th & Wednesday 21st
November 2007
Crieff Hydro Hotel



Media partner:

the leisure review

www.theleisurereview.co.uk

Supported by

sportscotland

Introduction

2007 marks our fourth Scottish Sports Development Conference which is, this year, being staged at the Crieff Hydro Hotel in Perthshire to accommodate the ever increasing numbers and interest in the event. The success of the conference would not have been possible without the generous support of **sportscotland**, the national agency for sport in Scotland, which has allowed us to maintain the conference fees at 2006 prices.

The Conference organising group has responded to your comments and this year has developed a programme that will offer you a **challenge** within a profession that is frequently changing. We aim to build on the high standards that have been set by delivering a conference with an excellent line-up of keynote speakers who will focus on the challenge and the cultural differences they have had to deal with, both personally and in the workplace. To continue your professional development, there is a selection of six training sessions to choose from and we have included key networking opportunities.

This year's theme: **Challenging the Culture** is about how we are going to keep up with the ever changing world of sports development. These are exciting times and we need to grasp them to ensure we are not left behind. As a profession, let's get out there and meet the challenge and never forget why we became involved in the industry.

Whether you are a **sports development officer, sport and leisure manager, working with a national governing body or a voluntary organisation**, Crieff is where you should be on the **20th and 21st November**.

Come along and build your confidence and skills and **Challenge the Culture** of sports development while learning and rehearsing how to find new applications for existing know-how and knowledge. Find new solutions to old problems, and take these tools with you back into your organisation. You will benefit from the experience of others and significantly expand your repertoire of skills.

Conference Agenda...

Tuesday 20th November

9.30am – 00.30am

- Welcome & Introductions
Stewart Harris, Chief Executive, **sportscotland**
Stewart Maxwell MSP, Minister for Communities & Sport
Dr Pat Duffy, Group Chief Executive, sports coach UK
Novlette Rennie OBE, Chief Executive, Sporting Equals
- Lunch
- Refreshments & Exhibition
- CPD Training Session Workshops*
- Senior Managers' Session
- SSDC Annual Activity!
- Civic Reception, hosted by Perth & Kinross Council
- Conference Dinner & Entertainment

Wednesday 21st November

9.00am – 4.30pm

- Welcome & Introductions
Dr Mark Nesti, Reader in Sport Psychology, York St John University
- Refreshments & Exhibition
- CPD Training Session Workshops*
- Lunch
- Refreshments & Exhibition
- Scottish Showcase – Seven Update Sessions
- Afternoon Welcome & Introductions
Derek Casey, Bid Director, Glasgow 2014 Commonwealth Games
Stewart Harris, Chief Executive, **sportscotland**
Chris Moon, Motivational Speaker and author of 'One Step Beyond'
- Closing Address

Scottish Showcase

You will also have the opportunity to attend three twenty minute update sessions from the Scottish Showcase – providing you with knowledge of successful projects, pilot schemes and examples of good practice from organisations throughout Scotland.

SSDC Annual Activity!

Again, we have been listening to you! And, instead of pulling you out of your beds on the second morning of the Conference we have arranged for an Activity to take place at the conclusion of the afternoon of the 20th. If you are interested in receiving further information on this, please tick the box on the booking form.

*CPD Training Session Workshop Titles

- The Changing Face of Volunteering
- Working Effectively with the Media
- Business Planning in Sports Development
- The Coaching Profession – a conflict of agendas?
- The Culture of Clubs their changing role!
- Engaging the Non-Engaged – partnerships & people



Challenging the Culture

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'...we left believing that anything is achievable'.

2006 Conference Delegate



Scottish Sports Development Conference 2007

Details of the CPD Training Session Workshops

The following two-hour training session workshops will be offered on both days of the Conference, providing delegates with the opportunity to attend one session of their choice each day. The Conference organising group has worked hard to ensure that there is something for everyone.

1. The Changing Face of Volunteering

This session will look at the changing environment of sports volunteering and the new challenges facing those who work with volunteers in sport. With traditional routes of volunteer recruitment becoming less effective, this session will explore alternative methods, as well as giving the delegates practical advice on how to make the most of their volunteers. Delegates will have the opportunity to discuss current good practice and will leave the session with the skills and knowledge to deliver successful volunteer programmes.

2. Working Effectively with the Media

During this workshop you will explore the unique selling point or angle that will help to ensure your story makes it to print or on to the airwaves. You will be shown how to identify and reach the media channels that are right for you and your organisation and learn the home truths about making your pitch. The workshop will provide you with invaluable advice on the content of news releases. During the session you will also be given the opportunity to put your new learned skills into practice in a practical demonstration to the group on how you make your pitch.

3. Business Planning in Sports Development

Do you have the essential skills to pull together a robust business plan? Whether as part of a funding bid, starting to develop a new project or helping to develop a club, putting together a sound business case is often the first step to success. So if you want some practical, no-nonsense advice about how to put ideas into action, this step by step workshop aims to help you understand the business planning process. We hope it will also provide you with the opportunity to discuss some specific examples so, if you need some advice, bring along your ideas and don't miss this session!

4. The Coaching Profession – a conflict of agendas?

This CPD workshop will update sports development professionals in what the UKCC means for Scotland and inform delegates which sports are within the various stages of the process. Delegates will examine endorsement criteria within this practical workshop and learn how they can support local coaches through the UKCC pathway. The workshop will finish with a review of the Scottish delivery model for UKCC - including information on delivery centres, funding and ongoing developments of interest to key sports development personnel.

5. The Culture of Clubs their changing role!

Clubs are the lifeblood of sports development within Scottish sport and we are constantly asking them to deliver more participation, more volunteers and better performances. In the current climate we are also asking them to take on a bigger role within the community for example linking to national programmes (Active Schools Programmes), accrediting themselves (Quality Mark), developing new community facilities, and at times asking them to link with other sports. This workshop shall examine the way clubs are changing in order to accommodate a wider role within the participation and community settings. It shall also explore practical examples of how Scottish clubs are challenging their traditional set-ups and moving forward to encompass a variety of methods to ensure sustainability for the future.

6. Engaging the Non-Engaged – partnerships & people

Building relationships and working agreements with a range of agencies and organisations can help to increase opportunities for more people to become involved in sport. This workshop will explore ways in which sports development professionals can create these relationships, keep the communication channels open and identify various ways of engaging with both organisations and individuals to sustain these relationships. Whether you are expanding sports development to be part of the health, social inclusion, anti-social behaviour agendas or opening out opportunities to target women, ethnic groups and people with disabilities, this workshop will help you to engage and challenge key partners to make a difference for people in local communities.

Please indicate your preferred choice on the reverse of this sheet and every effort will be made by the organisers to ensure you are able to attend your chosen sessions. Places at all sessions are limited and subject to availability.

The organisers reserve the right to alter or amend content and speakers.

'Great opportunity to meet other people in the field and share experiences'.

2006 Conference Delegate

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Challenging the Culture

Booking Form

Title Forename Surname

Job Title Organisation

Address

..... Postcode

Tel Fax Email

Please indicate any physical or special dietary requirements

Fee Options

Please select your delegate package fee option

- | | | | |
|----------|--------------------------|--|----------------------|
| Option A | <input type="checkbox"/> | Two-day conference, with twin room accommodation * | £265 + vat (£311.38) |
| Option B | <input type="checkbox"/> | Two-day conference, with single room accommodation | £305 + vat (£358.38) |
| Option C | <input type="checkbox"/> | Two-day conference, no accommodation | £210 + vat (£246.75) |
| Option D | <input type="checkbox"/> | One-day conference and conference dinner – Tuesday | £150 + vat (£176.25) |
| Option E | <input type="checkbox"/> | One-day conference only – Wednesday | £125 + vat (£146.88) |

Delegate packages A and B include bed and breakfast accommodation, lunch, refreshments, dinner and entertainment.

Delegate packages C and D include lunch, refreshments and dinner and entertainment.

Delegate package E includes lunch and refreshments.

*Preferred Room Share - Name & Organisation

NB: If no name is provided for the twin room option, the conference organisers will allocate a 'room share'.

CPD Training Session Workshop Options

Each delegate will be able to attend two of the training session workshops, presented on day one and repeated on day two.

Please select three options and rate in order of preference: 1, 2 or 3, where 1 is the most preferred.

Advance notice of your two confirmed selections will be sent to you once allocated.

WS1 WS2 WS3 WS4 WS5 WS6 See inside back cover for workshop summaries.

NB: Delegate places are limited and will be offered on a first come first served basis.

SDDC Activity

I am interested in receiving further information about the Activity taking place on 20th November.

Payment Details

I enclose a cheque for £ (made payable to First City Events (Scotland) Ltd) VAT Registration No: 843 0695 23

Please send an invoice, quoting PO number: (Order number must be supplied)

Invoice/Receipt Address (if different from above)

Signature Date

Please complete, retain a copy and return this form to the conference organisers:

First City Events (Scotland) Ltd, 3 Peel Gardens, Clovenfords, Galashiels, TD1 3LH

Tel: 07721 530115 / 07711 432745 Fax: 01896 850635 Email: conference@firstcityevents.co.uk

Cancellations – It is regretted that cancellations cannot be accepted and will be liable for the full fee. If you are unable to attend a substitute delegate is permissible. Please notify First City Events (Scotland) Ltd in advance on 07721 530115.

From time to time we may use the information that you have provided us with for the purpose of our business or to permit other organisations registered under the Data Protection Act 1998 to write to you about our/their products or services. If you would prefer not to hear from other such organisations, please tick this box.