

## COVID Staying Active in the Face of Adversity

**We recently caught up with Shona Ross, Business Development Manager at Hillhead Sports Club & Community Sports Hub to find out how they are adapting services and engaging with their members across Health & Fitness and Sport during the current Pandemic and Lockdown.**



### **1. How is everyone at Hillhead Sports Club coping under Lockdown?**

*"It is a very challenging time for all of us at Hillhead. For our members, coaches, fitness instructors, grounds maintenance or cafe staff, everyone is feeling there is real void. Collectively we are now unable to contribute and offer a much needed provision for the whole community young or old, whether that be taking part in sport or fitness activity, attending a social gathering or to meet a friend for a meal and a catch up. All of which we now appreciate even more than ever before. We were established in 1924 as a multi sports club and social club and we have never had to deal with such usual times. We have a strong community spirit and a great sense of togetherness and we will come out the other end of this hopefully stronger!"*

### **2. What was a typical day/week at Hillhead Sports Club prior to the Pandemic?**

*"At Hillhead Community Sports Hub you would find us actively delivering a wide range of activities suitable for all ages and abilities and offer the opportunity for our local community to take part in sporting activities like; Rugby, Tennis, Cricket, Ultimate Frisbee, Shinty & Karate as well a diverse Health & Fitness & Well-being programme including activities like; Tai Chi, Yoga, Pilates, Massage, Callanetics & Mindfulness to name only a handful. Our facilities & Cafe would regularly host functions, meetings, events and parties, a key way in which we would generating income to support our business model and to ensure the sustainability of our sports club."*



### 3. How has the Pandemic directly affected your Sports Club/Hub?

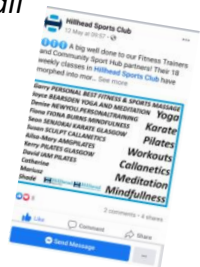
*"Like others we have had to close our facility and grounds to the public in line with Government guidelines. We have had to carry out security checks on our building on a regular basis to ensure it is safe and looked after. Before the pandemic and Lockdown we were delivering 17 Health and Fitness sessions and multiple sports activities every day across the various sports clubs. With all sessions now cancelled we have been looking at new ways we can continue to keep in touch with members and ensure they have a variety of opportunities to easily take part in."*

### 4. How has Hillhead CSH adapted services and activities for members and the wider community?

*"At Hillhead we fully understood the challenges and the impact faced by Hillhead members and users being able to keep active on their health and well-being. Collectively as a Hub we were keen to keep the channels of communication open between the Individuals clubs, Health and Fitness Providers and members as much as possible. Following Lockdown we immediately started to liaise with coaches and health and fitness providers and find out if online activity was something they were considering. At this stage we found many instructors and coaches had already had the wheels in motion and had starting planning various sessions they would be looking to offer to Hillhead members and the wider community. As a result we created Hillhead Sports Club Virtual Hillhead Community Sports Hub, which was designed to assist with promotion of online activity via the website, Facebook, Twitter & Newsletter to sign post members to activity links provided by Instructors/Coaches."*

*Health and Fitness Instructors and Sports coaches are currently using a variety of different online platforms including Zoom, YouTube and Facebook Live to deliver their sessions. In the early days of lockdown there was 17 Health & fitness sessions, now Hillhead are actively promoting over 50 online sessions per week across Sport and Fitness. The online programme on offer includes 11 Karate sessions from Senjokai Karate Club, Meditation, Low Impact Aerobics, Easy Exercise, Pilates, Relaxation, Circuits, Body-Weight Circuit, Pilates for Cyclists, Yoga, Callanetics, 1 to 1 PT sessions and Family Mindfulness. As well as this Glasgow Ultimate are delivering online quizzes and challenges to engage with members and Hillhead/Jordanhill Rugby and Cricket Club are sharing old photos and memorable moments in the sports club history, which has been well received from members."*

*The online provision is growing all the time and we expect this programme of activity to change weekly as new or additional sessions are added."*





## 5. How have your Health and Fitness Instructors and Sports Coaches found delivering online?

*"We have received really positive feedback and comments from our Health and Fitness providers including comments like;*

*"We are now running three online Pilates classes designed to get people up and out of the chair. Getting them flexible and having some breaks in their week. They are busy classes and great interaction and participants have said "It's just what I needed" and "Great to have a structure to the week" David, Yoga Instructor*

*"I have been delivering online classes with great success and loads of positive feedback, in particular improved sleep, reduced anxiety and a general sense of well-being" Joyce, Yoga and Meditation Instructor*

*"The online activity provided by our instructors and coaches has been a huge success, better than we could ever have imagined, in fact one of our sessions attracted 111 participants, which is fantastic. Beyond lockdown and taking into consideration the challenges we as sports clubs will face in the future, I believe there is definitely scope and opportunities to be gained by having a successful online virtual programme running in conjunction to our expanding practical activity sessions."*

## 6. How has the Pandemic impacted on your Sports Club financially?

*As we have had to close our facility and cancel all activities and membership fees are also on hold, therefore we have no way of generating income to cover ongoing costs. We have applied to Local Government for 25k Funding package to assist with some of the shortfall we will incur and are awaiting a response and are hopeful we should receive this soon. We may seek further advice to apply to the Third Sector Resilience Fund once we know what our position is looking like in a couple months.*

## 7. How do you see the sports club adapting to changes to delivery and social distancing measures?

*"We have recently established a Hillhead Re-opening Planning Group which will look at areas such as how we can deliver our sports and fitness activities safely, programming, new ways of working and sourcing funding Streams. It will most certainly be a phased approach, the likelihood being outdoor activities like Tennis and Cricket before indoor activity. We will look at reducing numbers and changes to times and session's activity. It may be some indoor activities like Karate, and Fitness sessions could be delivered outdoors weather permitting if delivered in line with social distancing.*

*We will be of course throughout the phased return to continuing to follow all Scottish Government Guidelines around social distancing, as well as referring to resources and guidance for clubs provided by the Scottish Governing Bodies and sportscotland."*

**To find out more about Hillhead Sports Clubs' online programme please visit**

**[www.hillheadsportsclub.com](http://www.hillheadsportsclub.com) or contact [enquiries@hillheadsportsclub.com](mailto:enquiries@hillheadsportsclub.com)**

**If you would like advice or support on ways to keep your club members active please [contact Glasgow Sport here.](#)**

