

HILLWOOD COMMUNITY TRUST

COMMUNITY SPORTS HUB



MAKING A DIFFERENCE IN OUR COMMUNITY

MARCH 2020

1. INTRODUCTION

1.1 The purpose of the report is to provide an outline of the “*Difference That We Are Making in Our Community*” and the impact being achieved through the delivery of sport and recreational activity in Greater Pollok. We were established in 1999 as a Local Charity with the aim of developing a new sport facility in Greater Pollok that would be accessible to the whole community and provide a wide range of sport and recreational activity for local people. Our vision has always been to create a facility that can make a difference to the life of local people and provide opportunities for the whole community.

1.2 We have worked tirelessly since 1999 and achieved our initial aim of establishing a new football facility with temporary changing rooms. The new facility was completed in October 2017 at a cost of £671,366. The report sets out the impact that has been achieved since we opened, and the aspirations that we have for the future. Our aim now is to develop a new Pavilion and operate as a Community Sports Hub in the area that will enhance the facilities already available and will allow us to deliver a wider range of sport, leisure and recreational activity in response to community needs.

2. PROGRESS TO DATE AND IMPACT ACHIEVED

2.1 In terms of the development approach, our project is focussed on both “*participation*” and “*progression*”. The project has been designed to deliver a range of sport, leisure and recreational activity that provides opportunities for people to get involved in a wide range of activity. We also aim to provide opportunities for people to develop, progress and achieve success as appropriate.

2.2 In taking this work forward, we also recognise that we have a duty to address the needs of the local community and ensure that the opportunities that are provided are accessible to everyone. As outlined in our application, Greater Pollok is one of the most deprived communities in Scotland. It has consistently experienced high levels of poverty and deprivation and continues to face many challenges. Our project has been developed against this backdrop but we believe that we are able to contribute positively by providing opportunities, addressing barriers, and improving life chances of local people.

2.3 Examples of the impact that has been achieved since we opened the new facility is as follows:

Equalities and Inclusion

2.4 Football development activity is the main area of activity delivered from the facility at present. We currently have 1 full size synthetic pitch (with fencing and flood lighting), a full size grass pitch, along with temporary changing rooms. We work closely with Hillwood Football Club who act as the “Anchor Club” within the facility and use the pitches for training and matches. Hillwood Football Club have been operating since 1966 and have a track record of providing opportunities for young people from Greater Pollok to become involved and progress in football.

2.5 As part of the work with Hillwood Football Club, a detailed Football Development Plan has been prepared that outlines how the football activity will be developed. This includes:

- *Football Development Pathway* – A structured football development pathway has been established that supports young people to become involved in football and access

coaching and supports progression. Hillwood Football Club currently have over 300 young people involved aged between 4 – 21 and run 13 football teams competing at various competitive levels. Hillwood also has a track record in supporting players to develop as part of the commitment to support progression. A number of the young people who have been involved have gone on to play football at a high level including professional football.

- *Addressing Barriers to Participation* – A feature of the work of Hillwood Football Club is focussed on addressing barriers to participation. The majority of the young people involved with the club live within the Greater Pollok area (90%). The club is mindful of the challenges that many families face living in the area and provide support for young people to be able to participate. This includes providing financial support if necessary and waiving or reducing the fees for families in need; operating a boot recycling scheme; and providing access to other sports kit and equipment.
- *Improving Access to Facilities* – In addition to working with Hillwood Football Club our facilities are available to other local football teams. The pitches are currently used by a range of team for both training and matches.
- *Equality and Diversity* - Over the last 14 months we have built a partnership with St Angela's Participation Centre. The main aim of this has been: Supporting Community Diversity through Sport (and other activities). Hillwood Football Club provides volunteer time and coaching experience on a weekly basis. It is anticipated that that over the next three years we will build on this work and expand our work in supporting the promotion of equality and diversity in football.
- *Holiday Programme* - Over the last few years, Hillwood Football Club has successfully delivered a holiday football programme. This programme involves utilising the existing coaches to deliver football development sessions for young people during the summer holiday period. The availability of a dedicated facility will allow us to expand this programme. This will include increasing the number of participants and extending the age ranges and also expanding the programme to cover the Easter and Autumn School Holiday periods. It is anticipated that around 100 young people will benefit from this programme.
- *Girls Football* - Over the last year, we have supported the establishment of a new girl's football team that has attracted over 48 members to become involved. It is hoped that the girls team will be playing competitive football by the start of the new season 2020/21.
- *Walking Football* – We are currently in discussion about establishing a walking football team for competition within the walking football league. It is hoped to be able to establish this programme by the spring of 2020.

People Development

2.6 The development of local people has been key to our organisation. Highlights of the progress achieved is as follows:

- *Providing Volunteering Opportunities* - Our organisation is totally dependent on volunteers at the present time. This includes at a governance level where all directors are volunteers and are drawn from the local community and other people with an interest in our work; operational activity including taking bookings; caretaking; opening and closing the facility; pitch maintenance are all undertaken by volunteers. We currently have about 15 volunteers working on supporting the organisation.
- *Providing Opportunities for Coaches* – Hillwood Football Club (as our anchor club) currently has 40 accredited coaches and is currently recognised with the Scottish Football

Association under its Community Club Quality Mark Accreditation. The Club has achieved the Silver Quality Mark and is working towards Gold Accreditation. This will involve working closely with the SFA Club Development Officer to increase participation in football and working to achieve high standards through the development of our players, coaches and volunteers.

Collaboration and Impact

2.7 As a community based organisation we are totally committed towards working collaboratively and making an impact through joint working arrangements. An example of some the work that has been undertaken is as follows:

- *Schools Programme* – We have established good links with the local schools in the area who are all committed to proving sport and physical activity. In particular this has included working closely with St Paul’s who use the facility for football training; matches and competitions. We also held a summer football tournament last year involving all the primary schools in the area.
- *Diversionary Programme* - Close working relationships have been established with Police Scotland on the provision of a diversionary programme targeted towards young people in the area. This includes the provision of football sessions for young people on weekend evenings. We currently engage with around 30 young people through this programme
- *Local Housing Associations* – We have good links with the Local Housing Association – Rosehill Housing Co-operative. They have been exceptional helpful since we started and have provided a range of support including: access to meeting space for the organisation; providing administrative and financial support; promoting the organisation through direct mailings to all their tenants.
- *Glasgow Life/Glasgow City Council* – We have good links with Glasgow Life and Glasgow City Council. This has included the provision of capital funding for the development of the football facility and funding through the Community Budget to support the delivery of programmes. They have also agreed to provide additional capital funding for the new Pavilion and we are working closely Glasgow Life on the development of the facility as a Community Sports Hub.
- *Scottish Football Partnership* – We have had excellent support from the Scottish Football Partnership. This has included funding support and the provision of temporary changing facilities. In addition, the advice and guidance we have received from Stuart McCaffrey has been extremely helpful.
- *Community Involvement* – We changed the membership structure of the organisation in 2019 to provide more opportunities for community involvement. Membership is now open to anyone from Greater Pollok and other individuals who live outwith the area but have an interested in the work of the organisation. We now have 170 local people as members. We also have a Junior Membership section that is open to young people between the ages of 12 – 16 years of age and have a total of 50 young people involved as members.

3. Future Development

3.1 Our aspiration is to develop our facility as a Community Sports Hub that will be accessible to the whole community and provide a wide range of sport and recreational activity for local people. Our vision has always been to create a facility that can make a difference to the life of local people and provide opportunities for the whole community. We believe that through the development of a new Pavilion we have the facilities to allow us to deliver on our aspiration.

3.2 In terms of the future, key areas of development will include the following:

Community Sports Hub

3.3 We have been progressing discussions with Glasgow Life to register our organisations as a Community Sports Hub. Detailed support has been offered to assist with the preparation of a development plan that will set out the range of activity to be delivered. The plan is to operate as part of network of Community Sports Hubs in the area and deliver activity that will complement other local provision.

3.4 The new Community Sports Hub will include accommodation that can be used for a wide range of leisure and recreational activity. A multi-purpose space will be available along with a kitchen/café area. The range of activity that will be delivered will include:

- *Leisure Classes* – Introduction of range of leisure classes including fitness classes; zumba classes; yoga; etc. Programme will be targeted to key groups and promote opportunities for participation. This could include a focus on older people; young mothers; etc.
- *Recreational Activity* – Including a range of targeted programmes for older people; young mothers; etc. This work will be progressed in partnership with local agencies and provide opportunities for participation aimed at reducing loneliness and isolation.
- *Meeting Room Space* – Facilities will be available for local organisation to hold meetings and events

Development Manager/Future Sustainability

3.5 A key aspect of the future development to support us to achieve our aspiration is the appointment of a full time Development Manager to help us take forward our plans and activity. We have been invited to submit an application to the Greater Pollok Barratt Community Development Trust to enable the Trust to appoint a Development Manager for a three-year period to help us develop the range of opportunities that can be delivered and also support the organisation to build its future sustainability. The application has been submitted and will be considered once the current COVID-19 crises is over. The justification for the application is based on the following:

- The Trust has been extremely successful and has managed to establish the new football facility in the area that is being widely used for football related activity.
- The current facility is operated on a voluntary basis. This includes the management of the facility; caretaking; managing bookings etc.
- The addition of a new Pavilion will enable the project to expand the range of activities delivered from the facility.
- Experience from other similar projects suggests that in order to maximise the impact and usage of a facility of this nature, organisations need to build their capacity through the appointment of professional staff.
- The appointment of a Development Manager will assist the Trust to develop and expand its activity; build its financial sustainability; and maximise the potential for local people.

Access to Football Facilities

3.6 A key part of the proposed Community Sports Hub will be the focus on continuing to

provide access to quality football facilities for Hillwood Football Club and for other local teams. This will include continuing to provide opportunities for participation and progression through addressing barriers to participation. The new facility will include fully accessible changing rooms and accommodation for match officials.

3.7 Ideas for developing the football programme further include:

- *Mini Kickers* - A key area of expansion will be the development of a Mini Kickers Programme. This will seek to build on the summer programme previously operated by the Club and will focus on children aged 3 to 7 years of age. The aim would be to attract around 50 participants per week.
- *Girls Football* – We are committed to taking forward the opportunities to develop further the girls football programme. Good progress has been made on this over the last year with around 40 girls now participating. The potential exists to build this further and also create opportunities for competitive football.
- *Disabled Football* – We have recently recruited Joe McAlpine who founded Elite as a volunteer coach to take forward the development of disabled football programme.
- *Employability Programme* The Greater Pollok area continues to be an area of high unemployment and worklessness. As part of our commitment to the community, it is proposed that a new football and employability programme will be developed. This will target unemployed young people and deliver a range of activity to support them to progress towards employment, training or education.

3.8 In addition to the work outlined above, we continue our commitment to ensuring that we maximise the impact we can make towards promoting equalities and inclusion; people development; and collaboration and impact through building on the work that has been progressed to date.