

Scottish FA Club Services

TEAM WORKS

The Scottish FA
Business Mentor Programme

HELPING
BUSINESS
HELP
CLUBS



NOTHING
MATTERS
MORE



/01 WELCOME



Football is our national sport, and has a massive impact on communities the length and breadth of Scotland.

Local clubs provide engagement opportunities for a variety of groups within these communities; from young children taking part in football for the first time, to local amateur teams vying for vital points. Clubs are tightly woven into the fabric of Scottish Football, and the communities that they serve.

As we look to the future we are keen to expand our reach, and continue the positive influence throughout the sport. We know that the game is so much more than 22 players on a pitch with a ball; it is about the hundreds of people behind the scenes - our unsung heroes.



It is for these reasons that I am excited to write this introduction for the **TeamWorks** programme.

This programme will provide even greater support to those who are the lifeblood of their clubs, who devote their lives to ensuring people with passion for the game are able to play. **TeamWorks** will support these people as we look to continually drive the game forwards.

TeamWorks provides the opportunity for those clubs to develop the way they operate under the expert guidance of a volunteer mentor.

Ian Maxwell
Chief Executive, Scottish FA



THE SCOTTISH FA BUSINESS MENTOR PROGRAMME

TeamWorks is a programme that was created with a view to helping those involved in grassroots football become more effective in the way they operate.



The grassroots clubs within Scottish Football are globally recognised as being run by a powerful force of volunteers, who bring with them massive amounts of passion, enthusiasm and willingness to do whatever it takes to facilitate the playing of the game.

However, as the complexity of the game increases, so does the challenges that these clubs face on a day to day basis. This is where **TeamWorks** steps in and provides them with the resources they need to progress further.

This programme is managed and delivered by the Scottish FA and seeks to place volunteers with invaluable knowledge into clubs that are facing specific business challenges. This more targeted solution is particularly effective as it provides clubs with access to the skillsets they most need.

TeamWorks provides clubs with access to knowledge that they would previously have struggled to obtain, boosting their ability as a club and organisation. This creates a more sustainable organisation allowing the club to focus on their future and create long term goals.

TeamWorks creates a positive space where it is easy for people to give back to the community and make a difference in local sports clubs. They provide them with the opportunity to create positive role models within the work place and the clubs they volunteer in.

Volunteer Mentors are able to create and foster positive relationships with these clubs. By volunteering with these clubs people are engaging with the focal point of the community, making a difference to an area that means so much to people who use the facility for a variety of events and activities.



HOW DOES IT WORK

To join the programme each club completes an application form indicating the type of business support they require. Volunteers will fill out a similar application form, indicating the specific knowledge and experience that they have. After we have received both applications a match is made based on the knowledge required by the club, and the skillset each individual volunteer possesses. The way that clubs and volunteers engage with each other is completely subjective, it depends on what support they require, or how much time is necessary to complete each task.

Areas of Support	Potential Session Content	Potential Outcomes
Governance Marketing & Communications Financial Planning Administration/IT Property & Asset Management Funding advice	Brainstorming/Innovation Strategy Development Meetings Reviewing Action Plans Guidance/direction on specific queries Understand Club Vision	Functional Shared Vision Improved Governance Structures Effective ways of working with partners Fully trained development plans Facility development

The time that the volunteer spends with the club is dictated by the volunteer themselves, they are able to be flexible around work and other commitments.



WHY SHOULD YOU GET INVOLVED?

PERSONAL DEVELOPMENT FOR VOLUNTEERS

Involvement in this programme will create opportunities for volunteers to develop professionally, as well as personally.

Volunteers will be able to:

- Further their personal development through creating, and managing effective relationships with key stakeholders at clubs
- Improve their skillset by applying their knowledge to new situations, and develop creative solutions to problems they may have never encountered before
- Broaden their experience by taking themselves out of an office environment, and into the football world
- Add vocational experience to their CV

CORPORATE SOCIAL RESPONSIBILITY PROFILE:

Corporate Social Responsibility (CSR) aims to ensure that companies conduct their business in a way that is ethical. This means taking account of their social, economic and environmental impact, and consideration of human rights. – Taken from University of Edinburgh website (one of our partners)

TeamWorks will allow your company to work in partnership with local communities and Corporate partners will be able to demonstrate their commitment to CSR through their involvement.

OTHER BENEFITS TO CORPORATE PARTNERS:

- Chance to be involved in the local community through visits to the clubs in which volunteers have been placed
- Use of **TeamWorks** logo on any communications they deem necessary
- Use of Case Studies demonstrating their successful involvement in the programme
- A chance to facilitate networking and relationship building opportunities with the Scottish FA, and other corporate organisations involved in the programme

WHO DO WE WORK WITH?



QUOTES FROM OUR CORPORATE PARTNERS

TEAMWORKS HAS BEEN ONE OF THE MOST ENJOYABLE AND REWARDING PARTS OF MY WORK. I THINK IT'S A GREAT IDEA LINKING-UP GRASSROOTS CLUBS LOOKING FOR BUSINESS SUPPORT WITH MENTORS FROM THE BUSINESS COMMUNITY AS IT IS A NATURAL MATCH WITH CLEAR SYNERGIES AND CAN BE A VERY REWARDING EXPERIENCE FOR BOTH.

MOST OF ALL, IT'S BEEN A REALLY REWARDING EXPERIENCE BEING PART OF THE WIDER TEAMWORKS PROGRAMME, WHICH WITH ALL THE CLUBS AND MENTOR RELATIONSHIPS TAKEN TOGETHER, IS BRINGING ABOUT GREAT BENEFIT FOR COMMUNITIES ALL OVER THE COUNTRY.



I WAS WARMLY WELCOMED BY MILTON FC AND NOW REALLY FEEL A PART OF THE CLUB, AND I'VE MET SOME AMAZING PEOPLE WHO ARE PASSIONATE ABOUT HELPING THEIR COMMUNITY AND WHO I HOPE I'LL STAY IN TOUCH WITH FOR A LONG TIME.

IT'S BEEN A GREAT EXPERIENCE TO APPLY MY BUSINESS KNOWLEDGE IN A SPORTS ENVIRONMENT TO BRING ABOUT BENEFITS FOR THE WIDER COMMUNITY, AND I'VE BEEN ABLE TO APPLY DIFFERENT PARTS OF MY ACCOUNTING QUALIFICATION IN PRACTICE.





The TEAMWORKS process aims to bridge the gap between clubs, and the knowledge they require to run a club successfully from day to day. This simple and effective process ensures that the best match possible is placed into each club.



FIRST STEPS FOR THE CORPORATE PARTNERS:

- We will identify Partners that we believe have a lot to offer to their local community clubs
- An information pack is sent to the Corporate Partner, explaining the parameters of the scheme, and the benefits to the company and individual volunteer
- A presentation will be made, ensuring contact is made between the Corporate Partner and the Scottish FA

VOLUNTEER IDENTIFICATION:

- Corporate staff that wish to become a part of the programme will come forward, are identified based on the skillset they have
- These volunteers will then receive a more in depth questionnaire, highlighting the specific skills that they could bring to a club
- The questionnaire responses are collated by the Scottish FA

MATCHING PROCESS:

- Responses from Volunteers are compared with responses from Clubs, and matches made based upon the skillset a Volunteer possesses, and the gap within the knowledge of the club
- The first meeting will then take place between Volunteer and Club where they will discuss a plan of action, and specific steps they need to take
- The first meeting can be facilitated by the Scottish FA contact if so desired by either the Volunteer or Club

FINISHED PRODUCT:

- This process can last as long as necessary for those involved, timeline being dictated by the issues raised
- Once both parties are satisfied that everything has been resolved, or are more confident than they were before Volunteers will be given a second questionnaire to complete, this time providing feedback on the process and the effectiveness of it
- The responses to these questionnaires will be collated by the Scottish FA, allowing us to streamline the process, and make any necessary changes for future cases

Volunteers are free to maintain contact with the club they were involved with, and continue their assistance into the future if they require it

FIRST STEPS FOR THE CLUB:

- The Club will receive an information pack, detailing the process involved, and the benefits of having a volunteer in place to assist with issues
- The information pack will outline common issues and areas in which Volunteers are able to provide assistance
- Clubs will then alert their Club Development Manager, and request to participate in the programme

ISSUES IDENTIFIED:

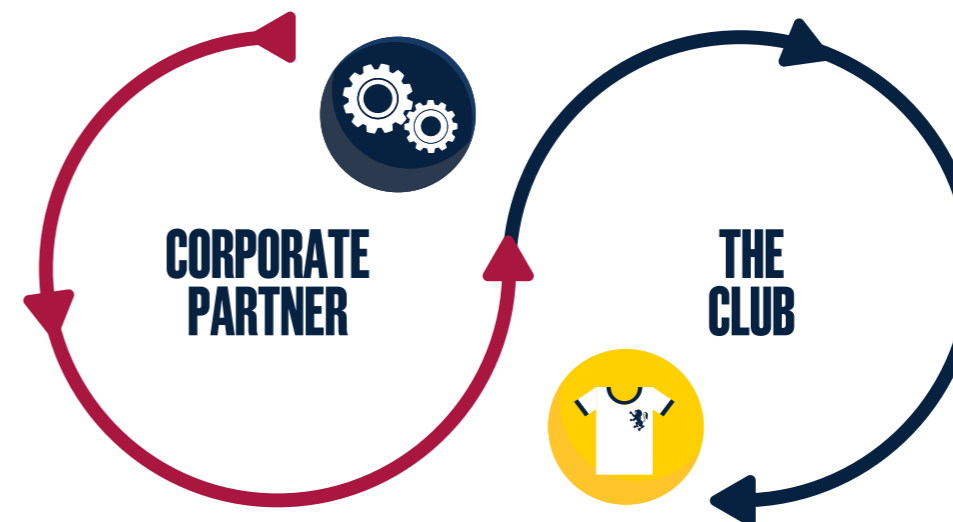
- Clubs will then receive a questionnaire to complete, identifying the gaps they have in their knowledge
- These responses are collated in a database run by the Scottish FA, with key issues being highlighted

MATCHING PROCESS:

- The questionnaire responses from the club are compared to the responses received from the volunteers, and an overlap is identified
- For example, a club could be struggling with their online presence, and a volunteer has come forward with a background in communications and IT - a perfect match
- The first meeting will take place between club and volunteer, facilitated by the Scottish FA

FINISHED PRODUCT:

- Once both the Club and the Volunteer are satisfied that issues have been resolved, the club will receive a second questionnaire to complete, asking for feedback on the programme and the effectiveness of it
- The responses from this questionnaire will be collated, and maintained by the Scottish FA, allowing us to make necessary changes for the effectiveness of the programme



TEAMWORKS IN ACTION

CASE STUDY - VOLUNTEER

How did you get involved in the TeamWorks programme?

The programme was recommended to me by a colleague who was already involved. The objective of the programme to match up business mentors with football clubs looking for business support to help deliver outcomes for their community really appealed to me. I felt passionate and motivated about it, and I've never looked back since.

What were your first impressions of both the programme and Milton as a club?

I quickly felt very comfortable on the programme – it's well designed to match you up with an opportunity that specifically matches your skills and interests, and there is a whole range of resources to support you from the staff at the Scottish FA, the regional managers, online resources etc. There's a real positive spirit of knowledge-sharing between clubs and mentors on the programme. You'll find that your club is not the only one facing those issues, and mentors can leverage-off and learn from each other's experiences.

Grassroots clubs such as Milton rely on their committee members giving up a lot of free time for the club, but they do this because of the strong community spirit of the club, and the positive impact the club can have in giving so much enjoyment to so many in its community. From the first meeting I found the committee's passion for the club contagious and quickly 'got the bug'.



What does the role of mentor involve?

The role of the mentor varies depending on your skillset and the project you're assigned to. A few examples of the role could include helping choose a corporate structure, applying for charitable status, and drafting a business plan. For mentors with a technical developer background, it can also involve helping clubs building a website or app as technology becomes increasingly important. Mentors typically have meetings with their clubs every couple of months, or a bit more or less as needed, and you may help draft one of the documents above and have a few e-mail and phone call exchanges in between meetings.

What aspects of the day-to-day running of the club have you been involved in helping out with?

In order to achieve the long term goals of the club we needed to establish a corporate structure, or charitable status. So my initial work was around advising on the different options available for each, and once the club chose to pursue a SCIO structure (combining both a corporate and charitable structure) I then provided support in drafting the application form and accompanying business plan and constitution. I was then involved with the subsequent consultation with members and liaising with the charity regulator OSCR on their follow-up questions. We have recently moved onto pursuing external fundraising opportunities for the club to turn their projects into a reality which is a really exciting stage for the club.

Have you seen a major improvement in the way Milton is run as a result of the programme?

Yes, there's been significant improvement at the club in the last couple of years, both as a result of the programme and the dedication of the current committee. The introduction of the programme brought the club a real focus on running it as a sustainable business, which is what it needs to be.

This is important as large grassroots clubs can have several hundred members, they are quite large-scale organisations and require large-scale operations and need to operate efficiently and effectively to succeed.

I hope, through the programme, we have helped put the governance foundations in place to provide a strong platform for the club, from which it is now in a position to realise its goals. Having received the SCIO status in the summer, this is now the most exciting part of the journey as we now apply for the fundraising to deliver the projects that will help transform the club into a community hub and make an even bigger impact in its community.

What would you say to anyone/any business thinking of signing up to the initiative?

Get involved! TeamWorks is one of the most enjoyable and rewarding parts of my work. I think it was an excellent idea to launch a programme to match-up grassroots clubs looking for business support with volunteers from the business community and it creates great benefits for both.

For myself, I've met some amazing people who I hope I'll stay in touch with for a long time and I've enjoyed applying my business knowledge in a sports environment to bring about benefit for the wider community. Most of all, I've found it a really rewarding experience being part of the wider programme.



TEAMWORKS CLUB QUOTES



'THROUGH OUR ACCESS TO A TEAMWORKS MENTOR WITH SPECIFIC SKILLS, WE HAVE BEEN ABLE TO MAKE BIG STRIDES AS A CLUB. THIS PROGRAMME HAS ENSURED THAT OUR CLUB IS ABLE TO GROW. WITHOUT THE KNOWLEDGE AND DEDICATION OF OUR MENTOR WE WOULD NOT HAVE BEEN ABLE TO MAKE SUCH A HUGE STEP FORWARD.'



'HAVING A TEAMWORKS MENTOR COME AND VOLUNTEER AT THE CLUB HAS BEEN INVALUABLE. NEW IDEAS, A FRESH PERSPECTIVE AND SOMEONE WHO UNDERSTAND BUSINESS HAS ALLOWED THE CLUB TO FLOURISH.'



/07 IS TEAMWORKS RIGHT FOR YOU?

The Scottish FA manage and deliver the **TeamWorks** programme and provide the following services:

RELATIONSHIP MANAGEMENT:

- Provide support throughout the overall programme, and each individual placement ensuring a smooth and efficient working relationship
- Facilitate and manage introductory meetings between club and volunteer
- Provision of backup and support for volunteers throughout each placement

PLACEMENT MATCHING SERVICES:

- The Scottish FA will collate information on the background and requirements of the Clubs put forward for business support/mentoring
- The Scottish FA will collate information on the knowledge, experience and skillset of individual business volunteers and their personal/business development objectives
- Coordinate the matching of application between business volunteers and Clubs
- Coordinate the completion of a project brief to agree the main areas for business support and highlight the scope and timescale for each individual placement

CORPORATE SOCIAL RESPONSIBILITY PROFILE:

- Collating placement questionnaires from both club and volunteer to best highlight the impact of each placement
- Producing case studies for use in external and internal communications

NETWORKING:

- By being a part of **TeamWorks** you will become a firm member of the football family and have the opportunity to communicate with and influence clubs from all parts of the country

BUSINESS CLUB:

The Scottish FA Business Club offers unforgettable experiences, combining a passion for football and business, through unique access and opportunities to attend exclusive events within the iconic backdrops of Scottish football.

Members benefit from VIP tickets to International and Scottish Cup matches at Hampden and the opportunity to travel with the Men's 'A' squad to away matches.

Additionally, there are further opportunities to bring along staff, clients, friends or family to Women's 'A' and Youth international matches and the wide variety of other Business Club events such as Networking lunches, Golf Days and Q&A's with the Scotland Managers.

The Business Club events provide the perfect platform to network with Scottish and International brands, while enjoying a behind the scenes view of Scottish Football.

To find out more information please contact **Michael Chisholm**, our **Business Development Manager**; Michael.Chisholm@scottishfa.co.uk

TEAMWORKS IN ACTION



HELPING BUSINESS HELP CLUBS



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