

# PITCHIN' IN

THE KILLIE COMMUNITY HUB  
AT RUGBY PARK



Participants to date

44

Schools worked with

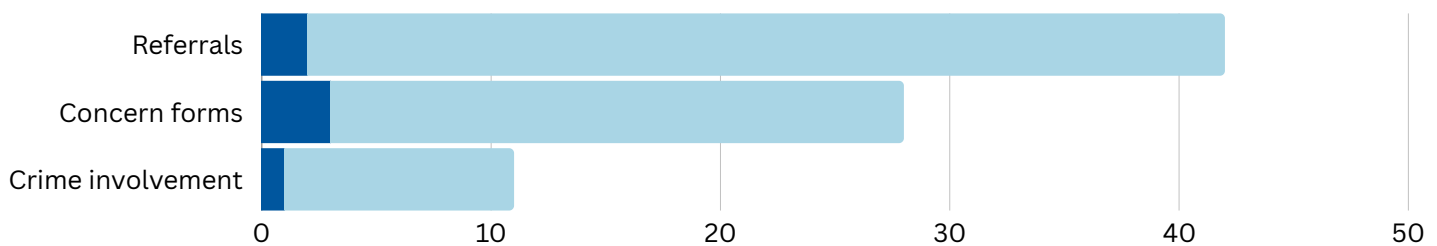
7

Capacity per block

21

Most recent block

## JAN - MAR '25 per month

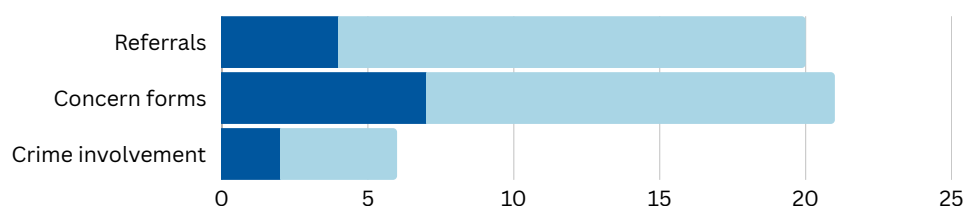


## Overview

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 R '25

One participant in particular stood out due to their remarkable transformation during and after the 8-week programme.

The participant's family situation was unsettled; she had been living with her grandmother, but sadly, after her grandmother passed away, this had a significant emotional impact on her. Following this loss, she was placed back in the care of her father and stepmother—a transition she found difficult and was unhappy about. This change negatively affected both her school attendance and her social interactions.

Before joining the programme, the participant had a very low school attendance rate of just **67.5%**. They demonstrated little interest in school, and their overall attitude and behavior were causing concern. The incentive structure of the programme—attending school in order to earn a place at the weekly sessions—was introduced to encourage responsibility and foster a positive relationship with education.

### Engagement and Progress

Over the 8-week period, the participant's school attendance rose dramatically to **87.9%**, with no absences recorded during the duration of the programme. Each week, they attended school consistently to ensure they could participate in 'Pitchin In'.

As the weeks progressed, staff observed significant changes in the participant's demeanor. They began to engage more openly, displaying greater confidence and a noticeable shift in attitude and perspective. The programme not only gave them a reason to come to school but also created a safe and enjoyable space where they could express themselves and feel part of a team.

### Staff Feedback

"She has really improved with her attendance at school and has stated she has only been coming to school so she can come to the programme." - PC O'Donnell, Campus Police Officer

"I've seen a big change in her since she started the programme. At first, she was really shy, kept to herself, and didn't have the most positive outlook on her future. As the weeks went on and she got involved in different topics, her confidence started to grow. We gave her something to work towards—if she stayed on track at school, we'd help her get into some volunteering, and maybe even start working towards her coaching badges, since coaching football is something she's really interested in. Over time, we built a really good relationship. She felt comfortable talking to me about things going on in her life, and I think having someone to talk to helped her along the way" - Mairi, Inclusion & Engagement Lead

### Participant Reflection

"I wouldn't go to school before. I only now go to school so I can come to 'Pitchin In' each week. I enjoy the different topics and getting to play football. Girls have many barriers within football, especially when mixed with boys, but this group is fun."

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**Mairi MacKenzie**  
**Inclusion & Engagement Lead**

