



SACU Sports Development Quarterly Report

January – March 2021

Date: 31/03/21

A huge amount of activity has been going on over the last 3 months behind the scenes. The SACU have conducted a governance review, created additional steering groups and hosted valuable training for the board of directors. Additionally, the development staff have been working hard to create new working relationships with universities and media platforms in order to strengthen the standing of motorcycle sport in society. The SACU have used the global pandemic as an opportunity to modernise with the launch of a sleek and easy to use website as well as a highly anticipated online membership system; event entry system coming soon! We have also taken the time to sit back and assess the goals of the organisation and create a long term plan for motorcycle sport in Scotland.

Website and Social Media

After months of work, we are proud to have launched our new, interactive [website](#). The website is designed to be sleek and easy to use for our members. We've added a feature that allows clubs to update their latest news and results and advertise on the page. Please have a look and provide any feedback you may have.

As we're all aware, the use of social media in the current climate is paramount. As such, the SACU have recruited a volunteer Social Media Coordinator in Rachel Spiers. Rachel is a 4th year Sports Studies student at The University of Stirling and will be responsible for all non-sport related social media marketing. Rachel has already contributed by creating a holiday and significant days calendar and the related content for each of these. Rachel is also researching the feasibility for The SACU's first ever podcast series.

Working Partnerships

The SACU are excited to announce our newest partnership with the University of Stirling. The SACU have become an official professional placement organisation for Masters Students within the Sports Management programme. The ongoing partnership will see the SACU welcome a number of students on board to carry out a professional placement within our sports development team and/or business development steering group. The purpose of the placement will be to not only strengthen the volunteer workforce of the SACU but also provide valuable, real life experience to the students.

SACU Chairman, Maj Sandy Mack MBE, commented;

'I am delighted that we have been able to set up this partnership with such a prestigious and professional educational organisation. This will enable both organisations to develop their people and our sport in the future. The SACU are very much looking forward to this partnership with one of the UK leading Universities in sport.'

Sports Lecturer, Robert Kielty, commented;

'We very much welcome this opportunity to collaborate with the SACU – Motorcycle Sport Scotland as this partnership will expose our students to national sporting strategy and offer them outstanding network opportunities in sport management. Having worked with Shabaz previously, I



know that our students will work in a very professional environment and receive mentoring of the highest level’.

In addition to our new partnership with the university of Stirling, the SACU were also approached by [ReBreak News](#) whose goal is to celebrate all things in and around Dundee via their social media and YouTube platforms. We have already linked up ReBreak News and Ian Pert from [HedzUp Racing](#). Additionally, they plan on covering events as well as conducting interviews with clubs and riders in the area.

Governance

In April 2020, the development team conducted a joint governance review with **sportscotland**. The results of the review were very positive. However, in order to strengthen some key areas, it was agreed that the board of directors would take part in regular monthly workshops and training opportunities. Since the beginning of the year, the SACU directors have completed the following:

- Session 1 – where are we now, and where do we want to be?
- Session 2 – roles and responsibilities of an effective board and its members.

In addition to board training, it was agreed that a new Business Development Steering Group would be formed that sits independent from the board of directors with a remit to tackle business related aspects of the organisation. The group is composed of volunteers with a focus in a specific area of business development such as sponsorship, fundraising and sales etc. As best practice suggests, we have recruited individuals from both within and out with our membership and the motorcycling community. More information on the group can be viewed on our [website](#).

As the SACU are in the process of creating SQA accredited coaching qualifications, it is best practice to create a Coaching Advisory Group to act as a sounding board for staff through the process. The group is composed of a selection of key experts from each discipline who will contribute directly towards the creation of the new qualifications. Information on the group can be viewed on our [website](#). The group met for the first time on Monday the 22nd of March to discuss the structure of the new qualification as well as how candidates will be tutored and assessed throughout the process.

Training and Education

In March, the SACU held a Hands on Helper course of which 14 people attended. The course has been specifically designed to enable club volunteers to act as an additional set of ‘eyes and ears’ for the lead coach, aid in identifying training needs and provide over all assistance to the coach. With the importance of training and education being highlighted as a key theme throughout sports development, the SACU have created a new voluntary coaching and education delivery team in Felix Gifford and Jack Chapman, both of whom are sports management students. The team will work with our development staff to deliver our Hands on Helper and Motorcycle Sport Inclusion Training workshops. Additionally, the team are in the process of developing content for our new online training portal [Brightspace](#) which will host our training and education workshops and resources.

Over the past 8 weeks our sports development team have been taking part in module 1 of the **sportscotland** [Changing Lives](#) mindset training programme. The programme is designed to give our staff the tools needed to create a cultural change and educate them on how the SACU can have a positive impact on sporting, organisational and social outcomes. Weekly topics have included:



- The power of sport
- Start with why
- Leading change
- The adoption curve
- Inclusion in sport

If you like to find our more information on this, please contact our sports development team.

Future Planning

As mentioned above, 2020 has given SACU staff, the board of directors and the discipline committees an opportunity to assess the vision, mission and core values of the organisation. With this in mind we have been working throughout 2020 to plan, create and share our 10 year strategic plan which is available to view on our [website](#).

The past three months has seen a lot of planning and preparation begin to come to fruition and we are very excited to see what the future holds for the SACU and motorcycle sport in Scotland.