



The National Curling Academy														
Team A		Team B												
A	ends	1	2	3	4	5	6	7	8	9	10	11	12	total

YOUR CURLER



YOUR CONTENT



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Welcome to our Your Curler

Happy New Year and I hope that 2020 is a great year for you and that you enjoy your curling for the rest of this season.

We deliberately steer clear of politics and Brexit in relation to curling and will continue to do so. Sport is an area devolved to Scottish Government and organisations like ours are more directly effected by Holyrood elections, rather than Westminster, so the result of the UK general election does not have a direct impact on Scottish Curling. We receive just under 50% of our income from Scottish government, through **sportscotland**, based on areas of our strategic plan that align to their priorities. The key areas of their investment are in sports development, coaching, governance and administration. Two years ago **sportscotland** notified us of a 9% reduction in grant for this season and so we have been diversifying our income streams and the Team Scotland shirt prize draw is one example of this. This was a great initiative from our commercial working group, now in its second year, and it has raised over £5,000 each year and we will be looking to improve on this next year as we expect to continue to do the prize draw. We are also looking to increase the benefits available to members and the current range can be seen [here](#) and the discount offers can be seen [here](#).

We continue to work closely with our partners at Glasgow Life and World Curling Federation on the hosting of the LGT World Men's Curling Championship 2020 at the Emirates Arena from 28 March to 5 April. They have completed their allocation of the generic event volunteer roles and are in the process of completing the allocation of sport specific roles to curlers. As of 6th January: 13,239 individual game tickets had been sold, which is just under a third of total tickets available and is on track to reach the ticketing target for the event. Follow this [link](#) to access the ticket site if you still need to buy yours. We hope to be announcing the times of the Scotland games soon and the full draw by the end of this month, when it is released by the WCF.

All the best for the rest of 2020.

Bruce Crawford
Chief Executive Officer

FUTURE LEADER RUBS SHOULDERS WITH SPORTING HEROES

As part of the Scottish Curling Future Leader programme I volunteered at the BBC Sports Personality Of the Year Festival of Sport. I had a variety of different roles from looking after the actors and sports personalities, being a general runner for the BBC producers and helping with interviews. One of my particular favourite tasks was helping Radzi Chinyanganya (who is currently starring in Dancing On Ice) while he was interviewing cricketer Eoin Morgan and meeting lots of sports personalities. For a place the size of Aberdeen to have so many top athletes under one roof demonstrating their skills in their own



In one room you could see Paralympic table tennis player Will Bayley (who recently starred on Strictly Come Dancing), Gabby Logan in the next interviewing athletes, you would have the cast from the Jamie Johnson CBBC show playing football and in another you would have Frances Quinn The British Bake of winner 2013 demonstrating. The children from the local schools enjoyed participating in the many different sports and activities on offer.



I spoke to everyone about being a curler and a future leader. I found myself having to be confident, self reliant, flexible, at times a travel guide and a problem solver.

To top it all off I attended the SPOTY awards where Lewis Capaldi sang, I met Katarina Johnson-Thompson the heptathlon SPOTY nominee and Anton Danyluk and had a photo with the Love Islanders.

The most emotional moment was when the full arena stood in respect and admiration for Doddie Weir when he received the Helen Rollason Award.

I had an amazing time over the 3 days.

By Jennifer Castle-Anderson

CURLABILITY BONSPIEL 2020

This year's Curlability Bonspiel will be held at The Peak, Stirling on Thursday 27 February 2020. Registration will take place at 12 noon, curlers will be on ice at 12:30, and prize giving will commence at 5pm. Entries are still open for this fun, inclusive event so access the entry forms here and join in today! Please encourage any of your disabled curlers to enter as soon as possible to ensure a place, all levels of curlers welcome. BSL interpreters will be present. Volunteers also required for this event (cake provided!) and disabled volunteers will be given travel expenses due to Impact Funding Partners fund.

TICKETS ON SALE
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SCOTTISH
CURLING
CHAMPIONSHIPS

Finals Day 2020

Saturday 15 February
Dewars Centre, Perth



WHAT'S ON:

9th - 22nd Jan 2020	Youth Olympic Winter Games – Lausanne		Olympic
10th - 12th Jan 2020	Scottish Curling Championships – Qualifier	Dewars Centre	Royal Caledonian Curling Club
13th - 18th Jan 2020	World Qualification Event – Lohja		World Curling Federation
18th Jan 2020	Asham Under 14 Slam – Stranraer	Stranraer Ice Rink	Scottish Curling
22nd - 26th Jan 2020	Scottish Curling Junior Championships	Curl Aberdeen	Royal Caledonian Curling Club
25th - 26th Jan 2020	Four Nations – Flower Bowl, Preston		

Goldline is proud to partner with Scottish Curling through our sponsorship of Scottish Mixed Doubles Championships.

Our goal is to promote growth and development of the game by supporting the efforts of associations, ice rinks and clubs.

Scottish Curling is poised to deliver exciting changes and Goldline is pleased to be a contributor.



Goldline

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Glasgow and Scotland are proud to be hosting the LGT World Men's Curling Championship in 2020.

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Scotland has a wealth of attractions to offer visitors. Beautiful scenery, outdoor pursuits, heritage, golf, whisky and distilleries - there is something for everyone.

Experience the biggest Men's curling event of the season, in the country where the sport began.

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www.wmcc2020.com

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**-
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2020**



**LGT WORLD MEN'S
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AROUND THE RINKS

GOUROCK

NO CHANGE OF 'HART' FOR GOUROCK CURLERS

In the recent Inter Province competition at Greenacres Curling Rink, The Harry Hart trophy was won by Gourock Curling Club for the second year in succession. This annual event is contested by three teams from Renfrewshire and three from Ayrshire. Originally donated by Largs Thistle CC, this handsome trophy is a much sought after prize in the curling calendar. Plated last year in Ayr, it was the turn of Renfrewshire to host the event in the current year.

Apart from Gourock CC, the Renfrewshire contingent included curlers from Between the Sheets CC and an amalgamation of Reform, Largs and Ardrossan CCs. Gourock CC was drawn against a very strong Ayrshire team from Troon Portland CC.

On eagerly anticipated prime curling ice, both teams played shots of real quality until the Gourock 'boys' began to pull ahead. The excellent shot play culminated in a trademark four stone plant by Gourock's Vice Skip, David Burnie, resulting in a two stone advantage to his team. Thereafter, with Troon having to chase the game, it finished in a victory for Gourock by 12 shots to 1.

The two other games finished Renfrewshire 1, Ayrshire 1 resulting in a win for Renfrewshire by two games to one. By virtue of having a superior 'shots up' score, the trophy was awarded to Gourock CC. Following a very welcome lunch prepared and served by Greenacres staff, the trophy was presented by GCC match secretary, Ian Samuel to winning skip, Billy Hawthorne.

The photograph of the winning team also provided the opportunity to show off the club's new livery, designed and acquired by its resident fashion guru and quartermaster, Norman Campbell.

Article and photos by Jim Stables



LANARKSHIRE

LANARKSHIRE ICE RINK'S 22ND ANNUAL FARMERS TROPHY

Hamilton Ice Rink hosted the annual Farmers Trophy between 3 and 6 December, aptly sponsored by CF Fertilisers and Galloway & MacLeod. 24 teams participated, travelling from Kinross in the north to Lockerbie in the south.

The Low Road final was contested between Team Strang (East Kilbride) v Team Kerr (Strathaven) with the High Road between Team Barr (Kinross) and Team Clark (Ayr).

Team Kerr are no strangers to the finals of both roads of this competition but have never won it. This year was no exception. Team Strang were on fire having annihilated their opposition in the semi-finals 11-3. The final went the same way, they totally controled every end with Team Kerr only scoring a 2 in the 3rd end. By the seventh end with the score at 9-2 it was shake of the hands.

A totally different story developed in the High Road. Both teams had come through their semi final with marginal victories. In the final it was a constant nip and tuck by both teams. Each were attempting to change the play of the game but both were equally matched in countering any changes. At the seventh end, Clark drew the shot to take a 1 and put the scores back once again to peels. With Team Clark not having the last stone he adopted the strategy of putting centre guards to the front of the house and as Team Barr put on corner guards there was a clutter across the entire front of house. However, Team Barr managed to get a counter on the left 12' behind the guards. Stevenson was directed to wreck some of the centre guards at the front and managed to take out two and move another to the side. Howat played his second stone on the out-turn to go through a newly created narrow port and although a little heavy it shaved one of the port guards and stopped on the rear 12' taking the shot and guarded. Barr directed Stevenson to raise one of Clark's guard and attempt to take out Howat's shot. On doing this the guard was struck on the wrong angle and it was driven directly onto Team Barr's stone leaving Team Clark lying two. Clark played his 1st stone on the in-turn to hide behind the previously shaved guard in the centre to end up in the 4'. Unfortunately it had a pick up and failed to count. Barr played his first stone and copied Clarks path stopping just biting the back 4'. Clark played his last stone and after some serious sweeping stopped biting the front 4'. Some considerable time was then spent by both vice skips looking at the two stones and the position of the hole in the button. Neither were sure so Barr was forced to play the out-turn to come round the same guard and stop in the 4'. This to the spectators was an extremely difficult shot, if not impossible. However all week the ice allowed some incredible swings if the weight was exact on draw shots. Barr took considerable ice and to all watching it was far too wide. When the stone started to curl the sweepers went to work and incredibly they swept the stone to stop half in the 4' on the 'T' line taking the final, with a score of 5-4.

The presentations were conducted by Mhairi Allan representing the sponsors and who also played in the sponsor's team.

Low Road

Team Strang – George Strang (skip), Willie Cannon, Alan Brown, Willie Bryson.

Team Kerr – Archie Kerr (skip), Tom Yuill, Jimmy Jackson, Guy Campbell.

High Road

Team Barr – Grant Barr (skip), Robbie Stevenson, Fraser Thomson, Drew Thomson.

Team Clark – Robert Clark (skip), Billy Howat, Alistair Smith, Murray Stevenson.





NOT DAVIE'S DAY AT WORLD JUNIOR Bs

Scots girls, Team Davie fought hard at the World Junior B Championships in Lohja, Finland, but were defeated in the round robin with three wins and three losses.

The competition for Team Scotland was a tale of two halves, with a steady swing between strong wins and close losses.

After losing their first game to the Danish side 10-3, the girls rallied and achieved an impressive 9-1 win in their second game against Slovenia.

This pattern followed throughout the rest of the round robin with wins against Germany and Australia but in the end the girls missed out on the playoff stages after losing to Latvia and New Zealand.

Scottish Curling Pathway Manager David Ramsay said, "its so disappointing for the Women's Junior Pathway that we will not be playing in the Worlds this year. We have been promoted and relegated over the last 6 years and it's so important that Scotland should be a World A regular in both the Men's and Women's Championships. A review of the qualifying competition dates, selections and subsequent preparation of the teams is underway, and we hope to address this in the next cycle."

The Junior Women will have the opportunity to qualify again next year at the World Junior B Championship.

The Scottish Junior Men will be our representatives at the World Junior Championships 2020.



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WANT TO BE PART OF THE NEXT YOUR CURLER?

Complete the form here by Tuesday 28 January to be included



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INCLUSIVE CURLING UPDATE

VETERANS, VISION IMPAIRED CURLING AND DEMENTIA-FRIENDLY 'RELAXED CURLING'

Ayr Curling Development Officer Scott Andrews has held a range of Disability/Inclusive sessions, here is a snapshot of the season so far.

A partnership has been formed with the local dementia group and the rink has held three sessions for a number of different care home/families who have dementia. They have called it 'Relaxed Curling' and only cover the very basics of the sport with the participants. After the first sessions, the coaches realised they were not fully trained to cope with the different types of dementia. Scott then organised a course at the ice rink for coaches to be upskilled and improve their knowledge, this vastly improved the following two sessions they delivered.

They are looking to continue working with the care homes and growing the awareness of curling in the new year to build on the 30 plus people they have already worked with.

These sessions were very well received with participants and their families describing them as "terrific", "thoroughly enjoyed" and one curler leaving with the feeling that they "want to practice more. All my body needs to be exercised". One family member also said, "Dad smiled almost all the time and clapped when he had success".

Follow this link for information about becoming a Dementia-Friendly Community or a Dementia Friend

Follow this link to download a more lengthy Dementia-specific sports coaching guide
(Please note you will have to provide your email address to access this document)

GOT A STORY FOR THE NEXT YOUR CURLER?

Submit your story here by Tuesday 28 January to be included!



Ayr Ice Rink has also welcomed a group called Combat Stress who help Veterans with mental health problems, delivering 4 sessions for them. Just before Christmas two more Veterans came along who are visually impaired, through the organisation Scottish War Blinded.

SSAFA , the Armed Forces Charity Glasgow group came along to Intu Braehead just before Christmas to experience curling. This is part of an initiative by Scottish Curling's Disability Development Officer, Helen Kallow to try to encourage more Veterans into curling as a way to experience the physical, social and psychological benefits curling has to offer. The group were generously supported by Fares for Free who provided transport. Huge thanks to coaches Claire and Libby who provided a really fun, engaging session, finishing with a hotly contested game.

If you are interested in promoting curling to those with a Vision impairment, please contact helen@scottishcurling.org who can put you in touch with coaches who are already active in this area, such as Dottie Burt at Kinross and Derek Young and others at Stirling. Here is an online, interactive course which gives an introduction to coaching people with a Vision Impairment. There are a number of free codes to enable access, please contact helen@scottishcurling.org or sign up yourself. Please note that signing up costs £8.99

Follow this link for the British Blind sport booklet which can be downloaded for free, giving lots of helpful information

If you are interested in working with Veterans groups, or already do so, please get in touch so we can share experiences. helen@scottishcurling.org



Images taken from a similar veterans event held at Intu Braehead



SCOTTISH CURLING TEAM SHIRT SPONSORSHIP PRIZE DRAW 2019

We are delighted to announce the winners of our second Scottish Curling Team Shirt Sponsorship draw. Of the 21 companies entered, the 10 winners are as follows:



World Junior Curling Championships



World Wheelchair Curling Championship



World Women's Curling Championship



World Men's Curling Championship



World Senior Women Curling
Championship

McGowan Miller
Construction Consultants
Incorporating M R Rodger & Partners



World Senior Men Curling Championship

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World Mixed Doubles Curling
Championship

SCOT JCB

World Mixed Curling Championship



European Championship - Men



European Championship - Women

The draw took place at our Headquarters in Stirling with Head of Development Nick Rennie presenting and drawing the names. The draw was held on Wednesday 4 December, and was broadcast live on Facebook, for transparency.

As well as the chance to win team shirt sponsorship, each of the entered companies are included below and are invited to attend Finals Day of the Scottish Curling Championships on 15 February 2020.

This has again been a great success, and Scottish Curling would like to thank all the participants for your ongoing support and hope that your association with us brings value to your business as well as the benefit that it brings to developing curling in Scotland.



DEREK MITCHELL
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Finals Day 2020

Saturday 15 February
Dewars Centre, Perth

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SWISS SENIOR CURLERS MINI TOUR TO SCOTLAND

A small party of Swiss Seniors are coming to Scotland for the 2020 LGT Men's World Championships, from 29 March to 5 April. They will be attending the latter stages of the Championships, having secured their weekend passes for the semi-finals and finals days on Saturday 4 and Sunday 5 April.

George Delgaty along with Alan Ward (Solothurn, Switzerland) have organized a Mini Curling Tour of Scotland for our Swiss Visitors who mainly curl at the Biel Ice Rink in Switzerland. Games have been arranged as follows:

Curl Edinburgh Murrayfield

Sunday 29 March, 6.30pm (3 Mixed Rinks)

Dumfries Ice Bowl

Monday 30 March, 2.30pm (4 Mixed Rinks)

The Peak, Stirling

Tuesday 31 March, 3pm (3 Mixed Rinks)

Dewars Centre, Perth

Wednesday 1 and Thursday 2 April, 3pm (3 Mixed Rinks)

Kinross Curling

Friday 3 April, 3pm (3 Mixed Rinks)

As well as Curling every day from Sunday 29th March until Friday 4th April, they will be visiting local places of Interest, including Distilleries. They are looking forward to a Friendly International Match with the Scottish Senior Curlers who will show them Scottish Hospitality at it's best, maybe not on the Ice, but certainly after the games.

If you have not already indicated that you wish to take part, please contact the rinks above directly.



8-ENDER ALERT!



We have another lucky team who have secured an 8-ender award! Many congratulations on your excellent curling!

AIRLEYWIGHT LADIES

(Dewars Centre, Perth – 23 Nov 2019)

Mairi Milne

Claire Milne

Karen Stephen

Rachael Hotchkiss



Dates for your 2020 diary!

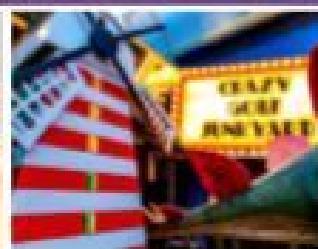
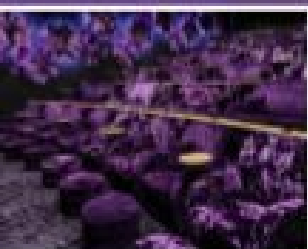
The Flower Bowl Inaugural Summer Bonspiel
10th July - 12th July

The Flower Bowl 2nd Annual Bonspiel
18th September - 20th September

The Flower Bowl 2nd Novice Bonspiel
9th October - 11th October
Open to novices with 2 years of experience or less

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CURLER COMMENDED BY QUEEN

MARGARET ALLAN AWARDED THE BRITISH EMPIRE MEDAL (BEM) IN NEW YEARS HONOURS LIST

Margaret Allan – known to all as Meg, has had a lifetime of involvement in the Scottish sport of curling. She has devoted a large part of her life to spreading her knowledge and love of curling to others.

Meg, from a farming family in Biggar, married her husband Tom and became a farmers wife on their farm just outside the town of Stonehouse in South Lanarkshire. She started curling in 1969 both with her husband Tom and on her own behalf in ladies curling in Scotland.

Meg curled out of Lanarkshire Ice Rink in Hamilton where she quickly rose in the ranks of curlers there. She even won the prestigious Henderson Bishop trophy against teams from all over Scotland and was secretary of the Lanarkshire Ladies arm of the club for many years. Over 40 years ago she started to use her developing knowledge of the game to help and encourage others in the skills and the history of the game.

She still runs the twice weekly training sessions for new curlers and youngsters out of Hamilton Ice Rink. She and a colleague Tam (Tom Dixon) sponsored the Tam and Meg Trophy which has been played for 30 years by the youngsters taking up the sport.

She was integral in the development of schools curling where youngsters from local primary schools come along to the ice rink to be trained in the skills of the game. The numbers and the noise in these sessions are legendary!

Meg also runs training sessions for adults who are interested in taking up the sport. Most female members of local clubs have at one time or another been under the tutelage of Meg and to this day she will keep you back after a match to look at some part of your game which could be improved.

Meg, now 84, is still an active curler in Stra'ven Ladies and Avondale Heather Curling Club and can often be seen watching the game when she is not curling herself. She was honoured in the build up to the last Olympic games, chosen to carry the Olympic torch on a leg of its journey through the United Kingdom.

Self-effacing in her demeanour Meg is always ready to help others and encourage them in the sport. She has been President of Stra'ven Ladies, is now an Honorary Member and is the go to person for all matters to do with curling.

Known throughout Scotland in curling circles, Meg has been instrumental in maintaining and developing the sport in Scotland. We are delighted she has received this thoroughly deserved award.

*by Sarah Mateer
(Secretary Stra'ven Ladies Curing Club)*



WANT TO BE PART OF THE NEXT YOUR CURLER?

Submit your story here by Tuesday 28 January to be included.

COMPETITION CORNER

SCOTTISH CURLING JUNIOR CHAMPIONSHIPS – QUALIFIERS

With two groups and 13 teams in total, this was an exciting event with the top four teams from each section looking to secure a place at the Scottish Curling Junior Championships.

A detailed report can be seen on our website here.

The qualifying teams are: Gallacher, Cameron, Turner, O.Carson, J.Craik, Kinnear, R.Craik, Holder.

This event was an excellent display of curling all weekend and best of luck to the eight qualifiers when they play at the Scottish Curling Junior Championships from Wed 22 - Sun 26 Jan at Curl Aberdeen. This season, to reduce our carbon footprint, we will be moving to fully online programmes for most of our national competitions.

OUR SLAMS AND REGIONAL COMPETITIONS WERE PLAYED WITH GREAT PASSION FOR THE SPORT THIS MONTH



ASHAM U21 SLAM, LOCKERBIE JUNIOR INVITATION



There were some close games throughout the weekend none more than both finals. The men's semi-finals were one sided affairs, however, both women's games went to the last end.

The men's final was played between the teams Craik and Gallagher, this final was all square playing the last end with Craik gaining the winning shot to win the competition and overall Asham under 21 slam series. This was Gallagher's fourth runner up slot in the series.



The women's final was played between the teams skipped by Fay Henderson and Amy Bryce, with Bryce going into the last end two shots up and Henderson conceding when she ran out of stones. The runner up position was enough for Team Henderson to win the Women's Asham under 21 series.

Men's Winners – Team J. Craik (Forfar)

Women's Winners – Team Bryce (Stirling)

Full report available [here](#).

ASHAM U14 SLAM, PERTH

The third round of the Asham under 14 slam series saw 17 teams travel to Dewars Centre in Perth.

After the culmination of some close games in the round robin stages (full report can be accessed [here](#)), the teams qualified for the high road semi-finals were Grant vs FYC Mixed and Warden vs Brewster, and low road were Rankin vs Haggart and Kyle vs Rutherford. A convincing win for Team Brewster saw them safely into the final. FYC Mixed team continued their excellent form and scored 3 in both the first and second and despite a strong come back from Team Grant it wasn't quite enough so Team FYC Mixed headed into the final.

Team Brewster once again got off to a good start in the High Road final and proved too strong for the young team from Forfar with a steal of 2 in the final end, giving them a 5 -1 win. The Low Road final was a closer affair, scores of 3 in the first couple of ends made for an exciting final end. A score of 2 for Team Kyle gave them the win.

High Road Winners – Team Brewster (Aberdeen)

Low Road Winners – Team Kyle (Dumfries)



FERGUSON OLIVER WEALTH MANAGEMENT SCOTTISH CURLING SENIOR CHAMPIONSHIP – QUALIFIERS

It was down to the wire in both sections in Ayr to determine the last teams to go through to the finals in February. Teams Chalmers and Ireland were tied on 3 wins and 3 losses and Chalmers won to take the last place in their section. Teams Neilson and Wilson in the other section were also tied 3-3 and two single point steals saw Neilson progress to the finals. In Forfar the last draw for each section was effectively a dead rubber as the top three teams in each section had already qualified. Full report can be seen [here](#).

Qualifying teams are: Prentice, Clark, Paterson, Duff, Chalmers, Neilson, Dick, Muirhead, Gray, P Wilson, Hardie and Cullen.

The Ferguson Oliver Scottish Curling Senior Men's Championships take place on 20-23 February in Lanarkshire Ice Rink, Hamilton.

UPCOMING DEADLINES

**VACANCY:
COMPETITION MANAGER**
CLOSING DATE: 19 JANUARY
INTERVIEW DATE: 29 JANUARY
MORE INFO

Funspiel	31 January
National Virtual Club Challenge	31 January
Newcomers Trophy	31 January
Scottish Curling Junior	
Mixed Doubles Championship	31 January
Scottish Curling	
Mixed Championship	31 January
Scottish Curling	
Pairs Championship	31 January
Curlability Bonspiel	7 February

SCOTTISH CURLING PLANS FOR DEVELOPING OUR

In recent seasons it has become more challenging to retain and increase participation and membership in curling across the country. Scottish Curling, in conjunction with sportscotland, have concluded that change is required with our development plans to help us achieve our strategic targets for retention and growth by 2023. Following many meetings and discussions across the country, the following has been created to provide direction and focus to the development of our great sport.

A New Partnership Approach & Development Structure

Our new approach is to improve collaboration with every ice rink curling community in Scotland, building stronger relationships with members, volunteers and ice rink staff. We want to develop a better understanding of the unique situation of every ice rink community in Scotland, with joint development plans to improve membership retention and growth.

The current development structure has a mixture of arrangements for Development Officers (DO's) which exist at just 36% of ice rinks and vary greatly between posts, in terms of hours of work and employment situation. We recognise the huge amount of excellent work that has been delivered locally by the Development Officers, and through this period of change we are seeking to work with partners to retain the great work being done at a local level.

The new structure will provide a more consistent level of support to all ice rink curling communities across the country, through three Development Managers and locally employed DO's. The new model would see the DO's employed locally by one of the other partners and we are committed to supporting each of them as best we can to achieve the best outcomes.

We will recruit two new Development Manager posts to work alongside the existing Development Manager. These posts will be responsible for developing curling with around seven ice rink curling communities each, to increase participation and membership. In addition, they will have responsibility for appropriately selected national projects and programmes.

The two new posts are as follows:

Development Manager - Central Scotland

Development Manager - South West Scotland

The new posts will work closely with the current Development Manager, Iain Stewart, who will cover the East and North areas of Scotland along with continuing to lead on some national projects.

Applications are now open for these new roles, follow this link to the website for more information, and how to apply.

SEVEN POINT PLAN

NEW INITIATIVES

The new partnership approach and development structure will greatly help us to encourage people from the age of 8 to 80 to play our great game. There is already a fantastic commitment to developing our sport, particularly the hard work that goes into junior curling, and there has been some great progress in developing coaches and officials, providing opportunities for those with disabilities, developing the performance pathway and organising curling camps and events.

This new approach will help us to work together to build on the good work and also focus more intensively on the following identified seven areas:

1. **Conversion** - *Converting participation to membership from introductory programmes such as Curling's Cool, Try Curling etc.*
2. **Secondary School** - *Targeted work at secondary schools close to Ice Rinks to improve the engagement rate of young people aged 11-18.*
3. **Retention of School Leavers** - *A specific focus to make it easier for junior curlers to continue their curling in new places during the major transition period of leaving school.*
4. **Targeted recruitment campaign for 50+** - *A nationally driven marketing campaign, delivered at local rinks, to attract new people over the age of 50 to our sport.*
5. **An Adapted version of Curling** - *Develop a new exciting more convenient version of the game to attract new people and retain those at risk of stopping due to busy lives.*
6. **Capitalise on High Profile Events** - *plan strategically to better engage with the increased media profile around major curling competitions such as Olympic/Paralympic Games and World Championships and ensure we are better prepared to provide welcoming environments that will hook people into curling.*
7. **Scottish Curling Membership** - *Review and improve how we demonstrate the value and benefits of the membership offering to our current members and make the membership journey as attractive and customer focused as possible.*

The start of the new decade in 2020 is an exciting time to be involved in curling in Scotland with our new approach and plans. We are very fortunate to have so many passionate volunteers and staff involved in our sport and we look forward to working with you to get more people curling more often.

For more information please contact Nick Rennie, Head of Development on nick@scottishcurling.org or 0131 333 3003.





Are you enjoying the new look Your Curler? Is there anything you feel is missing?

We would love to hear your thoughts on the new Your Curler and how we can improve the content we feature.

If you could spare a few minutes to leave us your feedback using the form adjacent we would appreciate it greatly.

Also, feel free to use the stars to rate this current issue (1 star - Poor, 5 stars - Great)

To receive your issue as soon as it published log on to the Scottish Curling Member Database and add your email address to your profile.

Alternatively, you can use the subscribe button below and we'll keep you up-to-date with all things Scottish curling.

If you enjoy the revamped Your Curler can we kindly ask that you share it with your friends and family, and encourage them to sign up for future issues.



**WE WANT
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FEEDBACK**





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