

# Champions

## Information pack

For applicants to the Changing Lives Champions Learning Programme

Cohort 5: 2024-25

Changing Lives Through Sport & Physical Activity partners:



## Introduction

Welcome to the **sportscotland** Changing Lives Champions Programme for 2024-25. The programme demonstrates **sportscotland**'s commitment to developing increased capability and leadership throughout the sporting system in Scotland. We are delighted to provide our partners with this opportunity to enhance your development.

**sportscotland** continue to strive to provide high-quality learning and development opportunities that meet your needs. A world class sporting system will always need world-class leaders.

As a key professional officer in club and community sport, you are central to the potential of sport and physical activity to make change happen for people and communities. Using your experience and ability to support clubs, Community Sport Hubs, and community organisations, you can help change lives in Scotland.

Communities across Scotland are facing unprecedented challenges. Now more than ever, we in the sporting system have an opportunity to raise our game and do more to support people and communities. To help raise our game, we are calling for a fifth cohort of Champions to understand the Changing Lives through Sport and Physical Activity approach.

Changing Lives is a mindset:

**The Changing Lives mindset is about using sport and physical activity to intentionally bring about positive change for people and communities.**

This approach supports our Sport for Life strategy which sets out the direction for sport and **sportscotland**. It celebrates how everyone in Scotland can benefit from sport. It sets out our commitment to inclusion underpinning everything we do, and our approach to equality, diversity and inclusion (EDI) brings this commitment to life. We need meaningful, intentional action to drive this change. We won't achieve this alone, and our EDI approach shows how we will play our part. Our use of the changing lives approach contributes to our EDI strategy by providing learning and development to the professional officers working with club and community organisations, to support them to achieve Active Scotland outcomes and crucially, contribute to wider outcomes.

We want sport and physical activity to deliver intentional outcomes in areas such as health, education, community development and social cohesion, with inclusion underpinning everything we do. All of this will be done through strong partnerships with others who work in these sectors.

We want organisations in the system to:

- Have a clear intention to include individuals and communities and understand the impact they want to make with them
- Focus on the needs of the people and communities they are working with
- Work in collaboration with partner organisations to meet these needs
- Be strong and effective

To support this, we are working to embed the Changing Lives approach throughout the Scottish sporting system. We are investing in developing awareness, skills and knowledge of those people within the sporting sector who believe that sport and physical activity can

contribute to changing lives. The Champions Learning Programme is designed to stimulate, challenge and support the thinking of people like you.

We know many of you are ready to deliver transformational work that will help change lives through sport and physical activity for individuals and communities across Scotland. This is your moment and I strongly encourage you to apply to become another of our Champions.

Forbes Dunlop  
**sportscotland** Chief Executive

## Changing Lives

**Changing Lives through Sport and Physical Activity is an approach that can help deliver an active Scotland where everybody benefits from sport, both individually and collectively, in our communities and wider society.**

We want a healthier and fairer Scotland, where people are more active, more often, where we understand and address the barriers faced by people, and where we meet their wider needs so that sport and physical activity intentionally contributes to wider outcomes for individuals and communities.

We are creating a network of empowered professionals and organisations who intentionally use sport to meet the needs of people and communities in Scotland.

The Changing Lives approach contains four core principles:

1. Intention to be inclusive and impactful
2. Responsive to the needs of people and communities
3. Work in collaboration with partner organisations
4. Support organisations to be strong and effective

The Changing Lives approach sits at the intersection of sporting outcomes, social outcomes and organisational effectiveness.

Adopting the Changing Lives approach does not involve flipping our work upside down. Instead, the approach helps to identify where both **sport and social outcomes** can be achieved together, showing that the achievement of sporting and social outcomes are not mutually exclusive. In order to sustain these outcomes, a third consideration is needed - our sporting **organisations need to be strong and effective.**



Further information can be found at [Changing lives through sport and physical activity \(sportscotland.org.uk\)](https://www.sportscotland.org.uk)

## Champions Learning Programme

**We know the critical driver of change inside the sporting system is the people who support and deliver within it. That's why we've created a network of 'Champions' – the connectors and change agents who lead and embed the Changing Lives approach throughout the sporting system.**

Now recruiting for a fifth cohort, the Champions Programme inspires and enables professional staff in the sporting system to adopt and apply a Changing Lives approach and ultimately help clubs and community organisations to deliver individual and community change through sport and physical activity.

## Previous feedback

“It is an enjoyable and immersive learning experience. I always went away with a new tool, idea or inspiration to help me in my role after each session.”

“If you fully want to explore why you do your job and test the limitations of what can achieve by it then this is the best course to fulfil that.”

“It has given me more confidence in my opinions on what sport should be doing and how it can achieve it. I also now have more clarity around how I can speak about it in a manner that produces positive results.”

“It has helped me change my thinking towards what sport can achieve and how to work together to meet desired outcomes.”

“I have thoroughly enjoyed all of the programme. I feel the programme really brings together my everyday work. Working with others who have also been on the Changing lives programme enables better direction, and bigger potential impact. It allows for me to question our work.”

“Thanks again for a fantastic experience! I look forward to continuing to implement the content covered and can hopefully continue relationships built over the course of this journey.”

“Everyone who joins the next cohort of the Champions programme will be starting a mind opening journey of discovery and change that will empower them to influence their organisation's approach to delivering sport. They'll see how the great work that they already do can be more inclusive and have a narrative/content/environment that is ready to work with specific communities and inspire and support all groups of people to be active through a sport. As professional staff we need to understand people, their lived experiences and how this affects their sports participation, but also how getting the offer right with a person-centred approach can be life changing for individuals. The Champions programme has been a great way to inspire new thinking in this area!”

Hear what previous Champions have to say



**The aim of the programme is to deliver increased enthusiasm, knowledge, skills, capacity, and resources so that organisations can utilise the Changing Lives approach to bring about positive individual and community change by understanding and addressing need.**

The Champions programme supports participants to think and behave differently and drive meaningful, intentional change. Participants are encouraged to experiment with new approaches, ask questions and apply their learning. The programme has a carefully created “high challenge, high support” environment where our practitioner-led approach enables participants to connect with each other, learn new approaches and apply their learning.

We are seeking a group of people who believe sport and physical activity can change lives and become part of the network of thought leaders that are leading change in our system.

## Content

The Champion’s programme is structured around a series of four modules, delivered in-person, with additional online calls between each module.

Key topics include:

- The power of sport
- Start with ‘why’
- Managing change and how ideas spread
- How we create change for people and communities
- Understanding how Equality, Diversity and Inclusion underpins our work
- What are outcomes in sport?
- Understanding communities
- How to identify community needs
- What does sustainability look like for us?
- Sustainable and inclusive pricing models
- Creating a logical model of how impact will be achieved
- Implementing an evaluation and learning cycle
- Telling compelling stories
- Getting ready for investment
- Being a thought leader

## Experience

The Champions learning experience features:

- A participant-centred approach that encourages learning-by-doing where each participant learns at their own speed
- Interactive activities that stimulate discussion and debate
- Practical tools and activities that Champions can use with colleagues, clubs, Community Sport Hubs, and community organisations
- Opportunities to share insights, challenges and experiences and to learn from each other, the Changemakers Partnership, **sportscotland** and thought leaders
- Guest speakers and site visits to provide perspective and inspiration
- A range of learning environments including workshops, residential and online delivery

## Benefits

Champions will receive a range of learning opportunities, including:

- **Self-development:** unique workshops and learning experiences tackling some of the biggest challenges facing sport in Scotland
- **Enhanced capacity and effectiveness:** learning is directly applicable and beneficial to your day-to-day role
- **Access to new tools:** applying tools and resources that help clubs, Community Sport Hubs and community organisations deliver social impact
- **Connections with like-minded people:** form strong connections with peers who share your passion for Changing Lives through sport and physical activity
- **Share learning to improve organisations:** Play a key role in sharing learning with colleagues to affect change within the organisations you work for
- **Contribute to the ongoing development of the Changing Lives Programme:** help us to adapt and strengthen the Champions' learning programme
- **Learning from thought leaders in Scottish sport:** learn from highly experienced practitioners who are at the leading edge of change within sporting systems

## Schedule

The programme schedule consists of:

- 8 days of in-person workshops split into four modules
  - 2 x two-day residentials to start and finish the programme
  - 2 x two-day workshops
- 4 online calls in-between modules
  - Held on Wednesday mornings
  - 3-hours per call
  - Opportunity to reconnect with each other and to explore programme content
- Optional additional learning and connection opportunities throughout the year
  - 'Fireside Chat' calls (60 minutes each) with guest speakers open to all stakeholders in the sports system who want to learn more about the Changing Lives approach

Activity	Date	Time	Location
Applications open	Monday 6th May 2024		<a href="#">sportscotland website</a>
Information Session	Wednesday 15th May 2024	11-12pm	Online session. Sign up at <a href="https://form.jotform.com/231232476421347">https://form.jotform.com/231232476421347</a>
Applications close	Tuesday 28th May 2024	9am	
Notification to applicants	w/c Monday 3 <sup>rd</sup> June 2024		

<b>Call 1 - induction</b>	Wednesday 19th June 2024	9:30 - 11:30am	Online via Teams
<b>Module 1 residential</b>	Thursday 29 <sup>th</sup> and Friday 30 <sup>th</sup> August 2024	2 days	Inverclyde
<b>Call 2</b>	Wednesday 2nd October 2024	9:30 - 12:30pm	Online via Teams
<b>Module 2</b>	Monday 4 <sup>th</sup> and Tuesday 5th November 2024	2 days both 10-4pm	Glasgow
<b>Call 3</b>	Wednesday 11th December 2024	9:30 - 12:30pm	Online via Teams
<b>Module 3</b>	Monday 20th and Tuesday 21st January 2025	2 days both 10-4pm	Stirling
<b>Call 4</b>	Wednesday 26th February 2025	9:30 - 12:30pm	Online via Teams
<b>Module 4 residential</b>	Monday 17 <sup>th</sup> and Tuesday 18 <sup>th</sup> March 2025	2 days	Inverclyde
<b>Call 5</b>	Wednesday 26 <sup>th</sup> March 2025	9:30- 12:30pm	Online via Teams

## Application and selection

The Champion's programme is available to staff supporting clubs, Community Sport Hubs and community organisations including:

- Community Sport Hub Officers
- Local Authority/Leisure Trust sport/club development staff
- Governing Body regional/national club development staff and Coaching Network posts with a role to support clubs directly
- National third sector organisations with a role to support clubs directly
- Active Schools staff (solely those who directly support clubs or community organisations)
- Student sport development staff who work directly with student clubs

Selected Champions will:

- Make a choice to adopt the Changing Lives approach
- Show a willingness to embark on a learning journey, no matter the starting point
- Commit to attend every module and call
- Have capacity to implement their learning directly with colleagues and organisations in their network
- Commit to sharing their learning and knowledge with other colleagues in their organisation and wider networks



- Show a willingness to work in partnership to support clubs, Community Sport Hubs, and community organisations
- Have line management support to attend every session and apply learning
- Develop alignment between the Changing Lives approach and the strategic direction of their organisation
- Feed back into development of the Changing Lives programme

Selection process:

1. Complete the online application form. This is a competitive process, with a maximum capacity of 40 nationally, so please make your application as strong as possible
2. **sportscotland** staff provide input on selection
3. Final selection decision by panel from the Changemakers Partnership and **sportscotland**
4. Champion and Line Manager signing of programme agreement

## Information for Line Managers

Support for a Champion from within their own organisation is critical to the impact that Champions can create. Key points for Line Managers to consider include:

- To support Line Managers to embed the Changing Lives approach in your organisation there will be sessions for Line Managers spread across the length of the Champions' schedule (one in-person workshop for one day in Stirling and 3-5 online calls, each lasting 90-minutes)
- Champions will require the ongoing support of their Line Manager and/or CEO, including assisting with their application by writing a short supporting statement
- The employer organisation doesn't have to currently utilise a Changing Lives approach, but they do have to aspire to implement innovative ways of working. It could be that having a key member of staff as a Champion serves as a catalyst for the organisation adopting the Changing Lives approach.
- The programme is designed to improve the knowledge, skills and capacity of Champions, not create extra work
- There will be no cost for attending the programme
- All travel-related costs are the responsibility of the employer organisation
- Accommodation for Champions during any residential modules are provided by **sportscotland**

Potential applicants or their Line Managers who would like to know more or have questions about eligibility, criteria or selection process are strongly encouraged to attend the May Information session.

**The first online session for Line Managers of successful applicants is on Tuesday 18th June, 2:00-3:30pm.**

## Next Steps

1. Discuss this opportunity with your Line Manager
2. [Sign up to the Information session](#) on Wednesday 15<sup>th</sup> May, 11-12pm online
3. Contact Pam Dewar or your Partnership Manager at **sportscotland** if you have any questions

4. Apply by Tuesday 28th May, 9am – [click here for the application form](#)

**If selected, Champions must attend an induction call via Teams on Wednesday 19th June, 9:30 - 11:30am.**

## Contacts

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