

# Scottish Rugby: Cashback for Communities



## Annual Report August 2008 – July 2009



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## INTRODUCTION

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Scottish Rugby firmly believes that sport can play a powerful role in being the catalyst to improving the quality of life for young people in communities across Scotland. Rugby can offer youngsters potentially life-changing opportunities to enhance their education and skills; improve their confidence, health & wellbeing; develop respect for themselves and others; and build stronger and safer communities.

In 2008 Scottish Rugby reached an agreement with the Scottish Government which would see funding derived from seized proceeds of criminal activity, reinvested into the delivery of free playing and coaching opportunities across Scotland, with an emphasis on areas of urban and rural deprivation. Scottish Rugby committed to deliver 5 key strands to communities across Scotland, ensuring the provision of opportunities in all 32 local authority areas, by developing its network of professional rugby club development officers (CDOs).

This report outlines what Scottish Rugby has delivered and achieved with the first year of the 'Cashback for Communities' funding.



## SUMMARY OF PROGRESS

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Scottish Rugby's Cashback-funded programme of free playing and coaching opportunities for young people is built around a network of jointly-funded rugby club development officers (CDOs). Cashback funding has been vital in helping accelerate the deployment of numerous new posts across Scotland and help ensure the sustainability of many other existing posts. Since the agreement was reached with the Scottish Government in early 2008, the CDO network has doubled in size to 70 posts (59 full-time and 11 part-time) ensuring that children in every local authority area in Scotland can access free rugby opportunities.

This network of professional staff is responsible for delivering and coordinating all strands of Scottish Rugby's Cashback programme, ensuring that young people who are inspired to take part in planned blocks of school or street rugby have a pathway into longer-term, life-changing rugby programmes in schools and clubs. It is due to this strong, professional model that the programmes have been so successful over the past year.

## EXECUTIVE SUMMARY

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The following tables summarises Scottish Rugby's progress against targets for each strand of the Cashback programme during year 1 (August 2008 – July 2009).

### 1. Schools Rugby

Primary Schools	Schools	Individuals	Contacts	Hours Delivery
Target	450	13,500	-	-
Actual	955	74,219	260,401	10,337

Secondary Schools	Schools	Individuals	Contacts	Hours Delivery	Rugby Champions
Target	250	7,500	-	-	200
Actual	274	25,850	87,576	5,394	212

### 2. Club Development

Scottish Rugby achieved the target of recruiting **70** rugby CDOs that delivered:

- 6,673 hours of club development
- 70,675 regular contacts with players and volunteers to provide coach education, coaching, events, and coordinate programmes that help young people integrate quickly.

### 3. Professional Player Visits

Pro Player Visits to Club / School / Street Rugby Sessions	
Target	50
Actual	180

### 4. Volunteering: Youth Coaching Course

Youth Coaching Course	Participants
Target	400
Actual	470

### 5. Street Rugby

Street Rugby	Participants	Venues
Target	3500	70
Actual	3907	113

## SCHOOLS RUGBY

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### Primary Schools

In August 2008 a comprehensive primary schools programme was rolled out which has seen over 10,000 hours of free rugby coaching delivered across Scotland with sessions taking place in **every local authority area**. Scottish Rugby has easily exceeded its targets:

Primary Schools	Schools	Individuals	Contacts	Hours Delivery
Target	450	13,500	-	-
Actual	955	74,219	260,401	10,337

\*Individuals: the individual pupils who have attended at least 1 session.

Contacts: the sum of all attendances at sessions (1 individual attends 6 sessions = 6 contacts).

This demonstrates our approach of giving children repeated opportunities to play rugby over a period of weeks to build up a rapport and their confidence before making the transition into our community or secondary school clubs.

This is more than a sports development programme however. Scottish Rugby has been able to take rugby into new areas, particularly those of rural and urban deprivation. Of the 74,000 primary pupils taking part in rugby, **11,441** attended schools located in the top 15% most deprived areas of Scotland (SIMD).

Scottish Rugby works in partnership with the Food Standards Agency (Scotland) to deliver the Hygiene, Healthy Eating and Activity in Primary Schools (HHEAPS) programme to primary 4 & 5 pupils. This programme has grown in the past year thanks to the new club development officer posts that 'Cashback' has helped to create, and additional investment from the Food Standards Agency (Scotland) which recognises the quality of these development professionals.

- **6155** pupils in **180** primary schools completed the HHEAPS programme

**Scottish Rugby's primary schools programme is making an impact in some of the most important areas and to some of the most important issues facing Scotland today.**

### Secondary Schools

August of last year also saw the start of the secondary schools programmes across Scotland. The service that club development officers provide varies according to the needs of the schools and local clubs, which may include:

- delivery of curricular rugby in partnership with PE departments
- establishment and delivery of extra curricular clubs (lunch or after school)
- leadership & volunteering opportunities for 15-18 year olds (Youth Coaching Course)
- establishment of school teams
- support the school Rugby Champion in 'growing the game'
- specialist technical coaching on key themes
- coach education (delivering courses for teaching staff)
- linking local schools through local 'emerging schools' events
- transition days to help P7 pupils make the step up into secondary school sport
- support the Prince's Trust XL clubs for pupils off mainstream timetables
- linking street rugby participants back into regular after school clubs

Scottish Rugby's targets for the year were met, if not exceeded by a significant margin:

Secondary Schools	Schools	Individuals	Contacts	Hours Delivery	Rugby Champions
Target	250	7,500	-	-	200
Actual	274	25,850	87,576	5,394	212

The past year saw the growing network of Cashback-funded club development officers given a new tool to help them attract more young people into rugby. **Rugby Champions (supported by Scottish Widows Bank)** aims to recruit a member of staff in each state secondary school to be the champion for rugby in that school.

The Rugby Champion works with local club development officers to get more boys and girls involved in rugby, establish new teams, take part in more events and competitions, and build links with local rugby clubs. The school's progress is measured against set criteria, and awarded a Gold, Silver or Bronze level accordingly. A corresponding award of equipment, rewards and incentives is made to the school; and the Rugby Champion is rewarded for their efforts with branded clothing and personal support through our coach education programme.

- All of these factors helped establish a further **98** registered teams in secondary schools across Scotland. A **20% increase from 494 to 592!**

### Challenges

Ensuring the provision of schools sessions in every local authority area has been a major challenge. Orkney and Shetland received only a few free schools sessions due to staffing constraints. Renfrewshire, Inverclyde and West Dunbartonshire were also 'cold spots'. However Scottish Rugby has been working hard with local stakeholders (rugby clubs, local authorities, community safety partnerships etc) to resolve this:

- Shetland – Sessions were delivered by Active Schools in 2008-09. For 2009-10, Daniel Meadows, who completed the Cashback sponsored Youth Coaching Course, has been recruited onto our SVQ Community Coach programme and is delivering a full schools programme on behalf of the local club.
- Orkney – In September 2009 Orkney RFC's new full-time club development officer (part-funded through Cashback) started on the islands. Bruce Ruthven will be delivering all strands of the Cashback rugby programme.
- Renfrewshire – In August 2009 Lindsey Smith started as the new club development officer for the area (and the first female CDO in Scotland). Lindsey will be delivering a full programme across the area and in Paisley in particular. Her post would not have been possible without Cashback funding.
- Inverclyde – Iain Forster is the new CDO for Greenock Wanderers RFC and like the other new posts above, is delivering all strands of the Cashback rugby programme.
- West Dunbartonshire – Ty Sterry has just been recruited as the new Lomond & Clyde CDO and will build upon the good work of Clydebank RFC'S SVQ Community Coach.

## CLUB DEVELOPMENT

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The longer term effectiveness and success of all other strands is dependent on the presence of strong community clubs which offer a positive environment where young people, whose interest in sport is sparked by street rugby or schools rugby, can continue to develop discipline, social skills, respect, pride, and be part of a community throughout their adulthood.

Thanks to 'Cashback for Communities', more rugby clubs than ever are now supported by a club development officer working on their behalf in schools and the community, and actively working within the club to help volunteers with projects, policies, events, recruitment and coach education. Posts such as Orkney, Moray, Ellon (Aberdeenshire), Morgan/Panmure (Dundee), Highland (Inverness), Lomond/Clyde (West Dunbartonshire), Renfrewshire, Greenock Wands (Inverclyde), Glasgow East End, are only possible thanks to this funding; they are part of a network that has delivered a massive club development programme:

- **6673** hours of club development
- **70,675** regular contacts with players and volunteers to provide coach education, coaching, events, and coordinate programmes that help young people integrate quickly.

### **Club Development Works!**

There have been several examples in the past year of how important well-developed clubs are in ensuring the longer term success of programmes such as street rugby.

#### **Cumnock RFC 2008**

The first **street rugby** pilot ran in Cumnock last year led by the local club development officer (Chris Murphy) and Cumnock Rugby Club's SVQ Community Coaches (Craig Greer & Tony Foster). After only four weeks of street rugby, four players (Scott B, Scott H, Dylan & JJ) had been persuaded to join the club and train and play for one of the youth teams. That is four more young men who are taking part in regular weekly activity in a positive and supportive environment, where they will develop their teamwork, respect and confidence.

#### **Grangemouth RFC 2009**

Grangemouth RFC worked with Falkirk Council and Scottish Rugby to coordinate **street rugby** across their catchment over nine weeks. As a result six players joined the club's youth section. Unfortunately for Martin F (17), the club did not have a suitable team at that point, so the club arranged for him to join Strathendrick RFC in Fintry which better suited his needs.

#### **Glenrothes RFC 2009**

Glenrothes RFC have been working with their local CDO (Paul Hunter) for over a year to offer rugby to more young people locally. During the summer of 2009 they supported a large **street rugby programme in Leslie, Warout and Collydean** by providing volunteers and promoting the sessions amongst local children. After only a few weeks of the Collydean block, 2 new players had joined the club, Lee M joining the under 14 team, and Craig H joining the minis. Craig also brought his dad along who has joined the club as a mini coach and is enjoying his involvement so much he has committed to his UKCC Level 1 coaching award. The street rugby has been so popular amongst girls that the club are working with the development officer to set up a girls' section so that they have their own training, playing and social outlet within a larger club, once the street rugby has moved on elsewhere.

### **Challenges**

The main challenge is to ensure that we can sustain strong community clubs. This can be achieved in part by ensuring that funding is available to sustain CDO posts longer-term, and to help successful clubs modernise and develop their facilities and therefore capacity.

## PROFESSIONAL PLAYER VISITS

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It is widely acknowledged that professional sportsmen and sportswomen provide important role models for young people to look up to and aspire to emulate. Scottish Rugby is fortunate in that it contracts the players playing in both of the Scottish pro teams (Glasgow Warriors & Edinburgh Rugby) and that these are some of the most impressive and rounded athletes in Scotland.

Professional players have attended school, club and Street Rugby events throughout the past year, some helping to bring greater profile to events, and others to share their knowledge and experience with young people.

Pro Player Visits to Club / School / Street Rugby Sessions	
Target	50
Actual	180

- Street Rugby sessions in Hawick, Falkirk, Kilmarnock, Cumnock, Drumchapel & Carntyne (both Glasgow) have benefited from visits by nine different players, including emerging young professional players and established internationals.

### Challenges

Scotland's professional players are some of the most complete and best supported athletes in British sport. The challenge is to ensure that the limited time they have free for community work is utilised fully for the right programmes. Efforts are underway to identify particular players to become more regularly associated with these programmes and play a bigger role in leading sessions.



## VOLUNTEERING FOR YOUNG PEOPLE – THE YOUTH COACHING COURSE

Volunteering in sport offers young people a great opportunity to gain skills and experience that can help the individual's personal and social development, but can also help them access training programmes, further education and employment. 'Cashback' has enabled Scottish Rugby to develop and publish the **Youth Coaching Course** which has been delivered free in schools, clubs and community/youth organisations across Scotland by Scottish Rugby's CDO network.

The course and resources are tailored to suit young people aged 15+, and structured so that learning is fun, delivered in 'bite-size chunks', and complemented by lots of practical tasks/experiences. Four modules are covered (leading into the Foundation Coaching Award) which are designed to help young people understand and make the change of role from participant to coach, and to do so safely with a sound basic knowledge of simple rugby games and activities.

**Module 1 – Simply Coaching**  
**Module 2 – It's All About Planning**  
**Module 3 – Playing it Safe**  
**Module 4 – The Professional Touch**  
**Foundation / Rugby Ready Coaching Certificate**

Thirty-three courses have been run across Scotland, completed by 456 young people who have subsequently delivered some rugby in their club, school or community. Some have supported development officers at local festivals and camps, and five have gone on to become trainee employees of Scottish Rugby on our SVQ Community Coach programme, which is a proven pathway into a career in rugby and sports development.

Youth Coaching Course	Participants
Target	400
Actual	456

### Challenges

The main challenge is ensuring that the young people who take advantage of this opportunity, actually give back a few hours of coaching to their club, school or community. Club development officers are working hard to ensure that people signing up to this programme understand this expectation and are genuinely committed to delivering upon it.





## STREET RUGBY

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Street Rugby is the second new programme created through Cashback, and has been delivered in every Local Authority area according to staffing, local need and advice (where available) from Community Safety Partnerships.

Street Rugby is a portable version of non-contact rugby which can be taken into communities and set up almost anywhere. Participants can play small-sided games of touch or tag rugby, practice passing skills, or burn off some energy and aggression on the contact pads. Sessions will be tailored to suit the numbers of players, their level of skill/experience, and based on what they would like to try.

The key factor is that we take the activity to the people and ensure it runs, without any dependence on a particular type of facility or specialist equipment. From early pilots in autumn 2008, the programme grew dramatically from March 2009, leading into the summer holiday period.

Street Rugby	Participants	Venues
Target	3500	70
Actual	3907	113

### Challenges

1. It has, in some areas, been difficult to get accurate or timely information from some community safety partners as to the best venues and time to deliver Street Rugby, however this has improved over the course of the year.
2. The support promised by some community safety partners, police, and youth workers to promote, organise and attend sessions has sometimes failed to materialise causing confusion and sometimes cancellations.
3. Occasionally, youth workers paid to attend and support sessions have made little contribution.
4. Street Rugby targets were changed more than halfway through the year, placing the emphasis on the Scottish Government's formula-driven allocation of sessions for each local authority area. This presented a huge problem in some areas where we had to reallocate funding to create the DO posts needed, and to then work with local stakeholders to bring these posts to fruition. It is vital that we deliver street rugby as part of a wider development officer-driven pathway into long term participation, otherwise sessions become a box-ticking exercise and make no long-term impact for the people taking part. Typically, it takes 6-12 months to bring these development officer partnerships to fruition.

This change in targets presented us with particular challenges in the following areas:

City of Glasgow – 29 sessions were delivered, below the revised target of 43. To meet this target in 2009-10, Scottish Rugby has worked hard with local partners to jointly fund five full-time DO posts and a further part-time street rugby coordinator.

North Lanarkshire – Seven sessions were delivered, compared to the revised target of 25. Scottish Rugby has spent a year negotiating with local partners to implement a new CDO post, and we are now close to implementing a new partnership, which will ensure the targets are met.

South Lanarkshire – Eight sessions from 24 were delivered. A number of sessions were cancelled due to difficulties in arranging access with local youth clubs / organisations. Going forward the CDOs will take more of a lead in organising times and venues so that such issues do not prevent us achieving our targets.

Dumfries & Galloway – only three sessions from a target of 14 were delivered due to staffing gaps. Recruitment is underway to refill posts.

Renfrewshire – No street rugby was delivered due to the absence of a CDO. Cashback funding was committed to this post, and the process of finding additional funding and completing a partnership took until August, when Lindsey Smith was appointed.

Aberdeenshire – Five sessions from a revised target of 22 were delivered. In response to the change in targets, Scottish Rugby successfully attracted funding from the local Community Safety Partnership for the employment of a CDO to cover the key Peterhead & Fraserburgh areas, working with Ellon RFC. Mike Avis has now started in post and targets will be met.

Highlands – Scottish Rugby met its original target of delivering two blocks of street rugby. The revised target of 20 required additional staff and these are now in place with new SVQ Community Coaches starting in August working on behalf of local rugby clubs in Inverness and Lochaber.

Fife – Again, the original target was met, and in fact exceeded by the two development officers in Fife. Additional funding has been provided so that the CDOs (working with Fife Council) can meet the revised target.



### Positives

In spite of the challenges above, we will continue to push ahead as we have done so far. We have formed some very productive relationships in certain areas that have seen successful multi-partner activities run, engaging with high numbers of participants (even if it takes a few attempts to find the right venue and time). This has also resulted in additional local investment in some areas helping bring in new staff and widening programmes.

East Lothian – The local steering group that emerged from the initial local authority Cashback meetings, has provided excellent support and guidance, helping to ensure that the development officers in the area have delivered 30 sessions, well in excess of the target of seven.

Clackmannanshire – Additional staff were quickly implemented in this area and 17 sessions have been delivered compared to a target of four.

City of Edinburgh – Despite some initial difficulties in getting the correct venues and times, 36 sessions have been delivered across the city compared to a target of 29.

Midlothian – Despite some poor attendance early on, 14 sessions were delivered (target of six) and have continued to run successfully into year 2.

Inverclyde – The new cashback funded CDO made an instant impact when he started in May. Iain Forster delivered 18 sessions as part of the local youth programme over the summer, eclipsing the target of six.

Angus – Stewart Ross, the Angus CDO delivered two successful blocks in Arbroath and Montrose with a total of 12 sessions (target of nine), which have been so well received that the local authority has provided additional resources for the programme in year 2.

## MINISTERS & MSPs VISIT STREET RUGBY

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### **Hawick Street Rugby (14 November 2008)**

Cabinet Secretary for Justice, Kenny McAskill, visited Friday night Street Rugby held at the Common Haugh car park in the centre of town. This block had been running for only a couple of weeks alongside Street Football and enjoyed terrific support from the local Youth Café, Fire Service, Police Force, and Community Safety Partnership, and Edinburgh pro player Bruce McNeill on the night. It proved so popular that the venue had to be changed mid-block to the Hawick HS artificial pitch to accommodate the numbers of young people. At the end of the block a thorough evaluation was produced showing the positive impact that the activities had on police calls and particular problem teenagers; it also highlighted the fact that there was no impact on the other problem area across town. This is something Scottish Rugby sought to rectify by planning a Street Rugby block in the Burnfoot area later in the year. See 'Positive Feedback' section on page 15 for more information from the evaluation.

### **Grangemouth RFC Street Rugby (27 February 2009)**

An innovative Street Rugby programme developed with Grangemouth Rugby Club and Falkirk Council saw nine sessions being delivered in Grangemouth, Falkirk and Bo'ness by club volunteers. Fergus Ewing, Minister for Community Safety, visited one of the sessions in Falkirk which saw over 30 local youngsters enjoy skills sessions and touch rugby, supported by Edinburgh pro players Marc Teague and Fraser MacKenzie.

### **Mayfield Gathering, Dundee (30<sup>th</sup> September 2009)**

The event at the home of Dundee Eagles RFC was designed to showcase the work and achievements of the club and its' CDO Colin Whittaker. The CDO post is part-funded through Cashback and Colin is a terrific role model and an example of how sport can offer life-changing opportunities. Unfortunately Shona Robison (Minister for Public Health & Sport) could not attend this event in her constituency, so Joe Fitzpatrick MSP stood in for her. Mr Fitzpatrick saw seven primary schools from the Harris, Craigie and Menzieshill clusters take part in a festival that was the culmination of a six week block of coaching in their schools delivered by Colin and his SVQ Community Coaches (which included Chris Torode who had come to our attention through the Cashback sponsored Youth Coaching Course). On average, six new players have joined the club each week from the primary programme, proving that this approach to engaging with pupils from more challenging areas is working.



## CONCLUSION

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Street Rugby has been both a challenging and rewarding programme to roll out across Scotland. Despite all of the issues we have faced and still face, it is proving to be a valuable way of engaging with young people in their own community and offering them life-changing opportunities to take part in positive longer-term activities in their school or local rugby club.

## RAISING AWARENESS – THE ‘CASHBACK’ MATCH

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On 28 February 2009, Scottish Rugby hosted the ‘Cashback for Communities’ Stakeholder Meeting ahead of Scotland’s Six Nations Championship match against Italy at Murrayfield.

The meeting provided an opportunity for Scottish Rugby to update **Kenny MacAskill** MSP (Cabinet Secretary for Justice), **Shona Robison** MSP (Minister for Public Health & Sport), **Stewart Harris** (Chief Executive, sportscotland) and other key stakeholders on progress made during the first six months of the programme.

Cashback was a key theme for the international match with the brand and programmes being heavily promoted:

- Extensive coverage of Scottish Rugby’s Cashback activities in the match programme
- Street Rugby video getting a prime half-time airing on Murrayfield’s big screens at this and the other Six Nations matches.
- Trackside promotion via ‘Cashback’ board

All served to raise general awareness and direct people to the Scottish Rugby and Cashback web sites where key messages, news and (most important of all) information on activities could be communicated.

## STATISTICS

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Total figures on project activity for the year:

Variable	Total number
Number of projects that have run during the reporting period	160
Number of new projects that have run during the period	70
Number of existing projects extended by Cashback funding	90
Number of occasions on which projects ran sessions during the period	16,825
Number of activity hours for the period for all projects - new or existing	23,263
Number of activity hours for the period for all projects - new or existing – due to Cashback funding	8791
Number of contacts with young people across all projects for the period	422,159
Number of individual participants across all projects for the period (Does not include club players to avoid double accounting).	101,321
Number of individual volunteers that were trained by these projects	456
Number of volunteer hours delivered by those volunteers trained by the projects	912
Number of new teams created by these projects	98

Total number of males and female participants, by age groups, in all projects during the period (Columns P to Y in Projects Worksheet):

Age	Male	Female	Total
Under 10	24,084	18,079	42,163
10-13	31,367	15,395	46,762
14-16	9,504	944	10,448
17-19	1,645	125	1,770
20 or over	11	2	13
<b>Age not provided</b>	-	-	<b>164</b>
<b>Total</b>	<b>66,611</b>	<b>34,546</b>	<b>101,321</b>

## LOCAL ENGAGEMENT

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**All local authorities have been engaged with, initially as part of a round of information meetings with other sports, followed by individual planning meetings. The most fruitful are mentioned in sections below. There have been some teething problems which are covered in the 'Issues' section.**

**East Lothian Street Night:** Street Rugby blocks in Tranent, Dunbar, Prestonpans, Musselburgh and Haddington were planned in partnership with East Lothian Council Community Safety Partnership and run during June and July 2009.

**Scottish Borders Street Sports:** All Street Rugby has been planned alongside Street Football so that the towns concerned received the most suitable sport or both, and enjoyed input from local police and fire service at some sessions. The success of these saw the local authority provide additional funding for more sessions during 2009-10.

**East Dunbartonshire Street Rugby:** Street Rugby was delivered alongside Street Football at Kirkintilloch Leisure Centre on Friday nights during June so that more young people would have a choice of activity and more could be kept busy at any given time.

**Highlands Street Rugby:** All sessions have been planned and delivered in partnership with Action for Children who deliver a Street Football programme, allowing us to offer another activity for more participants in the right target areas.

**Western Isles Street Rugby:** During July 2009 Stornoway Rugby Club worked closely with the Local Authority Sports Development team to plan and deliver seven Street Rugby sessions at four venues with a total attendance of 189 young people. The sessions were coordinated with our Schools Rugby Champion ensuring that those young people new to the sport could be signposted to opportunities in the schools and club.

**Fife Street Rugby:** The Fife club development officers have worked closely with Fife Council Community Safety and youth workers to plan, promote and deliver sessions in the areas that need it (Warout, Leslie, Collydean, Abbey View).

Glenrothes Rugby Club has been particularly supportive of sessions in and around their town and some of the street rugby players have joined the club as a result. The police and fire service in Glenrothes have also been very supportive. At recent sessions the fire brigade had a street rugby match against the local kids as a way of building rapport.

**Aberdeenshire Street Rugby:** Sessions in Portlethan during April were delivered alongside the local authority street sports unit so that football and basketball could also be offered to children allowing us to keep sessions varied.

**Glasgow Street Rugby:** Sessions in the East End of the city have been delivered where possible alongside the local authority football programme and supported by their youth workers.

**South Lanarkshire Street Rugby & Youth Coaching Course:** Sessions have been planned with the local Universal Connections youth organisation in Biggar, Hamilton and East Kilbride.

**Clackmannanshire Street Rugby:** During April and May the Clacks development team arranged venues on a weekly basis upon the advice of local police, in response to reports of groups of youths and police calls, in an effort to be more responsive week to week.

**Inverclyde Street Rugby:** The new Greenock development officer delivered 18 sessions as part of the local authority teen activity summer programme.

**Angus Street Rugby:** The local police supported selected sessions in Montrose after there had been some racial tension at an initial session.

## ADDITIONAL CONTRIBUTIONS

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**Stirling:** Additional funding committed to help recruit a rugby coach to deliver extra schools, club and street rugby in the area. Colin Turnbull, a former SVQ trainee, started in the post in July.

**Scottish Borders:** Additional funding was committed by Scottish Borders Council to run further Street Rugby and Street Football across the region in 2009-10. This is being used to pay for sessional staff, equipment, facilities to deliver this extensive programme.

**Falkirk Council:** Grangemouth Rugby Club were awarded funding to deliver a nine week block of Street Rugby in Grangemouth, Falkirk and Bo'ness in Jan/Feb 2009.

**Aberdeenshire CSP:** The Community Safety Partnership has committed funding for three years to part-fund a full-time CDO to deliver the full range of schools, club, street rugby and volunteer programmes. Mike Avis started in post in August and is focussing on the Ellon / Fraserburgh / Peterhead areas with the aim of directing more young people longer-term into Ellon RFC.

**Angus Council:** The Sports Development team have committed an additional funding in 2009-10 to buy more street rugby equipment to be used by the Angus Development Officer and volunteers delivering the programme.

**Renfrewshire:** The Community Planning Partnership has committed funding for two years to co-fund the new Renfrewshire CDO. Lindsey Smith is another former Scottish Rugby SVQ trainee / apprentice who started in post in August.

**Orkney:** The Cashback funding has been the catalyst to attract further funding which has seen a new full-time CDO (Bruce Ruthven) start in August 2009.

**Moray:** Cashback funding has been key to the creation of a Moray CDO post with the other funding being committed by Moray Council. James Sloggie started in post in May.

**Clackmannanshire:** Cashback funding has unlocked further funding from the local authority to fund an assistant rugby CDO in the area. Kris Burney (a former Scottish Rugby apprentice) started in post in early 2009.

## ISSUES

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A common theme in several areas has been the difficulty in getting accurate or timely advice as to the best venues and times to run street rugby sessions, and the best avenues for promoting them. This has resulted in some sessions being cancelled, or missing the target groups of young people. However, this has improved over the course of the year as we have built up a better mutual understanding, and taken more of a lead in liaising with local / neighbourhood experts.

## POSITIVE FEEDBACK

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**City of Glasgow:** As intimated above, the relationship with the CSP is very good now and they are happy with the clear process for planning and communication; all parties are happy with rollout of activities.

Participant feedback:

Thomas M (14 from Tollcross) – is now hooked on the sport after getting involved in Street Rugby and school sessions, and trains/plays up to five times a week with his school (St Andrews HS, Carntyne) and his club (the Panthers); “Rugby is a real man’s game and I like it much better than football. It is really tough, but very exciting and a fantastic way to keep fit. There is a park near my house and my parents are driven mad by the teenagers hanging about - this area is real bad for it. Playing rugby gets you off the street and gives you a focus. It is what I want to do when I am older.”

Thomas’ ability has been recognised by local staff and he is now involved in the Glasgow Hurricanes pathway squad along with his friend Paul Hunter.

**Aberdeenshire:** The CSP are happy with our linked-up approach to planning diversionary activities as an entry point into sustained schools and club programmes, so have pledged financial support that saw another full time DO employed to cover the target areas of Peterhead, Inverurie and Fraserburgh.

**Fife:** After a tricky start, recent blocks of street rugby in Glenrothes (Leslie and Collydean) have been a great success with a number of youngsters subsequently joining the local rugby club. One lad (Craig Hamilton) has even dragged his dad along and he is now going through his UKCC level 1 coaching course and helping coach the club mini section. The popularity of street rugby amongst girls is such that the club plans to launch a girls’ section to accommodate them once the street rugby comes to an end.

Ross Martin (team leader for Young Persons Services at Fife Council) says “...street rugby gives youngsters in the Glenrothes area something to do between the hours of 8 and 10pm. It’s a great way to get kids off the streets and into participating in a team sport”.

Mary Hill (director at the Glenrothes Y): “We at the Y welcome any initiative to assist young people in Glenrothes....we have a high regard for all youth projects and wish street rugby every success”.

**Falkirk:** Grangemouth RFC worked with Falkirk Council and Scottish Rugby to deliver nine sessions earlier this year.

Dave Angus (Grangemouth RFC): “213 attended over the eight week period. Martin F (17) is now playing for Strathendrick RFC 2<sup>nd</sup> XV; a further six boys under the age of 16 have joined Grangemouth RFC. Our biggest success we felt was the ability of local kids to walk to the event. This was very rewarding as every week we could see new kids turning up with their friends.”

**Scottish Borders:** Lothian and Borders Police produced a nine page analysis of the impact that the Hawick Street Rugby pilot had on youth calls with the following summarised findings.

The report covered Hawick Section with Galashiels Section being used as a comparison. The data used in this report was taken from the calls received by the Police and recorded on Captor/Storm during October/November 2007 and 2008. From the analysis contained within the report the following inferences have been made that should be considered when reviewing the project:

- The activities did reduce the number of calls received on Fridays as it now receives a similar number of calls to the other days in the week
- A reduction in the number of calls between 19:00-21:00 suggests that the activities are being held at the right time of evening
- The activities reduced the number of calls involving males aged 12-14 however it is unknown whether the youths attending the event were known to the authorities.
- The activities had a positive impact on the number of alcohol related calls, disturbances and missile throwing calls.
- The activities did not have a positive effect on the overall number of calls for the section for the month

### **Anecdotal Evidence**

Although not to be used as a true measure of the pilot the following are incidents that occurred during the pilot.

#### *Case 1:*

During the first evening one group of four lads approached the event eating chips and asked if they could join in, which they did after finishing their chips. These four boys were a 'handful' during the evening, on several occasions having to be checked back in line by the staff. However they stayed for the duration and left at 10pm having what seemed to have been a good time. On week two the same four boys were first to attend the event - in fact were there 20mins early and helped set things up.

#### *Case 2:*

After the event was packed up on week two the fire service, who had been helping put everything away, were driving back to the station and passed some of the youths making their way back home. These youths, on seeing the fire engine, waved at the officers on board.

**East Ayrshire:** Street Rugby blocks in Cumnock and Kilmarnock were planned with East Ayrshire Council Sports Development and Community Safety Partnership. Local Authority staff provided the following feedback:

The pilots can be deemed a success as they both provided opportunities for a regular group of children and youths to participate in both male and female rugby over a 5 week period. It was clear from interacting with groups that all enjoyed participating in this more informal approach to the delivery of rugby which has now resulted in four youths attending club rugby at Cumnock RFC.

Coaches distributed information regarding Street Rugby at local shops and interacted with groups prior to sessions to encourage groups to attend. Several individuals failed to participate as they were not suitably dressed and preferred to watch the sessions instead.

## APPENDIX 1: OVERVIEW OF PROJECTS

Below is a list of projects that ran during the last year. Location, postcode and participation data for all sessions have been supplied to the Scottish Government in Scottish Rugby's Annual Summary file.

Name of Project	Local Authority	Location (postcode)
Club Development Activity	Aberdeen City	Various
Club Development Activity	Aberdeenshire	Various
Club Development Activity	Angus	Various
Club Development Activity	Argyll and Bute	Various
Club Development Activity	Clackmannanshire	Various
Club Development Activity	Dumfries and Galloway	Various
Club Development Activity	Dundee City	Various
Club Development Activity	East Ayrshire	Various
Club Development Activity	East Dunbartonshire	Various
Club Development Activity	East Lothian	Various
Club Development Activity	East Renfrewshire	Various
Club Development Activity	Edinburgh City	Various
Club Development Activity	Falkirk	Various
Club Development Activity	Fife	Various
Club Development Activity	Glasgow City	Various
Club Development Activity	Highland	Various
Club Development Activity	Inverclyde	Various
Club Development Activity	Midlothian	Various
Club Development Activity	Moray	Various
Club Development Activity	North Ayrshire	Various
Club Development Activity	North Lanarkshire	Various
Club Development Activity	Orkney Islands	Various
Club Development Activity	Perth and Kinross	Various
Club Development Activity	Renfrewshire	Various
Club Development Activity	Scottish Borders	Various
Club Development Activity	Shetland Islands	Various
Club Development Activity	South Ayrshire	Various
Club Development Activity	South Lanarkshire	Various
Club Development Activity	Stirling	Various
Club Development Activity	West Dunbartonshire	Various
Club Development Activity	West Lothian	Various
Club Development Activity	Western Isles	Various
Primary School Activity	Aberdeen City	Various
Primary School Activity	Aberdeenshire	Various
Primary School Activity	Angus	Various
Primary School Activity	Argyll and Bute	Various
Primary School Activity	Clackmannanshire	Various
Primary School Activity	Dumfries and Galloway	Various
Primary School Activity	Dundee City	Various
Primary School Activity	East Ayrshire	Various
Primary School Activity	East Dunbartonshire	Various
Primary School Activity	East Lothian	Various
Primary School Activity	East Renfrewshire	Various
Primary School Activity	Edinburgh City	Various
Primary School Activity	Falkirk	Various
Primary School Activity	Fife	Various
Primary School Activity	Glasgow City	Various

Primary School Activity	Highland	Various
Primary School Activity	Inverclyde	Various
Primary School Activity	Midlothian	Various
Primary School Activity	Moray	Various
Primary School Activity	North Ayrshire	Various
Primary School Activity	North Lanarkshire	Various
Primary School Activity	Orkney Islands	Various
Primary School Activity	Perth and Kinross	Various
Primary School Activity	Renfrewshire	Various
Primary School Activity	Scottish Borders	Various
Primary School Activity	Shetland Islands	Various
Primary School Activity	South Ayrshire	Various
Primary School Activity	South Lanarkshire	Various
Primary School Activity	Stirling	Various
Primary School Activity	West Dunbartonshire	Various
Primary School Activity	West Lothian	Various
Primary School Activity	Western Isles	Various
Secondary School Activity	Aberdeen City	Various
Secondary School Activity	Aberdeenshire	Various
Secondary School Activity	Angus	Various
Secondary School Activity	Argyll and Bute	Various
Secondary School Activity	Clackmannanshire	Various
Secondary School Activity	Dumfries and Galloway	Various
Secondary School Activity	Dundee City	Various
Secondary School Activity	East Ayrshire	Various
Secondary School Activity	East Dunbartonshire	Various
Secondary School Activity	East Lothian	Various
Secondary School Activity	East Renfrewshire	Various
Secondary School Activity	Edinburgh City	Various
Secondary School Activity	Falkirk	Various
Secondary School Activity	Fife	Various
Secondary School Activity	Glasgow City	Various
Secondary School Activity	Highland	Various
Secondary School Activity	Inverclyde	Various
Secondary School Activity	Midlothian	Various
Secondary School Activity	Moray	Various
Secondary School Activity	North Ayrshire	Various
Secondary School Activity	North Lanarkshire	Various
Secondary School Activity	Orkney Islands	Various
Secondary School Activity	Perth and Kinross	Various
Secondary School Activity	Renfrewshire	Various
Secondary School Activity	Scottish Borders	Various
Secondary School Activity	Shetland Islands	Various
Secondary School Activity	South Ayrshire	Various
Secondary School Activity	South Lanarkshire	Various
Secondary School Activity	Stirling	Various
Secondary School Activity	West Dunbartonshire	Various
Secondary School Activity	West Lothian	Various
Secondary School Activity	Western Isles	Various
Street Rugby	Aberdeen City	Various
Street Rugby	Aberdeenshire	Various
Street Rugby	Angus	Various
Street Rugby	Argyll and Bute	Various
Street Rugby	Clackmannanshire	Various
Street Rugby	Dumfries and Galloway	Various
Street Rugby	Dundee City	Various

Street Rugby	East Ayrshire	Various
Street Rugby	East Dunbartonshire	Various
Street Rugby	East Lothian	Various
Street Rugby	East Renfrewshire	Various
Street Rugby	Edinburgh City	Various
Street Rugby	Falkirk	Various
Street Rugby	Fife	Various
Street Rugby	Glasgow City	Various
Street Rugby	Highland	Various
Street Rugby	Inverclyde	Various
Street Rugby	Midlothian	Various
Street Rugby	Moray	Various
Street Rugby	North Ayrshire	Various
Street Rugby	North Lanarkshire	Various
Street Rugby	Orkney Islands	Various
Street Rugby	Perth and Kinross	Various
Street Rugby	Renfrewshire	Various
Street Rugby	Scottish Borders	Various
Street Rugby	Shetland Islands	Various
Street Rugby	South Ayrshire	Various
Street Rugby	South Lanarkshire	Various
Street Rugby	Stirling	Various
Street Rugby	West Dunbartonshire	Various
Street Rugby	West Lothian	Various
Street Rugby	Western Isles	Various
Volunteer Development (Youth Coaching Course)	Aberdeen City	Various
Volunteer Development (Youth Coaching Course)	Aberdeenshire	Various
Volunteer Development (Youth Coaching Course)	Angus	Various
Volunteer Development (Youth Coaching Course)	Argyll and Bute	Various
Volunteer Development (Youth Coaching Course)	Clackmannanshire	Various
Volunteer Development (Youth Coaching Course)	Dumfries and Galloway	Various
Volunteer Development (Youth Coaching Course)	Dundee City	Various
Volunteer Development (Youth Coaching Course)	East Ayrshire	Various
Volunteer Development (Youth Coaching Course)	East Dunbartonshire	Various
Volunteer Development (Youth Coaching Course)	East Lothian	Various
Volunteer Development (Youth Coaching Course)	East Renfrewshire	Various
Volunteer Development (Youth Coaching Course)	Edinburgh City	Various
Volunteer Development (Youth Coaching Course)	Falkirk	Various
Volunteer Development (Youth Coaching Course)	Fife	Various
Volunteer Development (Youth Coaching Course)	Glasgow City	Various
Volunteer Development (Youth Coaching Course)	Highland	Various
Volunteer Development (Youth Coaching Course)	Inverclyde	Various

Coaching Course)		
Volunteer Development (Youth Coaching Course)	Midlothian	Various
Volunteer Development (Youth Coaching Course)	Moray	Various
Volunteer Development (Youth Coaching Course)	North Ayrshire	Various
Volunteer Development (Youth Coaching Course)	North Lanarkshire	Various
Volunteer Development (Youth Coaching Course)	Orkney Islands	Various
Volunteer Development (Youth Coaching Course)	Perth and Kinross	Various
Volunteer Development (Youth Coaching Course)	Renfrewshire	Various
Volunteer Development (Youth Coaching Course)	Scottish Borders	Various
Volunteer Development (Youth Coaching Course)	Shetland Islands	Various
Volunteer Development (Youth Coaching Course)	South Ayrshire	Various
Volunteer Development (Youth Coaching Course)	South Lanarkshire	Various
Volunteer Development (Youth Coaching Course)	Stirling	Various
Volunteer Development (Youth Coaching Course)	West Dunbartonshire	Various
Volunteer Development (Youth Coaching Course)	West Lothian	Various
Volunteer Development (Youth Coaching Course)	Western Isles	Various

## SUBMISSION INFORMATION

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Data submitted by	Neil Carrie (Project Development Manager)
Date submitted	
Quarterly or annual report – please state	Annual Report 2008-09
Report for period	August 2008 – July 2009
Approved / signed off by	Colin Thomson (Head of Community Rugby)