



CHARITABLE
TRUST

Jimmy Johnstone.

JIMMY JOHNSTONE CHARITABLE TRUST SCIO

REGISTERED SCOTTISH CHARITY NO: SC047613

'A PROGRESSIVE PATHWAY'

2019 ~ 2024

BUSINESS PLAN

Welcome - Agnes Johnstone



In the past I have said that it was Jimmy's legs that lasted longest – you see when he was struck with Motor Neurone Disease his legs were still powerful - so strong. But I now realise that it is Jimmy's legacy that will last the longest, his desire to get children and young people involved in football and sport, his love of music and his spirit of kindness are the attributes that are so strong that they will go on and on.

I am so proud of the work that is being done in Jimmy's name. In the Jimmy Johnstone Academy so many children and young people are given the opportunity to play football and the chance to progress and achieve their own goals and dreams. Helping these children and their families stay fit and active is vital, but so is the work we do helping them understand the importance of how they live their lives and the importance of being part of their community. The Academy has been so successful over the years since it was formed in 2009. So many achievements – winning cups and medals is part of it but being part of building a great foundation across our community has been the biggest success of all. And so, we move on to the next stage in the journey and that is The Jimmy Johnstone Charitable Trust.

The Charity will work in partnership with the Academy, continuing to support children and young people to reach their potential in football as players, fans and coaches, but the work of the Charity will stretch out to include other sport, physical, creative, cultural, recreational and educational activities and will touch the lives of all who live, work and play in our community. We will provide a space for children, young people and those (like myself) of more advanced years; where people of all abilities, race, culture and religion can come together to meet, support and engage in the development of their community space. In my role as Patron of both the Academy and the Charity I will continue to act as a strong supporter and an ambassador of both organisations.

Jimmy and I were married for over 40 years and I know that he is proud of all that we are doing to keep his spirit alive. Long after we have all gone Jimmy Johnstone's legacy will remain in the hearts and minds of the communities we have touched.

Agnes Johnstone

Patron – Jimmy Johnstone Academy

Patron – Jimmy Johnstone Charitable Trust

Foreword – James Simmonette



As a life-long fan and friend of the late Jimmy Johnstone I am delighted to be presenting our first formal business plan which lays out Jimmy's compelling vision to support more people to realise their full potential as active citizens in their communities. As well as supporting children and young people we also want to work with parents, carers and the wider community to build capacity and work together for the greater needs of the community and all who live, work and play within it. Jimmy was and continues to be a personal hero of mine.

Jimmy's wish was to be able to provide space and opportunity where people of all ages, ability, socio-economic and cultural backgrounds can choose to participate in a broad range of sport, physical, creative, cultural, recreational and educational activities. His desire to boost levels of self-belief and create genuinely inspiring vibrant communities that are alive with activity; where people strive to be kind and supportive to others was both inspirational and motivational. His desire to bring communities together, to build confidence and capacity in the places we work, live, learn and play together is the reason for being of The Jimmy Johnstone Charitable Trust.

Jimmy is a renowned talent; recognised by his peers as better at his chosen profession than most, but Jimmy always said that he played football with a "*crowd of good players*" who made him what he was; a real testimony to his belief in teamwork and his faith in the strength of communities. Jimmy was a phenomenal Scottish sporting talent who loved music and the creative arts; he was also an unforgettable working-class footballing legend, husband and father who tragically lost his life to Motor Neurone Disease at the young age of 61 years.

In 2006 I made a personal promise to Jimmy that I would set up a football academy in his honour. On the 7th January 2009 The Jimmy Johnstone Academy was formed with the support of Agnes Johnstone, Jimmy's family and his dear friends. It is my pleasure to have been chosen to work alongside my colleagues on the Board of Trustees, including Agnes to realise the next step in bringing Jimmy's vision to life by creating another lasting legacy of this incredible human being in the form of The Jimmy Johnstone Charitable Trust.

The purpose of this Business Plan is to communicate the long-term vision and strategic aims of the Charity, our core values and our key service delivery priorities over the next 5 years. We are a new organisation who continue to benefit from the historical context provided by the Jimmy Johnstone Academy which, over 9 years of hard work and commitment has provided a pedigree of success from which to launch the Charity and a legacy of success that gives us a great foundation of skills, expertise and experience on which to build. Together we are determined to improve services further and grasp this opportunity to build a stronger organisation geared to help people of all ages and abilities to participate in activities of choice in and around their communities, be those communities of interest, specialist groups, geographically local, national or international. I look forward with excitement to the next 5 years and more.

James Simmonette

Trustee (Chair) - Jimmy Johnstone Charitable Trust

Chair – Jimmy Johnstone Academy

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Executive Summary

This Business Plan details the strategy, need and financial considerations of the Jimmy Johnstone Charitable Trust. This Business Plan sets out the case for the asset transfer (through a long term peppercorn lease) of the Pavilion, adjacent Multi Use Games Area (MUGA), Football Pitch and Stadium at Cathkin Recreation Park. The asset is currently under lease from Glasgow City Council to the Jimmy Johnstone Football Academy (the Academy) who are working in partnership with the Jimmy Johnstone Charitable Trust (the Charity) in this bid. The Academy have held the lease for 10 years at an annual peppercorn rate of £1.00.

The Jimmy Johnstone Charitable Trust is a Scottish Charitable Incorporated Organisation (SCIO) (SC047613), which was established on the 31st of July 2017.

The main activities which The Jimmy Johnstone Charitable Trust SCIO aims to achieve are:

- ❖ To improve the health of beneficiaries by encouraging participation in sport
- ❖ To provide recreational and coaching facilities for football and other sports to beneficiaries
- ❖ To educate beneficiaries on the benefits of a healthy lifestyle
- ❖ The promotion of equality and diversity within the beneficiaries including the elimination of discrimination

The beneficiaries are children, young people, people with disabilities or health problems, vulnerable adults and the wider community

The delivery of the main activities listed above is through the following main pillars of activities delivered:

- ❖ Sport & Physical Activity
- ❖ Football (delivered via) the Jimmy Johnstone Academy
- ❖ Music, Dance & Drama
- ❖ Arts & Crafts
- ❖ Mental Health & Wellbeing

The main hub from which the majority of activities will be delivered is the Pavilion and grounds at Cathkin Recreation Park, 58-82 Florida Ave, Glasgow G42 8XG. As will be demonstrated throughout this plan it is the intention of the Charity to work alongside Glasgow City Council to secure the lease of Cathkin Park Pavilion, the adjacent MUGA, Football Pitch and Stadium to ensure the continued delivery and development of activities for the sole use of the delivery of the services of the Charity, the Academy and the Community. The preferred position for the Charity would be the agreement of a long-term leasehold arrangement of 25 years at a peppercorn rent.

Linked Strategic Information Documents

This business plan has been informed by Government Strategy and the following additional key documents, copies of which can be obtained through links to the documents or on request by contacting us direct <mailto:jimmyjohnstonetrust@gmail.com>

- ❖ [Glasgow City Council Strategic Plan 2017 - 2022](#)
- ❖ [Active Scotland Outcomes Framework](#)
- ❖ [Mental Health Strategy 2017 – 2027 \(Healthier Scotland – Scottish Government\): March 2017](#)
- ❖ [Scotland's Mental Health Charter for Physical Activity & Sport \(SAMH\): January 2017](#)
- ❖ [United Nations Convention on the Rights of the Child](#)
- ❖ [Children and Young People \(Scotland\) Act 2014](#)
- ❖ [Getting it Right for Every Child \(GIRFEC\) – Scotland's approach to improving outcomes and supporting the wellbeing of our children and young people](#)
- ❖ [Growing Up In Scotland](#)
- ❖ [Public Attitudes to Young People in Scotland \(Children and Families Analysis\): November 2017](#)
- ❖ [Young People's Participation in Out-of-School Activities \(Research Findings\): March 2018](#)
- ❖ [Every Child, Every Chance: The Tackling of Child Poverty Delivery Plan 2018-22](#)

1. Vision & Core Values

Vision:

To provide opportunity for every child and young person and the wider community to engage actively in their communities as participants and ambassadors in sport, physical, creative, cultural, recreational and educational activities of choice

The Jimmy Johnstone Charitable Trust SCIO (the Charity) believe in empowering children and young people and the wider community to make a positive impact on the physical, mental and emotional wellbeing and social issues affecting their communities. Our role is to support individuals and groups to ensure that we reflect their needs and target our efforts effectively to help them make a difference to their lives and their communities. By doing this we can make participation and engagement in sport, physical, creative, cultural, recreational and educational activities an important part of the day to day lives of everyone, whatever their ability, socio economic, cultural backgrounds and individual support needs.

Our simple vision will assist us to keep a focus on enabling participation in activities that create long-lasting habits from early years to later life.

Core Values:

To encourage others to identify and achieve '*a progressive pathway*' in their chosen activities by adopting our core values

- ❖ **S**upport to identify activities of choice
- ❖ **E**ngagement by providing the opportunity to participate
- ❖ **V**alidation of choice through positive feedback
- ❖ **E**mbracing new activity through sharing experiences
- ❖ **N**ourishing new skills and learning to assist others in our community

2. Contextual Information

There are two dynamics which act as strong external influences for the Charity, one being Jimmy Johnstone and the other Cathkin Recreation Park itself.

Jimmy Johnstone

James Connolly Johnstone (30 September 1944 – 13 March 2006), was a Scottish footballer who predominantly played outside right. Better known as Jimmy or Jinky he was best known for his time with Celtic and was voted their best ever player by the club's fans in September 2002 and a few weeks later he was voted into the SFA Hall of Fame. Jimmy scored 129 goals for Celtic in his 515 appearances for the Club. Jimmy said, "I was always an entertainer. The pitch was my stage, the whistle meant it was showtime".

Jimmy Johnstone is loved throughout the world and both the Charity and the Academy have been delighted to receive support and backing for our ambitions from global icons, football and sports supporters, personalities and local people. We are committed to ensure that the Charity make a difference and create a lasting legacy in Jimmy Johnstone's name.

Cathkin Recreational Park

Cathkin Park is a municipal park in Glasgow, which is owned and maintained by Glasgow City Council. The park contains the site of the second Hampden Park, previously home to the football clubs Queen's Park (from 1884–1903) and Third Lanark (from 1903–1967).

The park formerly contained a football stadium, which had played host to organised football since 1884. It was originally known as Hampden Park (the second by that name, succeeding the original Hampden Park) and was rented by Queen's Park between 1884 and 1903. When Queen's Park moved to the third (and current) Hampden Park. This is the site where the first major Anglo-Scottish club competition; the British League Cup final, took place (attendance reported as circa 12,000) in 1902, which Celtic won against Rangers 3–2 after extra time.

A Glasgow Challenge Cup Final was played at Cathkin on 13 May 1967 between two Junior sides, Cambuslang Rangers and Rutherglen Glencairn (Cambuslang winning 2–0); this was the final football match played at Cathkin Park.

The area is of significant cultural heritage, but prior to occupation by the Academy the stadium fell into disrepair and most of the fabric was gradually removed. The remains of the terraces from 3 sides of the ground can be seen in the park. Since 2009 and the Pavilion being leased to the Academy the Pavilion and Football Pitch have been well maintained reducing further decline of the area.

3. Operating Environment

Section 3 considers key aspects of the operating environment for the Charity and its services, informed by market research carried out as part of the business planning process. These aspects are; how its social purpose and impacts fit with the priorities of central and local government, a population and demographic profile; a profile of local service provision; and relevant public sector policies and strategies.

3.1 Policy and Strategy Context

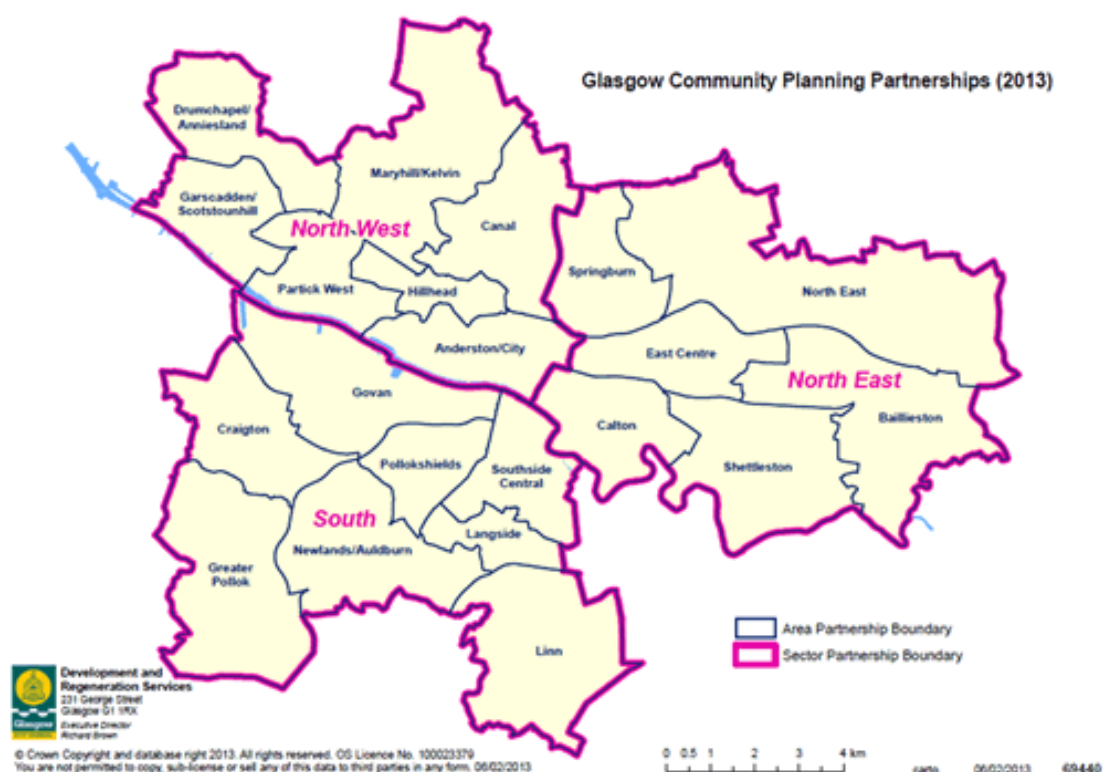
There are a number of key public sector policies / strategies at a National and local level which are likely to influence the development and growth of the Charity. These include:

- ❖ Sport strategies concerned with sports development including Sport 21 (1998) and its successor Reaching Higher (since 2007), Let's Make Scotland More Active (since 2003) and A Games Legacy for Scotland (2009). The development of sport in Scotland and the implementation of these strategies are led by Sport Scotland, a non-departmental public body, supported by a number of local authorities and independent sports umbrella bodies across Scotland. The agency's programme for implementation highlights young people, clubs and places amongst others as key to achieving its target outcomes. These sport strategies are complimented by a number of wider strategies relevant to younger people, their health and wellbeing
- ❖ Sports Pitch Strategy concerned with pitch provision, management and maintenance as set out in Glasgow City Council's Sports Pitch Strategy Policy and Implementation Plan (2007) guided by Sport Scotland's Guide to the Preparation of Sports Pitch Strategies (2001).
- ❖ Glasgow: Health in a Changing City (2016). The study reaffirms known health challenges and identifies new concerns that despite improvements in life expectancy for men and women in the last fifteen years, life expectancy in Glasgow remains significantly lower than in Scotland and there has been no appreciable narrowing of the gap relative to Scotland. Also, the health gap between our most deprived and affluent communities persists.

3.2 Area Profile

The Charity sees its immediate geographic target market for the direct delivery of its services as being Glasgow South East, which it defines as being the electoral ward areas of Southside Central, Langside, Linn, Pollokshields and Newlands/ Auldburn (see Figure 1)

Figure 1 (Source: Glasgow Community Planning Partnership)



3.3 Key Health Statistics for Glasgow

- ❖ Estimated male life expectancy at birth in the city increased by 5.2 years (from 68.2 years to 73.4 years) and by 3.9 years for females (from 75 years to 78.9 years) over a 23 year period (from 1991-93 to 2014-16)
- ❖ For Glaswegian men, life expectancy at birth is 3.7 years less than in Scotland as a whole, and Glaswegian women are predicted to live for 2.2 years less on average (in period 2014-16)
- ❖ There are wide geographic (and socio-economic) health inequalities exemplified by a 15 year gap in male life expectancy at birth across Glasgow's neighbourhoods and an equivalent 11 year gap in female life expectancy (in the period 2008-12)
- ❖ Male life expectancy is approximately 13.7 years lower in the 10% of most deprived areas of Glasgow compared to the 10% of least deprived of the city; the equivalent gap for women has widened over the last two decades to 10.7 years (in the period 2010-12)
- ❖ Glaswegian men and women have the lowest health life expectancy in Scotland compared to other local authorities. The predicted period of life spent 'not in good health' is 16.7 years for men and 20 years for women (in the period 2009-2013)
- ❖ 24% of working age adults report having a disability (2012)
- ❖ Mental well-being has been consistently lower in Glasgow than in other Scottish cities

(Sources: GCPH Health profiles, National Records of Scotland, Office for National Statistics, Scottish Health Survey, ScotPHO)

3.4 Sports Participation

Sport Scotland defines sports as activities generally regarded as sports, plus the popular physical recreations of snooker / billiards / pool and dancing. The other occasional addition is walking over 2 miles. The national strategy for sport in Scotland sets a target of 60% for the proportion of the adult population participating in sports and / or physical recreations at least once a week.

A Scottish Government Survey into public participation, barriers and attitudes towards sport, exercise and physical activity was conducted and found that people who exercised regularly did so for the many physical and mental health benefits and also because they enjoyed it. However, (and given that experts suggest 30 minutes activity on most days) their study revealed that 65% of respondents were not exercising enough, 27% exercised just once or twice a week, 7% just once or twice a month, 9% less often than once a month and 22% never exercised. The report found clear demographic differences between those who exercise regularly and those who do not. Participation is higher amongst specific groups: younger people; men; those living in least deprived areas; those in higher income households.

Sport Scotland's research digest for the period 2006 – 2008 reported:

- ❖ The weekly and monthly sports participation of adults (age 16+) as 46% and 59% respectively
- ❖ The weekly and monthly sports participation of children (age 8-15) as 84% and 94% respectively

The most popular sports activities are detailed below:

Adults		Children	
Walking 2+ miles	29%	Football	52%
Swimming	15%	Swimming	38%
Cycling	10%	Cycling	33%
Football	10%	Dance	16%
Golf	8%	Running / Jogging	10%
Keep Fit / Aerobics	6%		

Additional detail behind the above information is:

- ❖ Men tend to participate in a wider range of sports activities than women
- ❖ Amongst children there has been a steady decline in girl's participation
- ❖ In terms of age there is a significant gap in participation: 96% participation for 8 – 11 year old children compared to 29% for adults aged 55+
- ❖ There was also a drop in participation in the 12 – 15 year old and 16 – 24 year age groups

With regards to Glasgow City specifically, Sport Scotland previously produced adult sports participation profiles by local authority area against population characteristics seen as key influences. The profile for Glasgow City covers the period 2003 – 2006.

Key Population Characteristics

Age (2006)	Glasgow City	Scotland
16-24	18%	14%
25-34	20%	15%
35-54	34%	36%
55+	29%	35%
Long Term Illness or Disability (2001)		
Yes	30%	23%
Live in a deprived area (2006)		
Yes	47%	15%
Gender (2006)		
Male	47%	48%
Female	53%	52%

Summary of Participation Rates

Participation (*Weekly)	Glasgow City	Scotland
Monthly	48%	59%
Weekly	36%	46%
Men*	35%	39%
Women*	21%	27%
16-24*	45%	53%
25-34*	34%	42%
35-54*	29%	33%
55+*	14%	19%
Outside Deprived Area	48%	49%
Within Deprived Area	32%	34%
Club Membership (of participants)	38%	40%
Sports Volunteering	11%	14%

Overall participation rates in Glasgow City tend to be below the National rates for most sports and physical recreations. Glasgow is also in the bottom quartile of Scottish local authorities in terms of monthly participation in sports.

Barriers to Participation

The Scottish Government research also investigated barriers to people exercising as much as they should (or, indeed, as much as they would like to) and found that the biggest were:

- ❖ **Time.** Two-thirds of those wanting to exercise more said lack of time was one of the main problems, with sports participation dropping off after the age of 25.
- ❖ **Health.** An increasing barrier with age and affects a third of those who want to exercise more. Overall, motivational issues and the accessibility, availability and quality of facilities are considerably less important than the problems created by a lack of time and poor health.

3.5 Specific Glasgow Southside Demographic Information

The Charity will be working across Glasgow, but primary consideration will be given to the immediate area of operation which is the Southside of Glasgow.

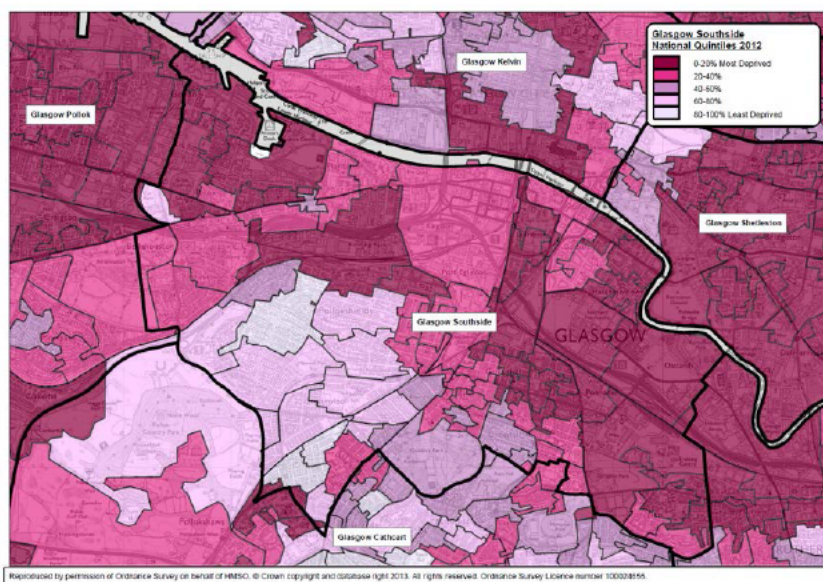
Source: Glasgow City Council Ward Factsheets

Demographic	Glasgow City	Glasgow South East
Total Population	593,245	126,336 (21%)
Total Households	285,693	61,145 (21%)

Area	Southside Central	Langside	Linn	Pollokshields	Newlands / Auldburn
Total Population	28,902 (23%)	22,927 (18%)	28,948 (23%)	22,239 (18%)	23,320 (18%)
Total Households	15,159 (25%)	12,410 (20%)	13,037 (21%)	9,694 (16%)	10,845 (18%)

The following information uses the Scottish Index of Multiple Deprivation (SIMD) which is the Scottish Government's official tool for identifying small areas where there are concentrations of multiple deprivation. It measures seven different aspects of deprivation – Employment, Income, Health, Education, Crime, Access to Services, and Housing.

SIMD is based on small geographical areas (called datazones). There are a total of 6,505 datazones in Scotland, and each datazone is given a SIMD rank. A rank of 1 is the most deprived and 6,505 is the least deprived. To identify the most deprived datazones, different cut-offs are applied, such as the 10% or 15% most deprived in Scotland. The map shows the levels of deprivation for the datazones in Glasgow Southside in SIMD 201

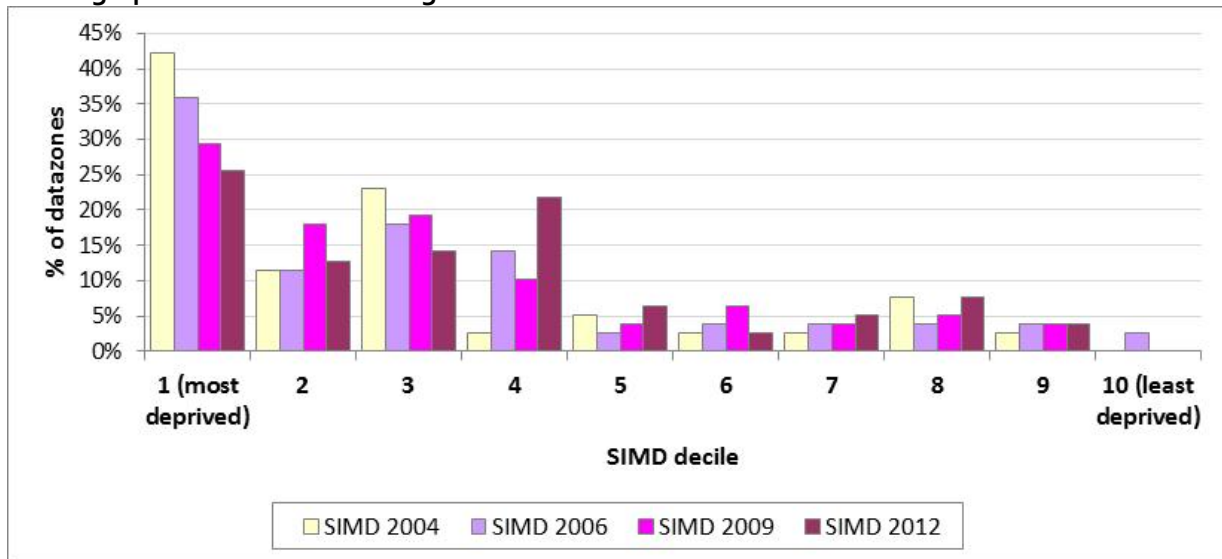


Map: Levels of deprivation in Glasgow Southside in SIMD 2012

The SIMD ranks can be divided into ten equal-sized categories, called deciles. Decile 1 contains the most deprived 10% of SIMD ranks (those with a rank from 1 to 651), then decile 2 contains the next most deprived 10%, and so on (up to decile 10, which contains the least deprived 10% of SIMD ranks).

The decile graph below shows what percentage of this constituency's datazones are found in each of the SIMD deciles. Most of Glasgow Southside's datazones are found in the more deprived deciles in SIMD 2012. This is similar to the pattern observed for this constituency in SIMD 2009.

Decile graph: distribution of Glasgow Southside's datazones

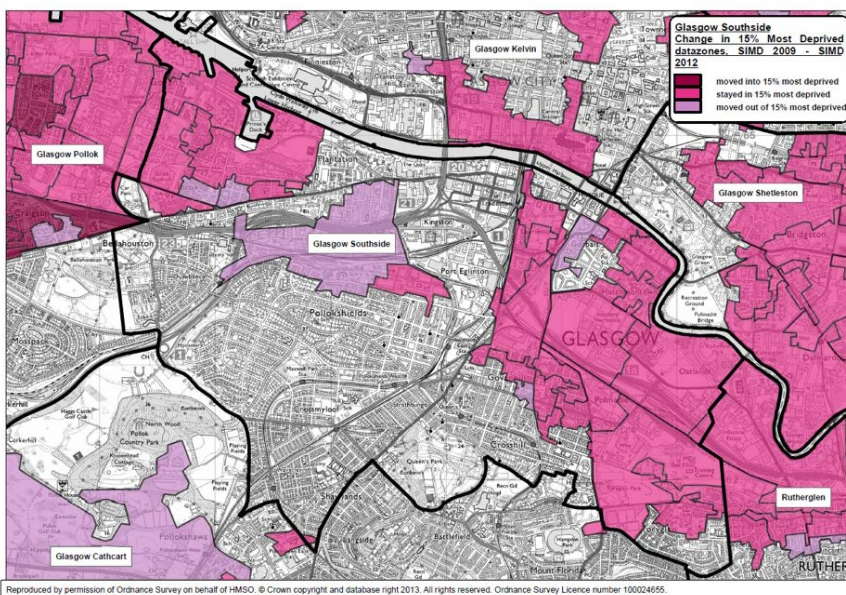


Most deprived datazone in Glasgow Southside

The most deprived datazone in Glasgow Southside in SIMD 2012 has a SIMD rank of 84, meaning that it is in the 5% most deprived in Scotland. The most deprived datazone in this constituency is So1003232, which is found in the intermediate zone of Laurieston and Tradeston.

Changes between SIMD 2009 and SIMD 2012

The map below shows the datazones in this constituency which have moved into the 15% most deprived, stayed in the 15% most deprived, or moved out of the 15% most deprived between SIMD 2009 and SIMD 2012.



Change map: datazones in Glasgow Southside which have stayed in or moved out of the 15% most deprived in Scotland

National Share of most deprived areas

The number of datazones in Scotland's 15% most deprived which belong to Glasgow Southside has reduced. In SIMD 2012, 25 (2.6%) of the 976 datazones in the 15% most deprived datazones in Scotland were found in Glasgow Southside, compared to 30 (3.1%) in SIMD 2009, 35 (3.6%) in SIMD 2006, and 37 (3.8%) in SIMD 2004.

Local Share of most deprived areas

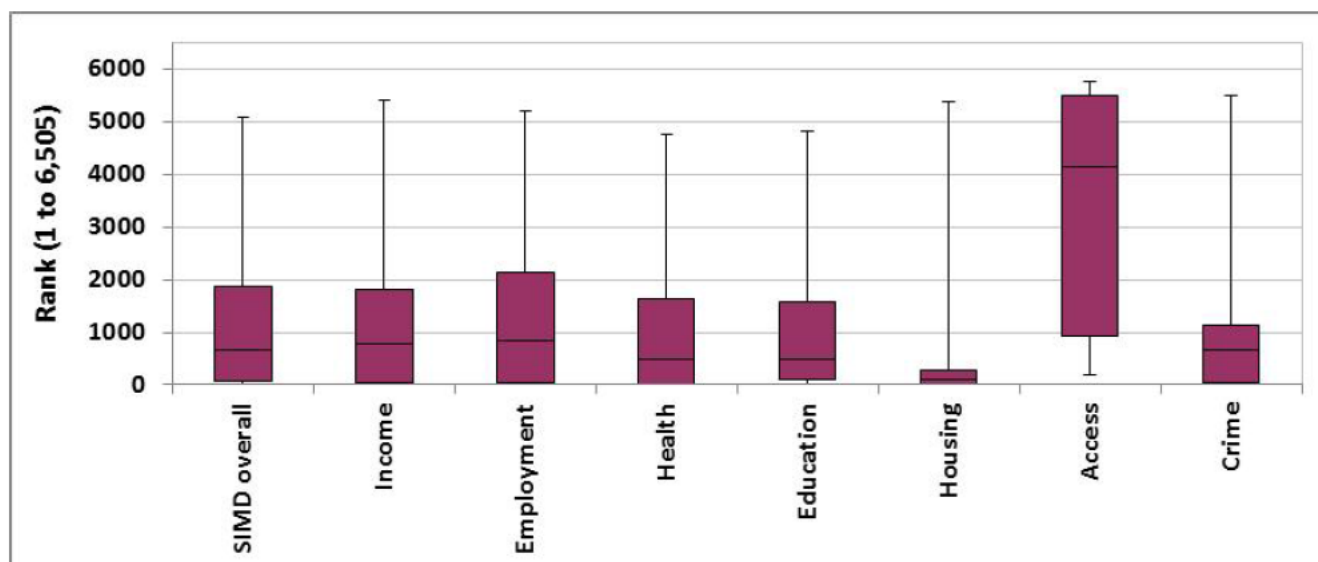
In SIMD 2012, 25 (32%) of Glasgow Southside's 78 datazones were found in the 15% most deprived in Scotland, compared to 30 (38%) in SIMD 2009, 35 (45%) in SIMD 2006, and 37 (47%) in SIMD 2004. In the Glasgow region, the constituency with the lowest proportion of its datazones within Scotland's most deprived 15% is Glasgow Kelvin (13%), while the constituency in the region with the highest proportion is Glasgow Provan (62%).

Individual domains

The boxplot summarises the range of values for the overall SIMD and the seven domains which make up the SIMD.

Boxplot: Glasgow Southside's ranks in the overall SIMD 2012 and individual SIMD domains.

Boxes show the middle 50% of values and the middle (median) value; whiskers show the minimum and maximum ranks.



Percentage of the population who are income deprived

The SIMD Income domain counts the number of people (both adults and children) who are receiving benefits related to low income or tax credits. In SIMD 2012, 20.1% of the population of Glasgow Southside are income deprived. Table 1 below shows how this compares to the percentage for the region of West Scotland and for Scotland as a whole.

Table 1: Percentage of the population who are Income deprived in SIMD 2012

	Glasgow Southside	Glasgow	Scotland
Percentage of the population which is income deprived (%)	20.1	20.5	13.4

Percentage of the population who are employment deprived

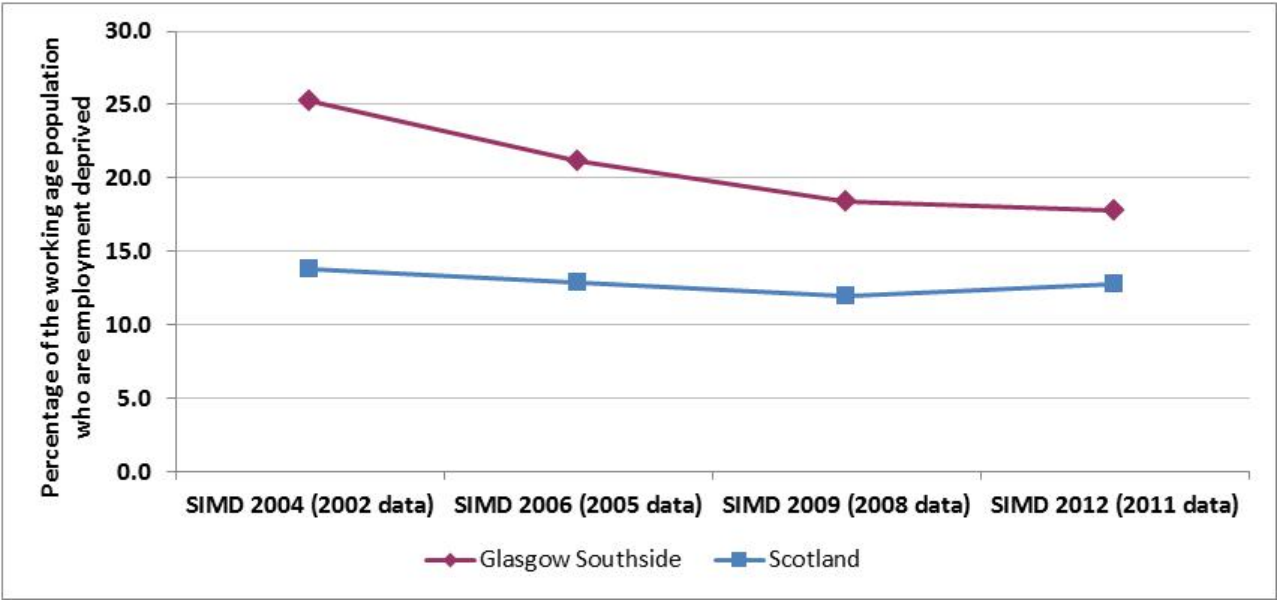
The SIMD Employment domain counts the number of people from the resident working age population who are unemployed or who are not in the labour market due to ill health or disability. In SIMD 2012, 17.8% of the population of Glasgow Southside are employment deprived. Table 2 below shows how this compares to the percentage for the region of Glasgow and for Scotland as a whole.

Table 2: Percentage of the population who are Employment deprived in SIMD 2012

	Glasgow Southside	Glasgow	Scotland
Percentage of the population which is employment deprived (%)	17.8	17.7	12.8

We can compare how employment deprivation in this constituency has changed over the four updates of the SIMD. This is shown in the chart below alongside the figures for Scotland as a whole.

Chart: Percentage of the working age population who are employment deprived in Glasgow Southside, SIMD 2004 to SIMD 2012



Note that due to the parliamentary constituency boundary redraw in 2011, data shown in this chart for years prior to SIMD 2012 are based on a 'best fit' aggregation of datazones.

4. Governance

To achieve our ambitions for the Charity we have a strong Board and approach to governance and leadership.

The Trustees will ensure through continued review of our governance and practice that the Charity:

- ❖ Complies with the law and regulation
- ❖ Delivers a best practice service that is well run and efficient
- ❖ Identifies problems early and deals with these appropriately
- ❖ Preserves the reputation and integrity of the Jimmy Johnstone name and brand, and
- ❖ Preserves the reputation and integrity of the charitable and voluntary sector

Trustees and Strategic Advisers

Our Trustees and Strategic Advisers are key to the success of the Charity. They bring a range of skills, knowledge and expertise to the Charity including public, private and third sector experience.

Our Trustee Board consists of:

- ❖ [REDACTED] (Chair)
 - With over 10 years experience of managing the Pavilion on behalf of the academy and 30 years experience in business, Jim has built a business from ground up. Jim has excellent leadership skills and is passionate about the success of the Charity
- ❖ [REDACTED] (Treasurer / Secretary)
 - As a Director in the private sector Gerry brings excellent financial skills to the Charity and is passionate about ensuring the Charity meets its goals over the coming years
- ❖ [REDACTED]
 - The Charity is very fortunate to be able to call on the support of Agnes Johnstone, wife of the late Jimmy Johnstone. Agnes is the face of the Charity, bringing the strategic vision to life by communicating the legacy and the heart of the organisation our social purpose to the media and wider public

Our Patrons:

- ❖ [REDACTED]
 - As a business man and entrepreneur with over 30 years' experience in building and developing businesses [REDACTED] has a passion for driving forward the social objectives of the Charity
- ❖ [REDACTED]
 - [REDACTED] is a Scottish author, scriptwriter and documentary producer who is passionate about the life and times of Jimmy Johnstone and keeping the legacy alive. [REDACTED] celebrity status in the footballing world brings the Charity into the media locally, nationally and internationally.
- ❖ [REDACTED]
 - [REDACTED] is passionate about enabling the world to hear Jimmy's voice
- ❖ [REDACTED]
 - A business owner who has over 25 years' experience in delivering high quality products and services to industry.

Moving forward we plan to seek to recruit a further 3 trustees and will actively seek to identify, recruit and work with key strategic advisers.

As a part of the Charity's progressive pathway we will also continue to seek guidance through community partnerships to assist us to build, develop and realise our Strategic Ambitions. Our intention is to improve and develop partnerships with:

- ❖ Glasgow City Council
- ❖ Glasgow Life
- ❖ NHS Scotland
- ❖ SFA; SYFA; SWFA
- ❖ Glasgow City Childcare Forum (Southside)
- ❖ Sport Scotland
- ❖ Glasgow Sports Council
- ❖ Local Community Organisations (both voluntary and Charity groups)

5. Delivery of Services to Date

Prior to the establishment of the Jimmy Johnstone Charitable Trust, The Jimmy Johnstone Academy have occupied the Pavilion and been the main service users of the Football Pitch since 2009. The Academy have established a rich history in supporting children and young people to engage in our national sport of football. The Academy have engaged players at all levels and pride themselves in putting the sport of football, the team ethos and the individual first. Since 2009 the Academy have engaged players from over 22 nations and have been winners of over 40 Cups, Championships and Tournaments.

The Academy work to date has included:

a) GoFitba Project is a football based health and wellbeing project for primary school kids delivered by The Academy alongside The Scottish Football Partnership Trust. This 12 week project offered local children a platform for fun, physical activity and a weekly interactive educational journey to discover how they can stay active and lead a healthier lifestyle through diet and nutrition.

The Scottish Football Partnership Trust believes that health education and wellbeing is key for children to have the best start in life and this project supported the Curriculum for Excellence's Health and Wellbeing outcomes as set out by the Scottish Government's Schools (Health Promotion and Nutrition)(Scotland) Act 2007.

Through The Academy's successful delivery young participants had a chance to enjoy an hour of fun football-based activity led by club coaches, followed by an hour where they were taught how to lead a healthier lifestyle through diet and nutrition as well as completing their very own learning journal. In addition at the end of each weekly session, the kids are then served a hot healthy meal which gave them an opportunity to enjoy some social time together.

b) Dementia Project. The project is delivered in line with Alzheimer Scotland and the Scottish Football Museum where people with dementia, who have an interest in football, talk about teams and matches from the past and work with images and memorabilia to stimulate memories. As the Pavilion has a significant number of Jimmy Johnstone memorabilia, the venue has been a huge success with participants and partner organisations.

c) Community Payback Scheme. The Academy has engaged with Glasgow City Council in partnership with Criminal Justice Social Work Services to deliver the unpaid work element of Community Payback Orders. Community Payback provides an alternative to a custodial sentence, offering offenders the chance to make amends for their offences by carrying out work to the benefit of communities within the city.

To this end, the Community Payback team have been working to restore the terracing within the Park as large sections have been covered in decades worth of growth.

d) Freedom from torture (pilot) in partnership with UEFA and the SFA. The Academy will pilot an innovative programme which utilises a football group, which is developed and delivered specifically for torture survivors. Through the use of football, a safe environment is provided in which people rebuilding their lives after torture can enjoy themselves while strengthening their overall wellbeing.

The weekly football sessions are delivered jointly by staff from Freedom from Torture and The Academy, bringing together the expertise of each partner, and consists of warm-up activities focusing on teamwork and communication followed by short games and ending with a cool-down

e) Inclusive Community Project in partnership with the SFA, UEFA and Bemis. This project aims to integrate local people through the use of football. The project will invite children to play football within Cathkin Park which is delivered over a 6 week period. Coaching sessions will be conducted by The Academy with participants learning the club ethos and integrated within Club structure.

f) Community Space. Over the past nine years The Academy have hosted a number of community events. These have been driven by the desire to engage with local people and with local groups and open the Pavilion and the Park itself to more organisations in order for partnerships to be formed, thus increasing the positive impact which The Academy can have on local people.

g) Participants and the Cathkin Park

Since obtaining the current year-to-year lease to the Pavilion and sole use of the grass pitch in 2009 The Academy have continued to work tirelessly to improve the fabric of the Pavilion and the playing conditions of the pitch. Over the past 9 years playing at 2nd Hampden The Academy has been instrumental in the following:

Health and Fitness, Jimmy Johnstone's Academy have Played 2106 games over 9 years which is 234 games per year with 16 players in The Academy squad and 16 players in opposing squad.

Volunteer Hours, which equates 303,000 hours, based on 40 volunteers to date over the 9 year period. This is out-with the works carried out on the grass pitch and of course the Pavilion

Career Progression, over 9 years we have placed 2 players per year in to the professional set up of Football. In addition The Academy have also been instrumental in finding players employment.

It is due to this success that the Jimmy Johnstone Charitable Trust was established, to broaden the delivery of services within the local community.

6. Community Consultation

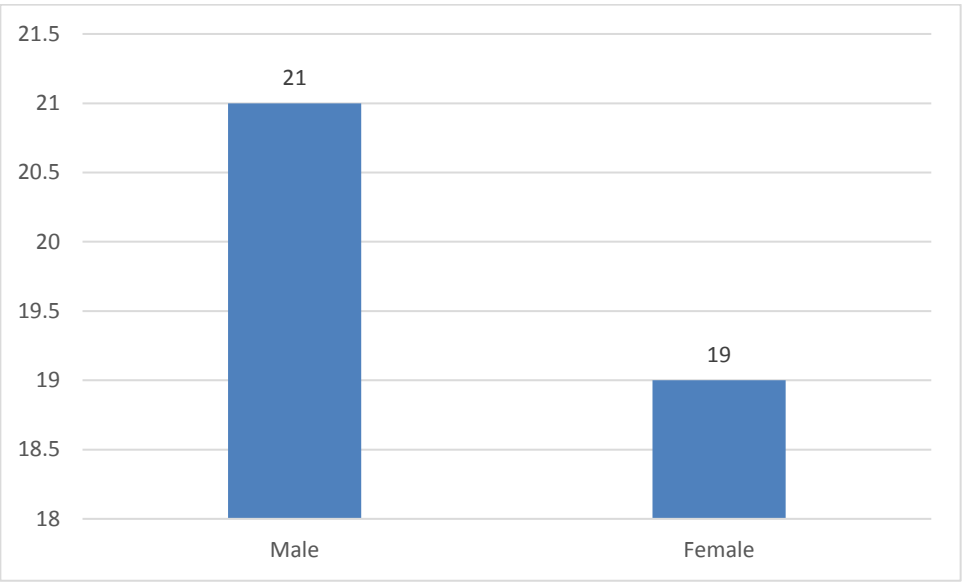
The following section details the community consultation which was undertaken during June and July 2019. The Consultation involved asking set questions to local people using Cathkin Park. Through the use of questionnaires local people were directly engaged and it allowed people to discuss the park and ask questions to the volunteer conducting the survey.

Questionnaires were used for the following reasons:

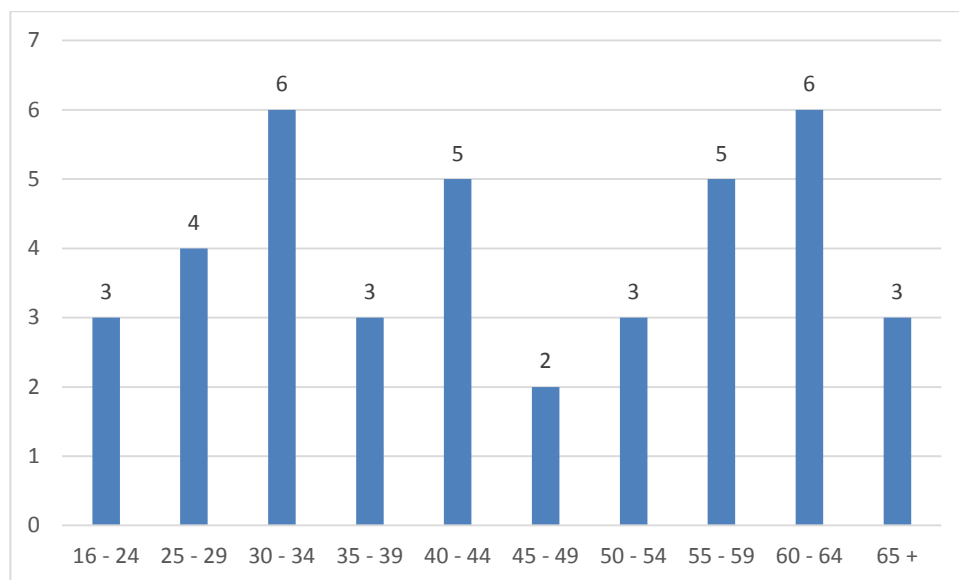
- Practicality
- Large amounts of information can be collected from a large number of people in a short period of time and in a relatively cost effective way
- Can be carried out by any number of people with limited affect to its validity and reliability
- Can be analysed more 'scientifically' and objectively than other forms of research
- When data has been quantified, it can be used to compare and contrast other research and may be used to measure change

40 people took part in the Community Consultation, the results of which are presented here with an analysis undertaken.

1. Gender



2. Age



With both the gender profile and the age grouping there was a good even spread of people who contributed to the questionnaire.

3. Would you like to see the Cathkin Pavilion being managed and operated for the local community?

Within this question 28 respondents simply stated 'yes', the rest provided the following:

Good use of pavilion for football but would be good to have more activities.

I walk in the park with my friend and her dog and it would be good to see the park more managed.

If the building was run by the community they would have more pride.

This would be really good.

I help out at football and would like to see it more used by the community.

I think this would benefit the community - the park would be safer.

Yes for children and young people in the community.

I use the park to walk my dog and it would be good to see the pavilion being used more often.

I am at the pavilion for football with my son. It would be good to come here for other clubs and I think this would happen if the community have charge of the building.

It would be cleaner and safer in the park.

As long as it was managed. Don't want gangs of youths hanging about at night.

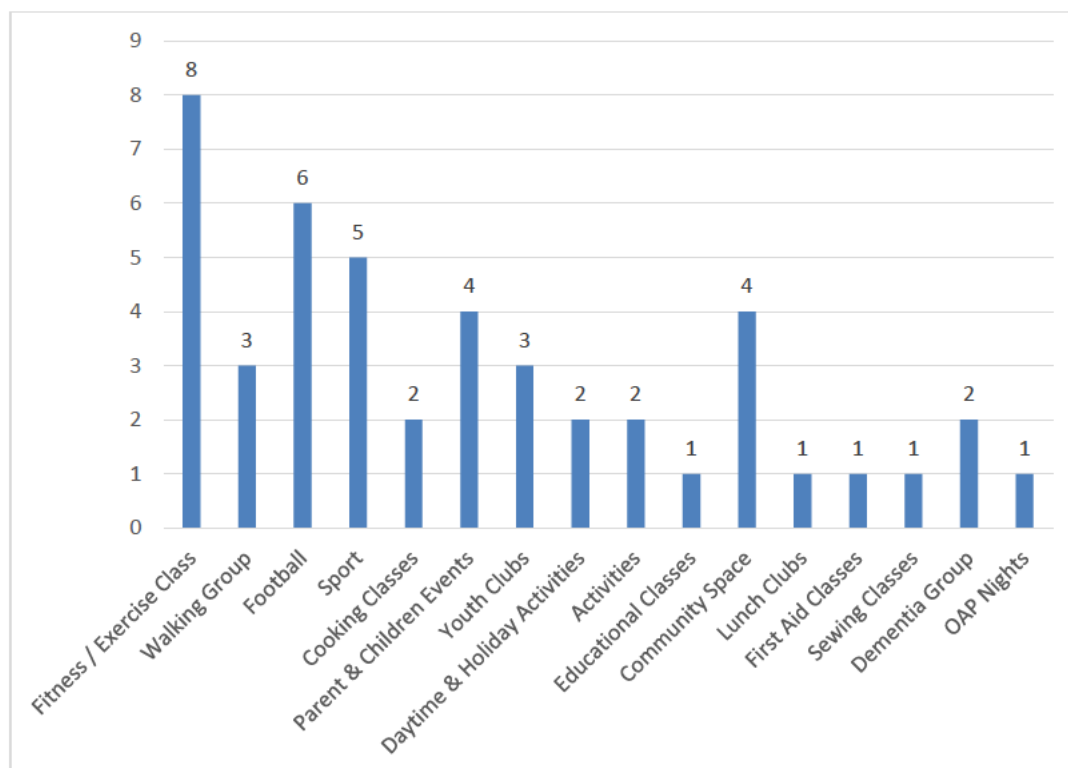
Yes. We need a facility

Yes it would be good for the area. If the community are involved we could help look after it.

Yes - the building is being used well by the football academy and the charity

The immediate conclusion is that all respondents provided a positive response to this question. As can be seen the scope of ambition which such a question raises is positive, with the idea of more activities, services and general improvement to the Park and the safety of people being highlighted. Again this is a positive response and raises an element of enthusiasm shown by local people to the idea behind this question.

4. What health and social related classes or events would you like to see within the Pavilion / Cathkin Park?



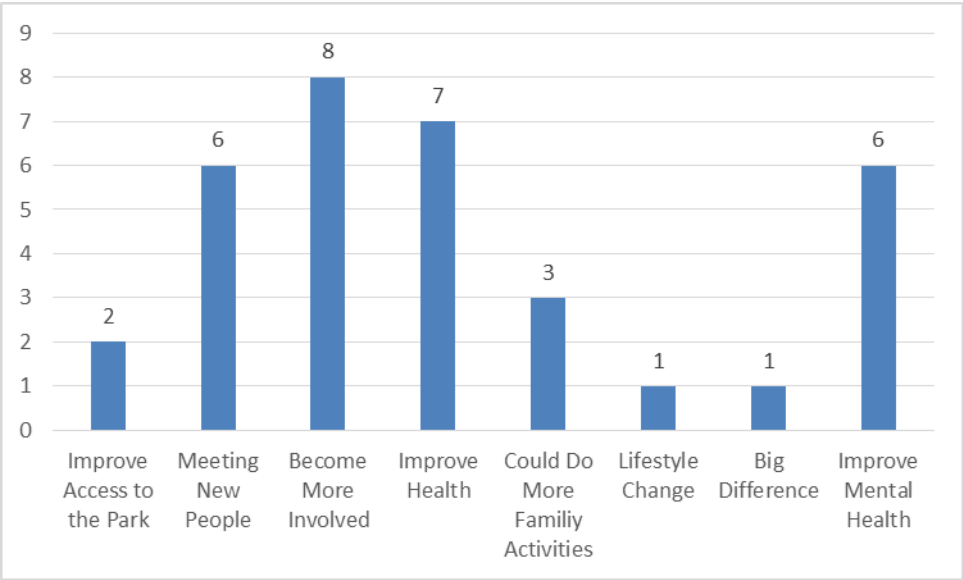
As can be seen from the above responses there was a reasonable spread of health and social related classes highlighted by the respondents.

In addition respondents also provided general responses regarding the Park and the Area as a whole:

- Hopefully the park would feel safer and the area kept clean and litter free. I would like to see the pitch renewed, they have made a good job of the stands already.
- Make the park cleaner and safer hopefully
- Community would get to know each other better.
- The area would feel safer for women to walk if the building was staffed.

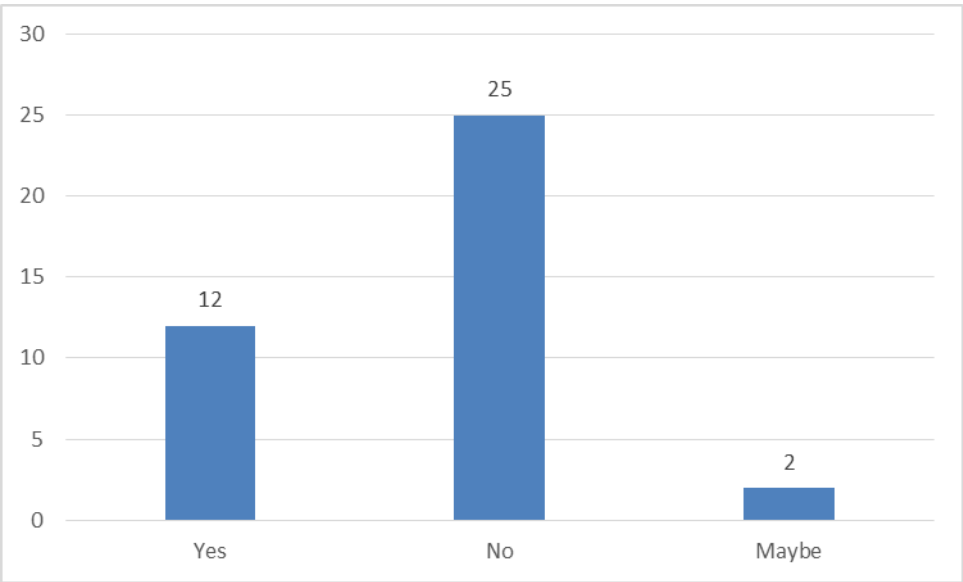
These specific responses reflect a continuation of responses to Question 3.

5. What difference would this make to you?



The responses to this question demonstrate the impact which people believe would happen should there be an increase in the activity and service provision within the Park. All of which are very positive.

6. Would you be interested in Volunteering?



As can be seen from the responses above based on a random selection of local people interviewed within the Park a significant proportion on the local community would be interested in volunteering within the Charity.

Community Consultation Conclusion

The key conclusion which can be drawn from this community consultation is that the responses were in favour of the Pavilion and the Park as a whole being managed and operated for the local community. Within these responses there were key themes emerging:

- Within the responses provided under Question 4, these ideas are all perfectly reasonable, a few of which are already taking place. Therefore, given the responses it would be the case that if successful with the Community Asset Transfer these groups and activities would be delivered and it would clearly be in line with the vision of the Charity.
- Within the responses provided to Question 5, these are positive responses which are based on improving a person's health and well-being, mental health and social isolation. These are clearly significant targets which both Glasgow City Council and the Scottish Government are attempting to tackle.

Overall, there was also a theme around safety which naturally if the Pavilion was in full operation, delivering services within the building, within the park itself and within the MUGA, then such a concern would be addressed.

7. Financials

Using information drawn from the Community Consultation, building on the existing services and in line with the Vision of the Charity, the Financial Projections of the Jimmy Johnstone Charitable Trust are as follows.

Within the period September 2019 to March 2020

- a) There would be an increase within the lets by January 2020 due to the delivery of activities identified within the Community Consultation. With each aspect identified the Charity would assess whether or not it is best placed to deliver this or whether or not another third sector organisation should deliver it.
- b) Grants and Fundraising. The Charity would initially apply for grant funding to deliver on the activities identified within the Community Consultation (with reference to the previous point) and to expand the delivery of existing services.
- c) With regards to the overall cash-flow, the Charity was established on the 31st of July 2017 and has been operating through donations and utilising volunteers. This approach will continue complimented by attempting to access Grant funding until the Pavilion, Park and MUGA meet the long term sustainable plans of the Charity.
- d) All items of expenditure are based upon previous experience of operating within the Pavilion.

Within the period April 2020 to March 2021

- a) The income will increase through dedicated lets providing services and activities to the local community. This will be complimented through lets to the Jimmy Johnstone Football Academy and the Glasgow District Youth Football League.
- b) Grant Funding is listed within this period, however, as there is no certainty with grant applications, a detailed funding strategy will be developed in the six months prior to this period.
- c) Within the Expenditure section, there is now a staff member which will be a person who oversees the operation of all aspects of the site and who continues to build community engagement. In addition the staff member will identify and assist in developing (or finding a third sector organisation to deliver) additional services and activities.
- d) All items of expenditure are based upon previous experience of operating within the Pavilion and previous experience.