

# CR-Cats Canoe Club Growth & Sustainability

## CASE STUDY

CR-Cats are a high performance slalom canoeing club, based on the River Devon in Alva, Stirlingshire. Members of the club often compete at the highest international level. The club is in the process of moving from a very loosely coached, volunteer-led club to a club that is going to have a full-time professional coach.

The project's aim was to undertake a piece of research which explored exploring the options associated with the decision to either become a registered charity or business.

This research culminated in a business plan being produced which would support the club's growth and sustainability in order to continue to produce medal winners for years to come.

Areas which were explored during the project included:

- Financial forecasting
- Fundraising
- Media marketing



## EMPLOYER EXPERIENCE

### David Campbell, Director, CR-Cats Canoe Club

"The idea was to get someone from the University of Stirling Management School to look at this proposition with a fresh pair of eyes, with more of a management focus, just seemed to be the right thing to do."

The benefit of the work that Christos has done for us is that it highlighted that we clearly need to look at financial forecasting for the club. We also need to consider look more into the world of social media marketing going forward.

I would highly recommend this initiative to other sports clubs. It provides them with an opportunity to look at their club in a different way."



## ACADEMIC VIEWPOINT

### Dr Kepa Mendibil, Director of Business Engagement, University of Stirling Management School

"This initiative provides Management School students with the opportunity to work on a practical work-based project alongside an external client organisation to tackle an issue that this client has set for them. At the end of the project, students have to produce a report which highlights the key findings. They are also required to deliver a presentation to the client."

The rationale behind the consultancy projects is to enhance the employment opportunities of our students. It prepares them for the next step in their career by helping them make the connection between theory and practice."

## STUDENT EXPERIENCE

### Christos Voglis, MSc Business & Management

"I had the opportunity to choose from a wide range of projects as part of my course, but when I read the brief of this project, I contacted my tutor and said 'I want this client'."

I gained a lot of things by participating in the consultancy projects, including an increased knowledge of canoeing, that's for sure.

I also better understand the structure of sports clubs in Scotland. Most clubs are unincorporated associations which was something new that I had never heard of before.

To be able to help a small local organisation to develop its future strategy has been a fantastic opportunity. I would never have thought that when I came to Stirling that I would have achieved that."