

PITCHIN' IN

THE KILLIE COMMUNITY HUB
AT RUGBY PARK



Participants to date

44

Schools worked with

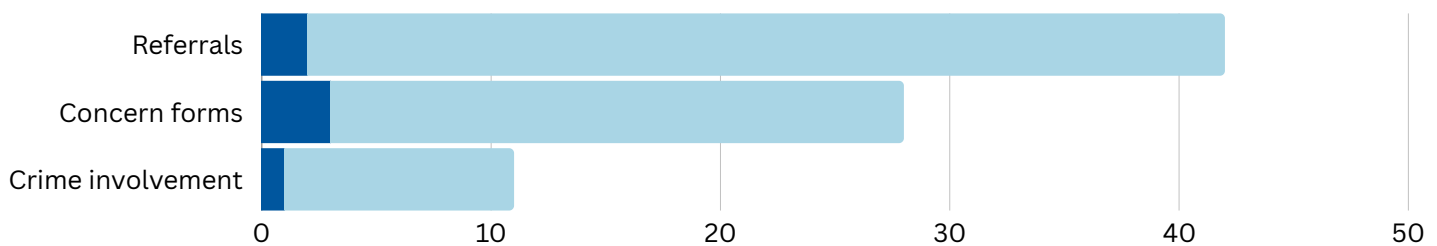
7

Capacity per block

21

Most recent block

JAN - MAR '25 per month

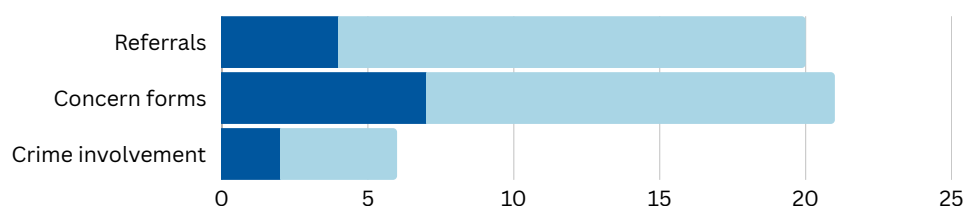


Overview

The 'Pitchin In' programme is designed to engage students with low school attendance and behavioral challenges by using the power of football as a tool for personal development and re-engagement with education.

Pupils will co-design the programme, setting their own ground rules in their own shared, safe space, before taking in an hour of educational input, and following positive engagement and behaviour, an hour of exercise.

SEP - DEC '23 per month



Input from:

STAR Centre (Positive Masculinity, Power & Consent)
Show Racism the Red Card (anti-racism)
Police Scotland (knife crime & carrying weapons)
Kilmarnock FC (CCTV & Safety at Football)
Prevention & Service Support Team (drugs)
Commando Factory (Lived experience & exercise)
AA & Smoking Cessation (smoking & vaping)
EA Anti Social Behaviour Officer (ASBOs)

Mairi MacKenzie
Inclusion & Engagement Lead



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Case Study B '25

When B first joined Pitchin' In, he was a young person immediately identified as facing significant challenges.

With school attendance at just **66%** and multiple behavioural referrals, B was at risk of disengaging entirely from education and positive peer networks.

Over the course of the 8-week programme, B's transformation was nothing short of remarkable. His school attendance rose to **89%**, and his behavioural referrals were halved—from four to two.

These improvements were not just statistical; they reflected a deeper shift in B's mindset and self-awareness.

Initially known as the "class clown," B often sought attention in ways that disrupted learning—behaviours rooted in a complex home life marked by family separation and the pressures of being one of many siblings.

However, through consistent support, structured activities, and meaningful mentorship, B began to channel his energy more positively. He started to reflect on his choices, understand the risks associated with anti-social behaviour, and take ownership of his decisions.

Mairi MacKenzie, Inclusion & Engagement Lead at The Killie Community, reflected on B's progress:

"B's journey is a testament to what can happen when a young person is truly seen and supported. He came into the programme unsure of himself and often masking that uncertainty with humour. By the end, he was not only more focused and engaged, but he had also developed a sense of pride in his own growth. That's the power of connection and consistency."

The impact of Pitchin' In extended beyond B's personal development. As PC Cotton, Campus Officer at William McIlvanney Campus, noted:

"The programme has improved my individual relationships with each pupil. After each week, the pupils now ask questions and are more aware of the risks of drugs, alcohol, and anti-social behaviour."

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