

YOUR CURLER

November 2021



Contents

04 Trycurling.com And National Curling Day

06 Parasport At Curl Edinburgh

08 This Girl Can Curl A Success

10 Workforce Development Update

12 Meet The Scottish Curling Trust

A Word From Our CEO

I hope this update finds you well and enjoying a safe return to curling at your local rink.

Many things have happened in the world of curling since the last edition of Your Curler, and we have many fantastic events planned over the coming month.

Firstly, congratulations are due to Team Scotland's Wheelchair Curling Team, who finished 6th at the World Wheelchair Curling Championships in Beijing, thereby qualifying Great Britain in 4th place for the Paralympic Games in March 2022. The team gained some great experience, and we congratulate their achievements and wish the Paralympians well in the lead up to Beijing. While the team were in action at the Worlds, a Parasport Festival was held at Curl Edinburgh on Friday 22 October. The event was promoted by Paralympics GB and organised by Scottish Curling staff with expertise from volunteers who gave a bunch of people new to the sport, the opportunity to have a go and meet some former Paralympic curlers. Thanks to all who made it possible, and it was great to see more people fall in love with curling and join clubs as a result.

Our Try Curling campaign, including slots, presenter reads and a competition on the Greatest Hits Network is in full swing. We have had some fantastic interaction online, and sessions are filling up well as the campaign continues. It coincides with National Curling Day on 15.11, we've been astounded at the level of support shown by rinks and members up and down the country. Thank you for your enthusiasm, and thank you to The Scottish Ice Rinks Association for the support. Of course, it's all part of our drive to raise the profile of the sport in the Olympic and Paralympic season. It also comes just ahead of the European Championships taking place in Lillehammer 20-27 November. Good luck to the teams in Norway, we will all be following the action with great interest.

The Scottish Curling Trust has a significant collection of outdoor curling stones and is offering some refurbished stones for sale. These attractive granite stones would look good in your house or could be an ideal Christmas gift. If you would like more information on purchasing curling stones, please email office@scottishcurling.org and your details will be passed to the charity trustees.

We have had our first frosts and so winter is on the way. The oft asked question is starting to emerge in conversations, will it be cold enough this winter for a Grand Match for the first time since 1979?

Whatever the weather, I hope you stay healthy and happy, and you can enjoy curling this season.

Best Wishes,
Bruce Crawford CEO
Scottish Curling

TRYCURLING.COM

TryCurling.com Campaign Off To A Great Start ...

We are delighted to say our national radio campaign, launched on October 25th, is in full swing and getting some brilliant engagement. It is designed to raise awareness of our sport and encourage participation the length and breadth of Scotland. It's running on the Bauer Network, the company which owns Forth 2, Clyde 2, MFR 2, Northsound 2, Tay 2, Westsound and Radio Borders.

This investment is allowing us to reach hundreds of thousands of potential curlers, giving them a flavour of what's in store and directing them to our refreshed TryCurling.com site to book their spot. Presenters Ewan Cameron and Cat Harvey (pictured, with Jen Dodds on the front cover) tried their hand at curling, in a fun session at the National Curling Academy. They've been chatting about their experience on air, and across their social channels, as they support new curlers to give it a go.

In this post-Covid-19 landscape we know a sustained effort is needed to aid in the sport's recovery. Head of Development, Maggie Wilson explains:

"I'm so excited about this month-long campaign. This is the biggest investment we've ever made in promoting the sport and I can't wait to see the effect this advertising has. Running in parallel to the radio campaign, as we build up to National Curling Day on November 15th, members can also help by spreading the word of curling amongst their friends and colleagues. Perhaps your next work teambuilding experience can be on the ice at your local rink? Even at this early stage in the season, the excitement is palpable; so many curlers are successfully back on the ice. It's looking like a fantastic season ahead, as we bounce back..."

Alongside the radio campaign, we've launched a paid social media campaign, aimed at our target audience. Early data shows those adverts will have reached almost 20 thousand potential curlers by the time this drive finishes. Some examples of the images we're using are shown opposite; our volunteers deserve thanks for putting themselves 'out there' like this, we really do appreciate it.

As mentioned, National Curling Day is almost here, and we have been so pleased with the level of engagement from our members, clubs and rinks. Thank you to all those who have been in touch with local press, or who are organising a special Try Curling Session for the occasion.

We're currently working on an uplifting video, with members telling everyone 'Why I Curl', it's in production as we speak and we're excited to share that on National Curling Day, on Monday.

We'd love to hear your curling stories too, share them on social media using the hashtags:

#TryCurling #LoveCurling #NationalCurlingDay



Michele tried curling,
enjoyed a post game chat,
now she **loves curling!**

#TryCurling #LoveCurling

TRYCURLING.COM



Like, Share or Retweet...

We've seen some positive engagement across social media during the campaign so far. Radio Presenter, Cat Harvey retweeted her experience to her 20K followers; some of whom have replied saying they're up for trying the sport!

Curlers, In Their Own Words

We're featuring a variety of real life curling journeys on our website and social channels as part of this campaign. Just one such story is Linda Owen (second from left) who played for Team GB in the Transplant Games after a heart transplant.

Her story can be read [here](#).



Parasport Comes Curling at Curl Edinburgh

On Friday 22nd October, Scottish Curling was pleased to run a special Try Curling festival for members of the disabled community at Curl Edinburgh, Murrayfield. The event, ran in partnership with Parasport and Lothian Wheelchair Curling Club, included an afternoon of para Try Curling sessions.

The event was part of the "Get Active with" series which Parasport runs in partnership with Toyota. The series involved teaming up with five Parasport clubs nationwide to deliver in person sport taster experiences.

During the afternoon, 11 people aged between 13 – 61, took part in the event alongside the club members from Lothian Wheelchair Curling Club who had their weekly club session on the adjacent sheet.

Thanks to the support from Parasport, Aileen Neilson was present for the day and was able to share her experiences as a GB athlete and Paralympic Bronze medallist.

The sessions were delivered by volunteer coaches. Thanks, must be given to Jacky McLaren, Harry Mitchell, Calum Forshaw and Aileen Neilson for their support.

Following the event, all participants have been invited to join a club with a number taking up the opportunity with the support of the Scottish Curling Development Team to ensure participants find the correct club for their needs.

Development Manager, Catriona Morton, says:

"This has been a fantastic opportunity for Scottish Curling to work alongside Parasport to provide this opportunity for the disabled community. We have had great feedback from both participants and carers. Amazingly, one participant had already arranged her next session on the ice before she completed the Try Curling session."

Scottish Curling would also like to thank Curl Edinburgh for hosting the event and their clubs for being accommodating of the sessions on the day.





This Girl Can Curl

Saturday October 23rd saw the debut of our brand-new event "This Girl Can Curl" at Dumfries Ice Bowl. Scottish Curling is invested in helping our next generation of female curlers find their way within Curling, be that elite or participation sport. We believe that Curling is a sport that values everyone and that everyone can get value from.

Our thanks go to The Scottish Curling Trust and the Anne Malcom Legacy for their support, and to the British Curling teams (Team Aitken, pictured) who attended. This message from one attendee, sums up the feeling of the day.

Fantastic presentation. And as someone who knew and respected Anne Malcom, today was for me a moving and fitting tribute to her. She would be proud to have helped support you all today. Well done to Sophie. 👍

ALWAYS HITTING THE BUTTON



 **hbrutherford**
DESIGN & PRINT
www.hbrutherford.com

#CHEERFROMOVERHERE

WORLD WHEELCHAIR
CURLING CHAMPIONSHIPS

SCOTLAND 3
CHINA 2

NEXT GAME
THURSDAY 0205 BST
VS SLOVAKIA

CURRENT STANDINGS
6W- 3L

SCOTTISH
CURLING



Beijing Bound...

Scotland's Kuntai World Wheelchair Championships campaign ended in the quarterfinals with a heavy defeat to Sweden.

However, many positives can be taken from the week, not least qualification for Beijing in March 2022.

A full article can be read [here](#).

MEMBER BENEFITS AND OFFERS

As a member of Scottish Curling, you have access to a range of benefits and offers.

Check out our website for full details of all [benefits here](#) & [offers here](#) - or scan the QR code below.

 JON PICCOLO GLASS	With a range of functional decorative items for indoor & outdoor. Commissions for your own unique award, gift or yourself. Or book a course / workshop to make your own bespoke unique piece(s).	 Glasgow – Theatreland Visiting the theatre, some retail therapy, a special event or just catching up don't rush home stay in the city.
 An extensive range of "of the shelf", fully customized / bespoke team wear. For clubs, academy or individual. Specialising in curling with ranges to suit all sports.	 Massage Therapy An experienced team that has worked with every level of athlete – first time, professionals and Olympians.	 A range of high-quality products & services for your printing & design requirements. Printed brochures, cards, posters and more. High quality solutions for web & print.

Remember to
check back
regularly for
new offers



We'd like to say a big thank you to all the businesses that have come onboard, we appreciate their generosity and are pleased to be able to bring this to you, as a member of Scottish Curling.



Fred. Olsen Cruise Lines

MEMBERS
DISCOUNT
— UP TO —

**10%
OFF***

EXPLORE THE WORLD THE OLSEN WAY

Scottish curling members who are existing Fred. Olsen customers can benefit from a tempting discount of up to 10% off, with a 5% Scottish curling discount in addition to their 5% Oceans Loyalty Club discount.

Scottish curling members that are new to Fred. Olsen Cruise Lines can save 5%, and that's on top of any current offers.

**New 2022-24 Worldwide Cruise Brochure out now. For more information
or to book, please call 0800 0355 108, quoting discount code RCCC5**

*All bookings are subject to Fred. Olsen's (FOCL) standard terms & conditions, available on our website & on request. All prices quoted under the Scottish curling members discount offer are exclusive to qualifying members & their travelling companions only, members must quote their discount code at time of booking. Membership discounts cannot be applied retrospectively. Bookings must be made via the booking hotline number 0800 0355 108. Proof of membership will be required at the time of booking. Offers cannot be extended to any unrelated third party, are subject to availability and may be withdrawn or amended at any time without prior notice. From time to time FOCL may run special offers which cannot be combined with this discount, including selected group travel deals. Fred. Olsen Oceans members are entitled to a 5% Scottish curling discount. Subject to the same terms & conditions, to be applied after the standard Oceans discount, where applicable. In this instance, Oceans terms & conditions apply. New to Fred. Olsen guests can also save 5% through their Scottish curling membership, subject to the same terms & conditions. Flights are excluded from any discounts. Offer ends 31/12/2022. E&OE.

ABTA
Travel with confidence

Workforce Development Update

Coaches Refresher Day at Kinross Curling!

Kinross Curling is holding a Coaches Refresher Day at their rink on Friday 19 November 2021 from 10am – 5pm. This is an excellent opportunity to come along and learn from the best, Aileen Neilson, Michael McCreadie and David Ramsay as they take you through Stick Delivery – Seated and Standing, The Key Principles of Delivery and Sweeping. This is an excellent opportunity to wipe off any cobwebs and be brought up to date with the latest techniques and models. All sessions will include theory and on ice elements and will go towards your CPD revalidation. Kinross Curling will also put on refreshments and lunch – this is simply too good an opportunity to miss!

Sign up here, now as spaces are limited! It is short notice but the day shouldn't be missed.

Courses and Workshops

Many courses and workshops have already been delivered this season, including, Club Tactics, Mixed Doubles and the first in our suite of 4 workshops on Coping Strategies for stress. The most recent courses have been the Level 1 and Level 2 coaching qualifications. Level 2 was delivered over 9 weeks to 15 coaches. Guest tutors Hammy McMillan, Michael Goodfellow, David Ramsay and Aileen Neilson hosted elements of the qualification, which added enormous value to the course. 16 curlers registered for the Level 1 course earlier this month and worked their way through the demands of the qualification. Another Level 1 course and more workshops will be organised for next year.

4

Cop26: What We Can Do

The news has been dominated by the COP26 taking place in Glasgow the last few weeks and rightly so.

At an international level, the UN has created a Sports for Climate Action initiative, which asks sports bodies to sign up to five key principles:

- **Undertake systematic efforts to promote greater environmental responsibility**
- **Reduce overall climate impact**
- **Educate for climate action**
- **Promote sustainable and responsible consumption**
- **Advocate for climate action through communication**

Ice rinks use more energy than other sports facilities, so there is more reason to adopt energy saving measures and most ice rinks have already made steps to increase insulation, make buildings more air tight, convert to LED lighting and other green measures.

When the RCCC office relocated from Stirling to Ingliston we replaced the boiler, added loft and floor insulation, upgraded lights to LED and double glazed the windows that were single glazed. We secured a grant and interest free loan from the Energy Saving Trust, so we have been addressing our environmental impact and will continue to support the ice rinks and lobby for the sector.

2023 SCOTTISH MEN'S
TOUR TO CANADA

**APPLICATIONS
INVITED!**

2023 Scottish Men's Tour To Canada

The RCCC is looking for 60 male curlers to make the journey to Canada, for a 3 week trip, to compete for the prestigious Strathcona Cup.

For more details, interested parties should visit our webiste, here.

Interested?

For more information scan the QR code below or visit www.scottishcurling.org



The Royal Caledonian Curling Club is looking for 60 male curlers to tour Canada for approximately 3 weeks in January 2023 to compete in the prestigious Strathcona Cup.

All paid up members are eligible to apply for a place on the tour.

Please note only those who have not been on tour to Canada or USA can apply.

Competition Round Up

Since the last edition of Your Curler there have been a number of competitions played up and down the country.

We publish reports on our website contemporaneously, which can all be read at the news section, here.

We also ran our first Adult Camp (pictured) since the start of the pandemic which was well attended, and feedback has been really positive.

Thank you to all staff and volunteers who make our competitions and camps possible!





(Our thanks to Kay Gibb, for the words and pictures below)

For those of you who don't know let me introduce you to the Scottish Curling Trust.

The work of the Trust includes preserving the heritage of curling and to promote the development of the sport with particular focus on people with disabilities and our younger curlers.

Most of the Trustees are curlers themselves and with a wide range of backgrounds and interests both with in curling and other sports.



From left to right we are Graeme Adam, Lindsey Scotland, Margaret Nicol, Morag Wellman, Kay Gibb and John Burnett.

Our seventh member Bruce Crawford was our

One of our main aims for the Trust over the next three years is to preserve our heritage and we have been very fortunate to have been bequeathed two significant collections which are currently being imputed to a digital platform on our website, [click here to view](#). Some examples can be seen below.

We are working through the collections and have almost 2000 items available to view which includes curling stones, medals, books, paintings and memorabilia.

We are also pleased to be supporting the Future Leaders programme and the role of the Disability Development Officer and look forward to working with these groups throughout the coming year.



THE Flower Bowl

Curling Tours

**Combine a curling tour
with a holiday in Lancashire!**

With the seaside on our door step, the Lake District only a stone's throw away, and Manchester within easy reach, Preston is a great base for exploring the North West.



Make the most of your curling visit to us here at The Flower Bowl and enjoy a round of crazy golf or a game of bowling too!
Refuel in one of our delicious eateries and then sit back and relax at our premium cinema whilst enjoying the latest releases.



Please email enquiries@theflowerbowl.uk to book now!

GARSTANG ROAD | PRESTON | LANCASHIRE | PR3 0BT | WWW.THEFLOWERBOWL.UK