

GOVERNANCE			
Strategic Aim	Target	Due Date	Status
Create a 10 year long term corporate plan based on the vision for Scottish Curling	Corporate Plan Created approved by board	04/01/2023	Not started
Modernise the organisational structure: fit for the future, connecting & representing members	Present changes to the organisational structure at the 2022 AGM	20/08/2022	Previous structure group closed off New group to be formed with input from ASC and LSC
Have robust governance standards, measured by independent audit	Retain satisfactory level in 2021	31/10/2021	Draft report received with recommendations in 5 areas
Be recognised internationally as the mother club of curling, highly respected, influencing and responsibly shaping the future of the sport	Recruit and train international reps Contribute to the international development of curling with meaningful participation with other countries and the WCF.	04/01/2023	Ongoing
Greater communication & engagement with members	Monthly Your Curler (in season) to members Publish board minutes on website Consult members on key issues/changes	monthly after each meeting before each AGM	Ongoing
Provide leadership in setting and maintaining Safeguarding Standards for the sport	Provide training in safeguarding to directors and staff	Annually	Ongoing
Facilities			
Strategic Aim	Target	Due Date	Status
Support Rinks with promoting the sport and operational challenges (energy, funding & training)	At least 1 promotion and 1 operational support project to be delivered each season in partnership with SIRA i.e. Save Our Ice Rink Campaign, Try Curling Marketing, Energy Saving Initiative.	01/04/2022	Try Curling Campaign On Going. Progress needed with Operational Project - Energy Costs
Work closely with all ice rinks to retain and increase participation with local development plans	21 Development Plans submitted annually with facilities goals included	01/11/2022	On track
Maintain existing curling facilities with 22 ice rinks and support a new rink in the Glasgow area	21 rinks remain open and plans progressing for Glasgow Ice Centre	01/04/2022	On track for existing rinks opening. GIC making progress.
Membership/Development/Participation			
Strategic Aim	Target	Due Date	Status
Deliver programmes of TryCurling to at least 1,000 people/year and attract to clubs	600 New Members per season	30/03/2022	230 new members season so far
Create 3,000 opportunities for school pupils through Curlingscool with links to Junior Clubs	3,000 pupils attending	30/03/2022	Awaiting Membership Data
Improve diversity of participation in curling across under represented groups	Create pilot programme with one group	30/03/2023	Awaiting Membership Data
Every Ice Rink Curling Community to have a joint development plan to retain and increase participation in curling.	21 Development Plans submitted annually	01/11/2022	Limited engagement from some rinks
Train 24 young volunteers in Future Leaders programme across the 4 years of the strategic plan	6 new FLs in 2021-22 season	01/10/2022	19 FLs up to 20-21 season. On track to achieve by 2023.
Maintain overall membership at above 10,000 active curlers	10,000 Members for 2021-22 season	01/04/2022	Membership currently 9,660
Review membership categories to reflect future needs, including casual users	Addition of new membership category	01/04/2023	On track

Increase junior membership to 925 by April 2022	925 Junior Members	01/04/2022	Membership Currently 629
Design and launch a shorter version of the game to attract busy people to play	5 rinks to run Quick Curling leagues in 2021-22 Season	01/04/2022	On track
Manage Effective Partnerships across Scotland to develop Curling	Maintain and further develop partnerships with SSS, SWCA, SDS and SIRA and look to begin at least 2 additional partnerships	01/04/2022	On track
Competitions			
Strategic Aim	Target	Due Date	Status
Offer a full range of relevant competitions that provide value for members of all ages and abilities	Successfully run all planned 2021-22 events with no less than a 20% drop in participation from 2019-20 season in any of the following categories - Juniors, mens, womens, senior mens, senior womens	01/04/2022	On track
Review Scottish Championships with a view to enhancing profile and experience of curlers and spectators	Scottish Championship to deliver the recommendations of the Selection Working Group	01/04/2022	On track
Workforce			
Strategic Aim	Target	Due Date	Status
Achieve 60% on Coaching Scorecard assessment, created by sportscotland	Achieve 60%	30/03/2022	On track prior to coaching scorecard no longer being used so looking for alternative metric
Deliver a programme of workforce training and CPD to meet future needs at all levels	conduct annual training needs analysis deliver L1 and L2 courses to meet demand deliver CPD courses to match needs deliver annual conferences for coaches deliver annual conferences for officials	30/06/2021 ongoing 30/04/2023 Annually in September Annually in September	completed on track on track Completed
Run bespoke programme to develop coaches into performance coaches	Develop at least 4 coaches/year to become performance coaches through bespoke prog	30/04/2022	On track
Provide training for Scottish Officials to officiate at World Championships, Olympic & Paralympic Games	Maintain or exceed current levels of international representation amongst officials	30/04/2023	Ongoing through umpire development prog.
Assess needs and develop a programme of support for Ice Technicians in Scotland	Work with SIRA and WCF, conduct research, gap analysis, identify core competencies and learning outcomes required for making ice and determine requirements in Scotland.	30/03/2022	Three meetings held by Aug 2021
Performance Pathway			
Strategic Aim	Target	Due Date	Status
Deliver holistic athlete development through the Academy Programme	Train 50 athletes per year on the Academy Programme	30/04/2022	Delivery on going
Junior Men and Women to qualify for World Juniors each year	Scottish Junior Women's Championships to qualify from World Junior B	01/12/2022	Men Qualified. Women to play Junior Bs in January

Maintain at least 80% Scots on British performance programmes	80% of British Curling Athletes eligible to represent Scotland	01/08/2021	Achieved - 96%
Deliver medals for Scotland at World and European Championships	Win at least 3 international medals each year (all ages)	01/05/2022	Not started
Equalities			
Strategic Aim	Target	Due Date	Status
Increase participation of disabled curlers by 10%	10% increase in entries to Curlability bonspiel and membership of wheelchair clubs compared to 2019-20 season	30/03/2023	At Risk - challenging due to Covid reluctance. Suggest more suitable target is to maintain current level
Continue to promote women's participation in leadership roles	50% directors are women 50% staff in SLT are women Only 20% of Future leaders are female	30/03/2022	In October 2021 50% directors are women and 66% SLT are women
Maintain Intermediate Equality Standard for Sport and work towards Advanced Level	Maintain the standards for intermediate level	30/03/2023	On track
Communication			
Strategic Aim	Target	Due Date	Status
Increase engagement with members and stakeholders, especially on key issues	Engage members on organisational structure Engage members on updates to Articles Engage members on rule changes	31/12/2021 30/04/2022 30/06/2022	Not started yet Not started yet Not started yet
Increase use of digital media and online meetings to broaden reach	Increase social media followers by 10% Host a minimum of 6 webinars per year	30/04/2023	Started cycle with 12,450 in 2019, in August 2021 at 13,349
Provide trusted and valued information for benefit of the curling community	Publish RTC guidance and updates	30/04/2022	On track
Increase quality and quantity of broadcast output with partners and own footage	Secure broadcast deal for Scottish Championships of more than 4 games	30/04/2022	First meetings held
COVID Recovery			
Strategic Aim	Target	Due Date	Status
Success of the Paused Membership Scheme by a minimum of two thirds of the 2500 of members who paused rejoining fully	1650 paused members rejoining	30/01/2022	Awaiting Membership Data
Retention of other members by retaining 90% of members who did not pause	Retain 8100 of members who did not pause	30/01/2022	Pre Covid cancellation was 8%
Dedicated support to junior clubs to increase junior membership	300 new members from Curling's Cool	30/01/2022	Awaiting Membership Data
Increased promotion of Try Curling through new media channels i.e. Radio, social media	25% increase in Try Curling numbers from 19-20 season	30/04/2022	Promotion on going and Try Curling numbers healthy
Support Rinks with succesful reopening	22 ice rinks reopen by 30 November 2021	30/10/2021	On track
Coach engagement to encourage return to coaching	85% of coaches to return to coaching	31/12/2021	Monitoring starts in Sept 2021
Issue sport specific NGB guidance promptly	Guidance to be issued within 5 days of sportscotland updates	Ongoing	On track