



Sweeping Change: The Future of Curling

Scottish Curling
Strategy | 2023 - 2027



© WCF / Alina Pavlyuchik 2023

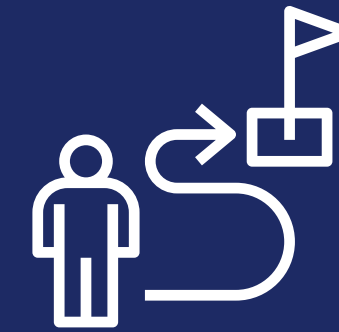


OUR VISION

Scottish Curling has a vision for
a future where we have a
nationwide network of

Thriving Curling Communities.





OUR PURPOSE

Scottish Curling's purpose is to
Champion Curling.



OUR MISSION

Enabling fun, social
and engaging
curling experiences
for everyone.



OUR VALUES



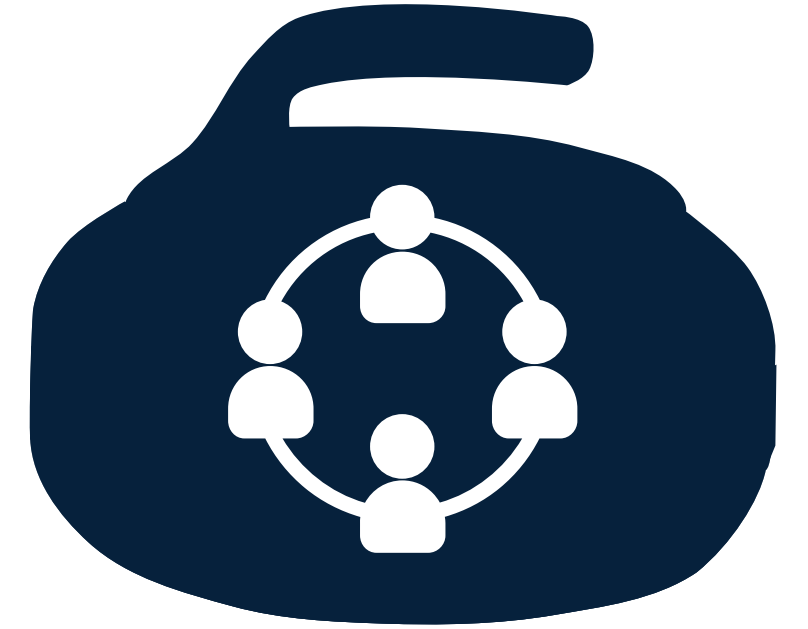
PROGRESSIVE



LEADERSHIP



INCLUSIVE



COMMUNITY

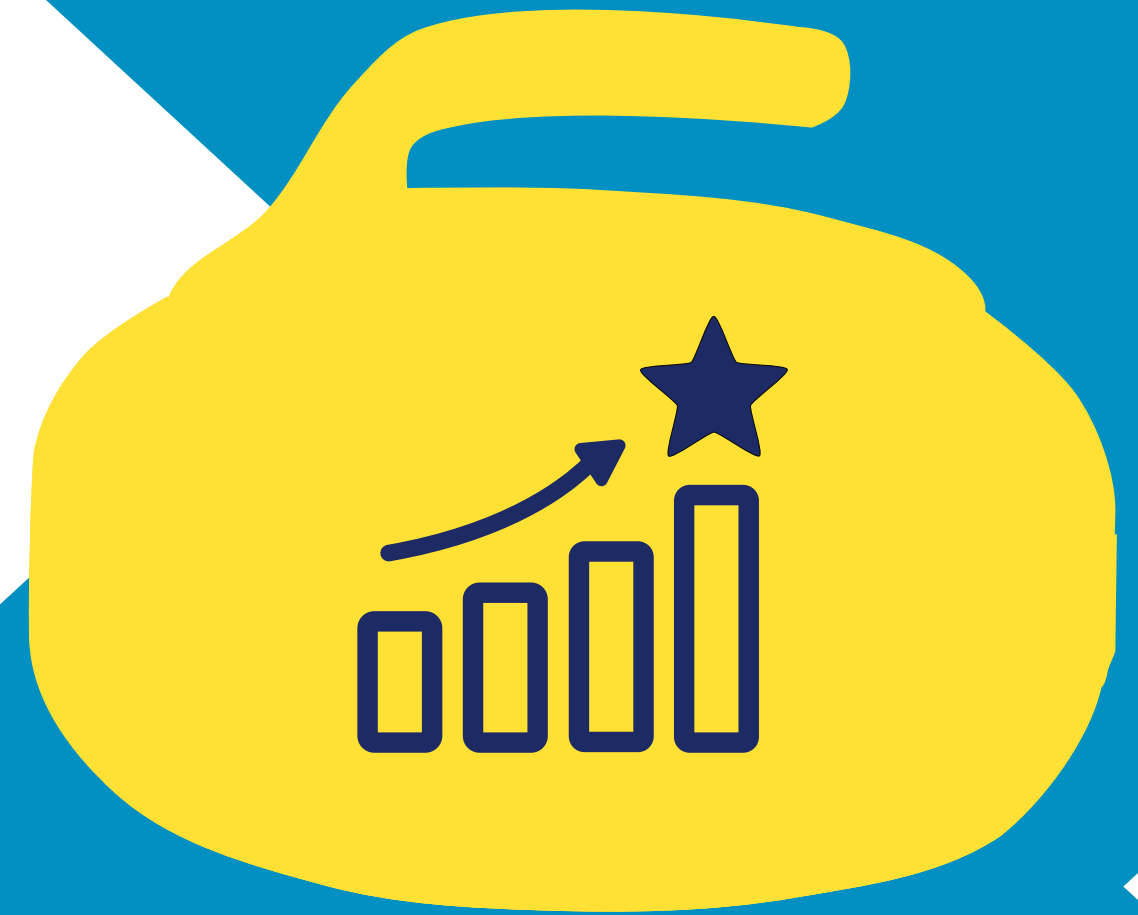
Our values exemplify our behaviour and how we operate for members and partners.

OUR VALUES

PROGRESSIVE

WE ARE PROGRESSIVE

We are committed to moving the sport forward whilst celebrating our heritage.



OUR VALUES

LEADERSHIP

WE WILL LEAD THE
SPORT POSITIVELY
AND CREDIBLY

We know the role we must play to inspire our communities and will succeed through collaborating with and listening to our members, partners and stakeholders.



OUR VALUES

INCLUSIVE

CURLING MUST BE INCLUSIVE

We are determined to make everyone feel welcome and respected.



OUR VALUES

COMMUNITY

SCOTLAND IS THE
HOME OF CURLING
WITH COMMUNITY
AT ITS HEART.

We will promote the positive impact of
curling communities on our members
health and wellbeing.



How We Will Meet Our Vision & Mission



ENGAGEMENT

Listen & understand the needs of our community as the sport evolves.

BY 2027, WE WILL HAVE...

- △ Ensured we are consistently visible, present & understand our communities.
- △ Ensured we have connected the sport at all levels with our partners.
- △ Transformed our digital offering to connect with our communities.
- △ A high quality online & social experience designed to gather consistent member feedback to drive the sport forward.
- △ Championed the commercial aspects of our sport for all.



PARTICIPATION

Increase and engage participants in all formats of curling, on and off the ice.

BY 2027, WE WILL HAVE...

- △ 12000+ members.
- △ Increased recruitment through our national TryCurling programme.
- △ Increased retention through new, innovative practices.
- △ Delivered targeted initiatives that increase equality, diversity and inclusion in the sport.
- △ A vibrant series of competitions and events that meet the needs of our members.





Safely recruit an appropriately skilled, thriving workforce capable of meeting the needs of a growing sport.

BY 2027, WE WILL HAVE...

△ 15 tutors across all levels of coach education.

△ 600 coaches.

△ A new online education system for upskilling coaches, officials and volunteers.

△ Delivered initiatives to develop life skills through curling.





Supporting rinks & clubs to provide great curling environments and strive towards making curling financially and environmentally sustainable.

BY 2027, WE WILL HAVE...

- △ Partnered with SIRA and their membership, adding value in addressing current rinks and opportunities.
- △ Supported the development of new ice venues and their community impact.
- △ Collaborated with our rinks to pilot new models that enable people to better fit curling into their lives.



PATHWAY

A high quality pathway enabling athletes to reach their highest potential, supported by coaches who are committed to learning & improving.

BY 2027, WE WILL HAVE...

△ An established, inclusive athlete pathway.

△ A coaching pathway that is constantly working to attract & enable talent.

△ Annually retained our 100% compliance with UKAD clean sport principles.



OPERATING MODEL

Create an organisational structure that enables the delivery of the strategy for our curling communities.

BY 2027, WE WILL HAVE...

- △ Maintained best in class safeguarding status within the standards for Child Wellbeing & Protection in Sport.
- △ Maintained a minimum satisfactory with comments rating on KPMG audit.
- △ Ensured staff L&D is prioritised and can adapt to industry / consumer demand.
- △ Actioned a financial plan which enables delivery and increased sustainability.
- △ Embedded the Inclusion Framework in all our activities.



SUSTAINABILITY

Aligning with UK Sport's Environmental Sustainability Strategy, Scottish Curling is committed to achieving a 50% reduction of our organisational carbon emissions by 2033.

BY 2027, WE WILL HAVE...

- △ Conducted an organisation carbon footprint assessment and created an action plan.
- △ Embedded carbon literacy training into staff and board induction processes.
- △ Supported our facilities and clubs to adopt sustainable practices.
- △ Shared out learning with our strategic partners.





0131 333 3003



scottishcurling.org



office@scottishcurling.org



Cairnie House, Ingliston Showground,
Newbridge EH28 8NB

