



Strategic Planning

The Process

| | |
|------------------|---|
| Jul/Aug | Online Consultation Survey, analysis |
| 16 Aug | Feedback to the board/staff |
| 22 Aug | ASC meeting |
| 23 Aug | Ice Rink Meeting |
| 28/8-12/9 | Open Meetings - TODAY |
| 4 Sept | LSC meeting |
| 24 Sept | Approval by Board |
| 28 Sept | Submit draft strategy to sportscotland |
| Oct - Dec | Further development of the strategy |
| Feb 2019 | Scottish Government budget announcement |
| April 2019 | Launch new strategy |

Ayr
Dumfries
Hamilton
Kinross
Forfar
Edinburgh
Inverness



Long term outcomes...by 2019

Development

RAG

Increase Membership to 16,000

Amber

Increase Junior Membership to 1,406

Amber

Create Performance Environment

Green

Achieve 50% on Coaching Scorecard

Green

Effective Organisation

Maintain Satisfactory in KPMG Audit

Green

Achieve Intermediate Equality Standard

Green

Performance

1 or more Olympic Medals in 2018

Red

1 Paralympic Medal in 2018

Red

Other achievements



Facilities

- 2018 support of Murrayfield, \$100k loan from WCF for upgrade
- 2017 opening of National Curling Academy, Stirling
- 2016 support for Inverness, \$100k loan from WCF for refurb
- 2015 relocate office to Stirling
- 2018 offer support for the Brora Curlew project

Events

- 2015 Indoor Grand Match over 2000 players
- 2016 European Curling Championships - Braehead Arena and rink
- 2018 World Junior Championships - Curl Aberdeen
- 2018 World Championship Playoff, Dewars, Perth
- 2019 World Wheelchair Championships - Stirling

Other achievements



Development

- TryCurling Programme consistently attracting new people
- Curlingscool: Average 5,000 children per year
- More courses: Coaching, Umpiring, Child Protection, Wheelchair
- BSL initiative: Creating a new vocabulary in sign language
- Conference: Coaching and Development
- #CurlFest: New initiative to attract families
- Support: Practical support with GDPR and Child Protection
- Tours: Support incoming and outgoing international tours
- Help Funding: Big Lottery, Awards for All, Direct Club Investment
- Communication Website, Facebook, Twitter, Instagram, YouTube, Linked-In, Your Curler, Survey Monkey, Competition Brochure, Open Meetings.

Other achievements



Performance

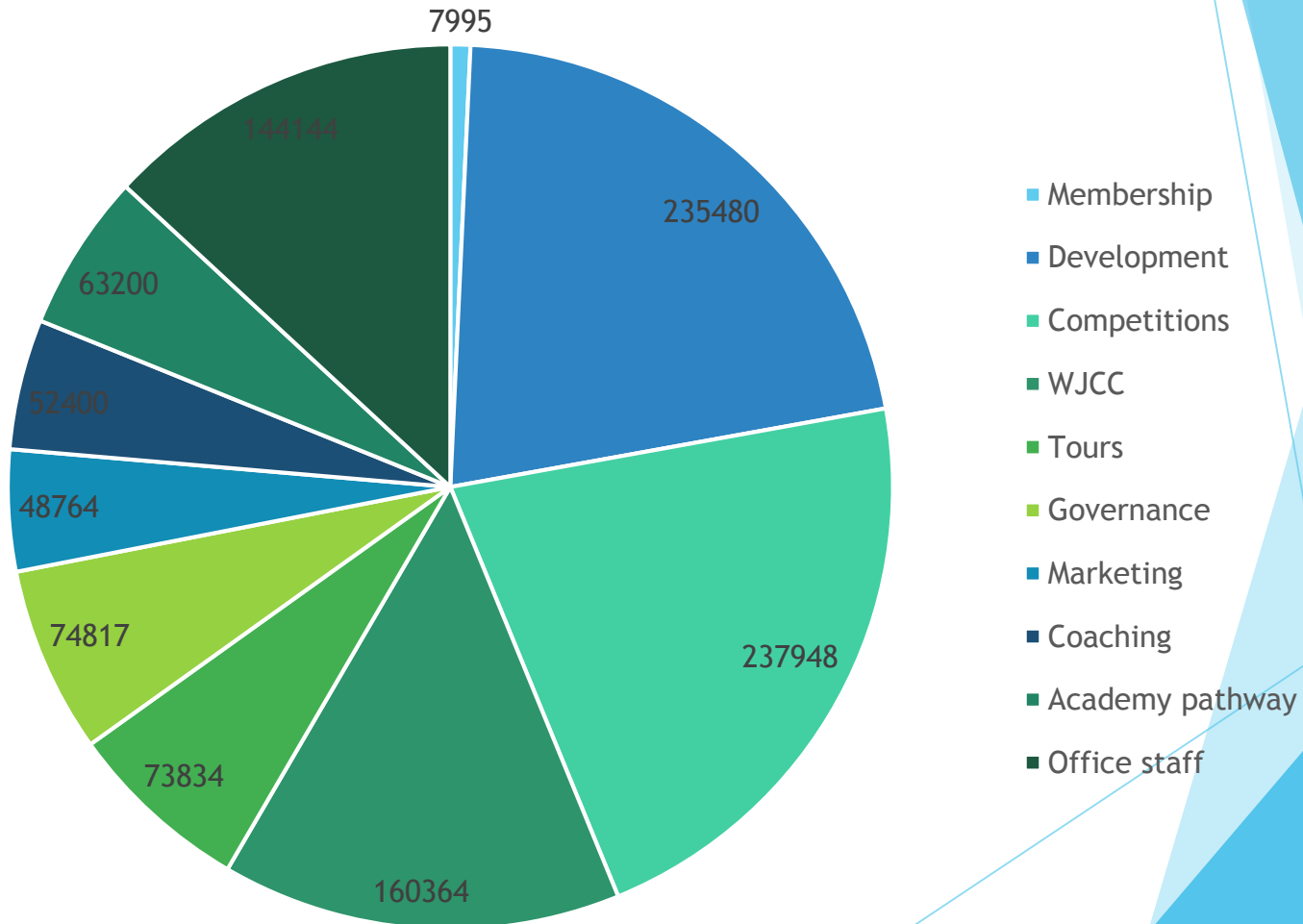
| | |
|--------------------|--------|
| 2018 WMCC | Bronze |
| 2018 WJCC Men | Silver |
| 2017 ECC Women | Gold |
| 2017 ECC Men | Silver |
| 2017 WMixedCC | Gold |
| 2017 WSCC Women | Bronze |
| 2017 WWheelchairCC | Bronze |
| 2017 WJCC Women | Silver |
| 2016 ECC Women | Bronze |
| 2016 W Mixed CC | Bronze |
| 2016 WSCC Women | Gold |
| 2016 WSCC Men | Bronze |
| 2016 WJCC Men | Gold |
| 2015 ECC Women | Silver |
| 2015 WJCC Men | Silver |





Finance: 2017-2018

Expenditure (£1,200,000)



The 2 Brands

RCCC



Scottish Curling



Governance & Traditions

AGM
Rules, Tours
Articles of Association
50 year medals
Legal contracts

Public Facing Activities

Member recruitment
Sponsorship
Competitions
Merchandise
Marketing & PR

Quiz



How many Ice Rinks currently provide curling in Scotland?

23

When did the RCCC name change from Grand to Royal?

1843

Which season was the golden era with most ice rinks open in Scotland?

1993-94 How many rinks were open?

Which is the next World Championship coming to Scotland?

2019 World Wheelchair Curling Championships.

How many competitions does Scottish Curling run?

42

How many people participated in TryCurling last season?

3486

What is the name of the newest programme aimed at young people?

Scottish Curling Future Leaders

When was granite first quarried from Ailsa Craig for curling?

1851



Vision

- ▶ Scottish Curling has a vision that curling is an exciting game that is played and enjoyed by people of all ages and abilities in communities across Scotland.



Mission

- ▶ Scottish Curling will raise the profile of curling to grow its popularity and increase participation;
- ▶ Scottish Curling will work in partnership with clubs and facilities to develop exciting opportunities for people of all ages and abilities to realise their ambitions within the sport;
- ▶ Scottish Curling will be an effective, highly valued and respected organisation that provides high quality leadership and governance for the sport of curling;

Common Aims



Scottish Curling

Clubs and Ice Rinks

More broadcast coverage
Media Profile - print/online
Make curling look attractive
Introduce new people to curling
Keep them coming back to play more
Strong development pathway - keep people curling
Dynamic Clubs with growing memberships
Non-Curling business to diversify income
Local Authority Partnerships
Keep Rinks Open

Challenges:

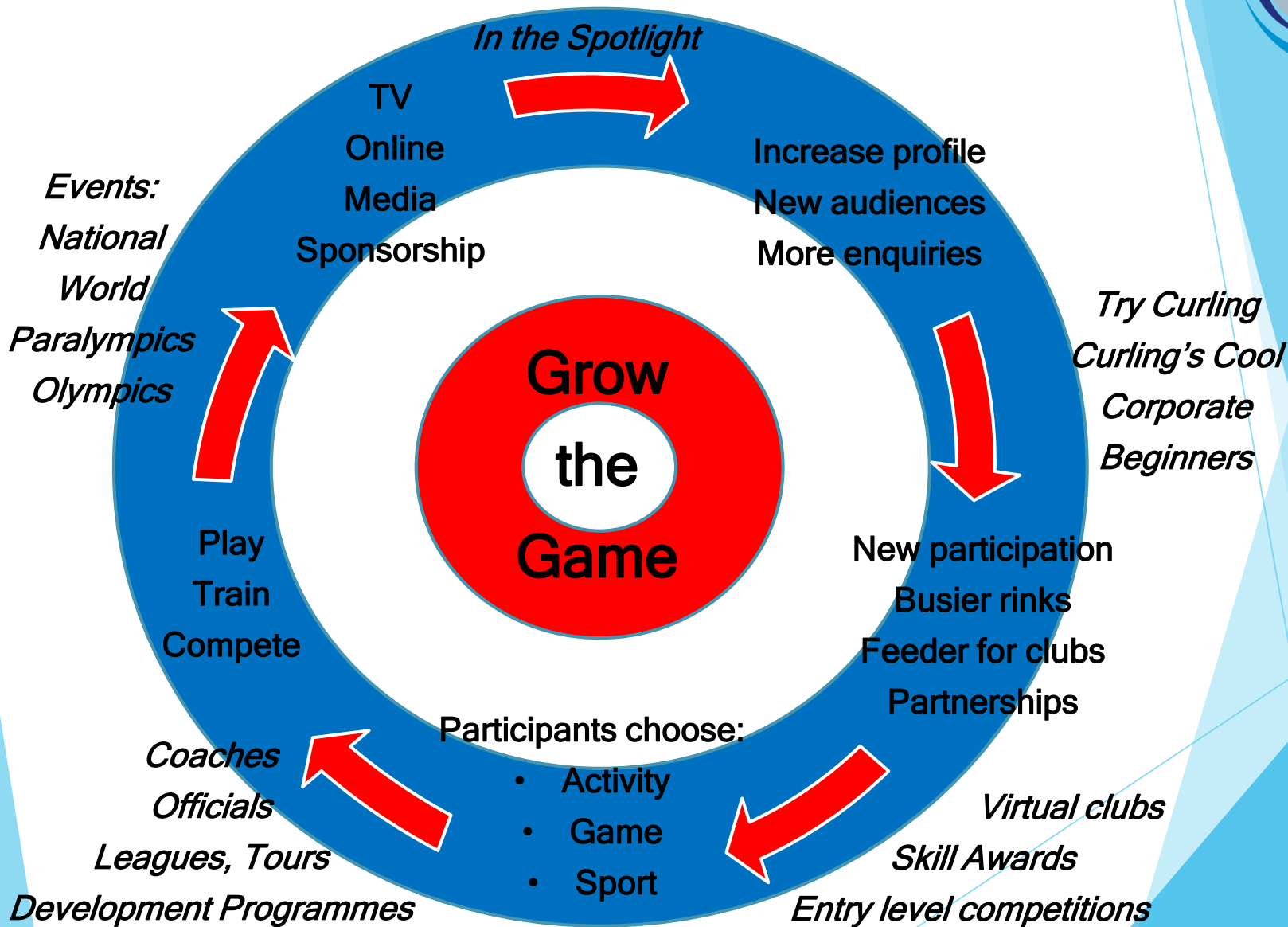
Operating costs: Energy, Staffing, Supplies, Maintenance

Demographic: Ageing and declining number of members

Legislation: GDPR, H&S, Welfare, alcohol

Competition: Work, Family, Xbox, TV/Screens, other sports...etc

Curling: Grow the Game



ACTIVITY



Groups answered three questions and the top answers were:

▶ **Top risks/challenges**

- Demographics of membership
- Rising costs of energy increases cost of games
- Clubs are shrinking - not attracting new members
- Organisational structure is not forward thinking

▶ **What can local clubs/rinks do:**

- New member recruitment plan for every club/rink four youth and adults
- Capture players who are not members of SC
- Campaign targeting people aged 40+ and 50+..
- Promote stick and floor curling

▶ **How can SC help clubs:**

- Share good ideas and best practice
- Campaign for energy cost reductions - lobby government
- Create national U3A campaign to set up U3A curling groups
- Greater Member Benefits



Long term outcomes...by 2023

Membership

Attract 500 new members per year

Target to increase overall membership to 13,000

Review membership categories and implement

Facilities

Support Ice Rinks with operational challenges (energy, marketing)

Secure Premises for office and museum

Participation

Deliver programme of TryCurling to at least 2,000 per year

Grow schools participation in curling to 5,000 per year

Attract more adults to the sport

continued...

Long term outcomes...by 2023



Coaching/Workforce

Achieve 60% on Coaching Scorecard, independently measured

Develop programme to train workforce to meet future needs

Performance Pathway

Maintain dominance on British performance programme

Win at least 3 international medals per year (all ages)

Effective Organisation

Satisfactory Governance Audit from KPMG/sportscotland

Operate Intermediate Equality Standard

Review organisational structure

What next

Develop the strategic plan

1 more open meeting in Inverness

Create new operational plans

Detailing what we will all do to work towards the strategy

Send me an email

If you leave and think of a good idea, point or question

bruce@scottishcurling.org

Thank you for coming and participating

