



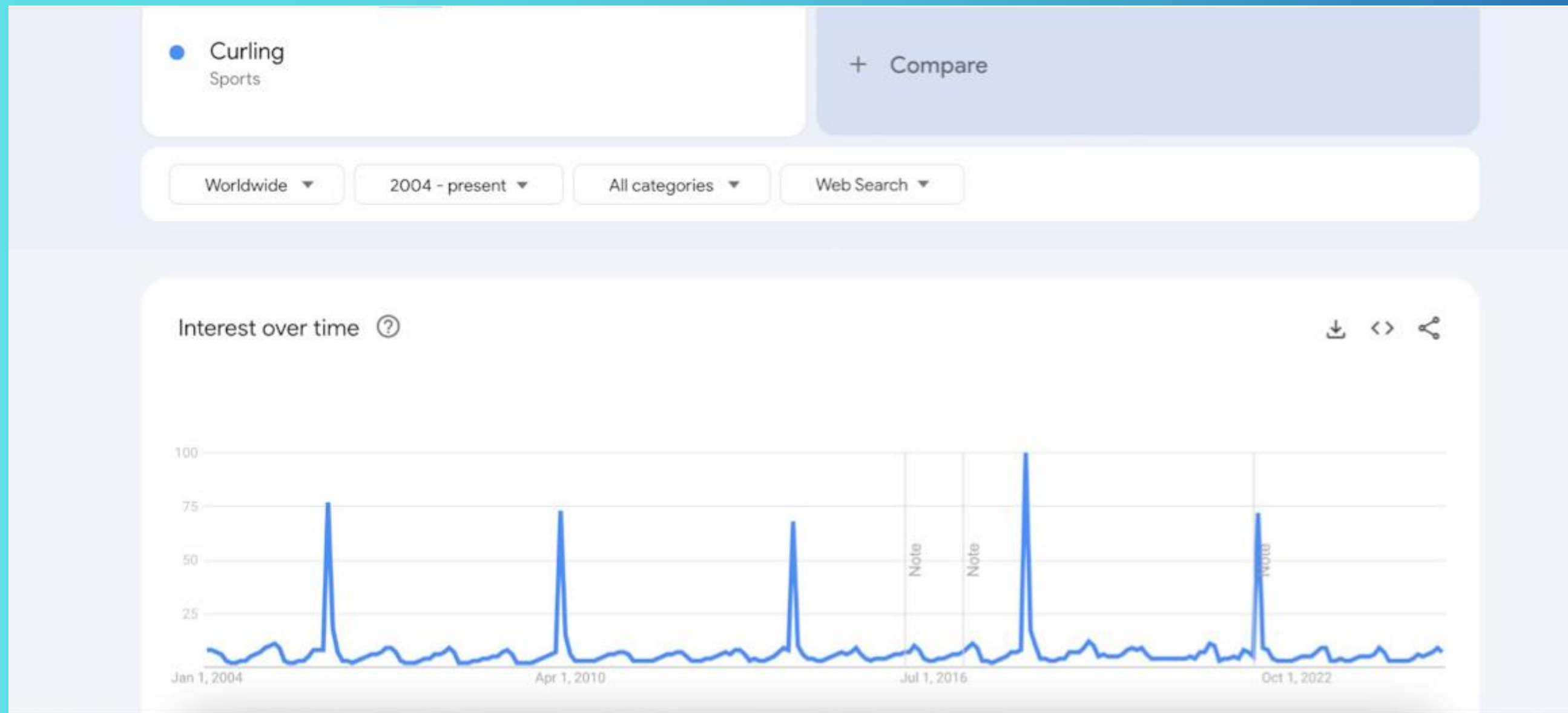
SCOTTISH CURLING

PROJECT 2026

MAY 2025

WWW.SCOTTISHCURLING.ORG

WHY US? WHY THIS? WHY NOW?



We know
curling has a
'moment'

STEER THE SHIP FROM DANGER

- Clear direction from Board
- The scale of the challenge
- Plateau & Rise
- Support rinks



**WHAT
PROJECT
2026 IS**



**AND WHAT
IT ISN'T...**

WHAT THE OFFER IS

- Staff
- Expertise
- Support
- Engagement
- Celebration
- ...and a bit of money



WORKSTREAMS

Internal Communications

- Engagement of members, clubs, ice rinks etc
- Leadership engagement/generate awareness



External Communications

- Public promotion of TryCurling
- Teams results, stories, behind the scenes
- Increasing interest in sport generally



Internal Delivery

- Review of grassroots pathways
- Club and workforce training
- TryCurling Delivery



External Delivery

- Delivery in schools, community groups, floor curling, watch parties, etc
- Signposting to trycurling.com



WHAT THE FUNDING COULD BE USED FOR

Initiatives that recruit and retain newcomers within the sport

Curler retention projects
utilising new ideas specifically aimed at retaining existing curlers (junior retention; returning curlers; junior to ordinary)

Inclusion
including projects for people with disabilities, minority groups and women and girls

Projects that demonstrate

They align with Olympic and Paralympic theme throughout the curling season

Innovative approaches

A collaborative approach to development and delivery of projects

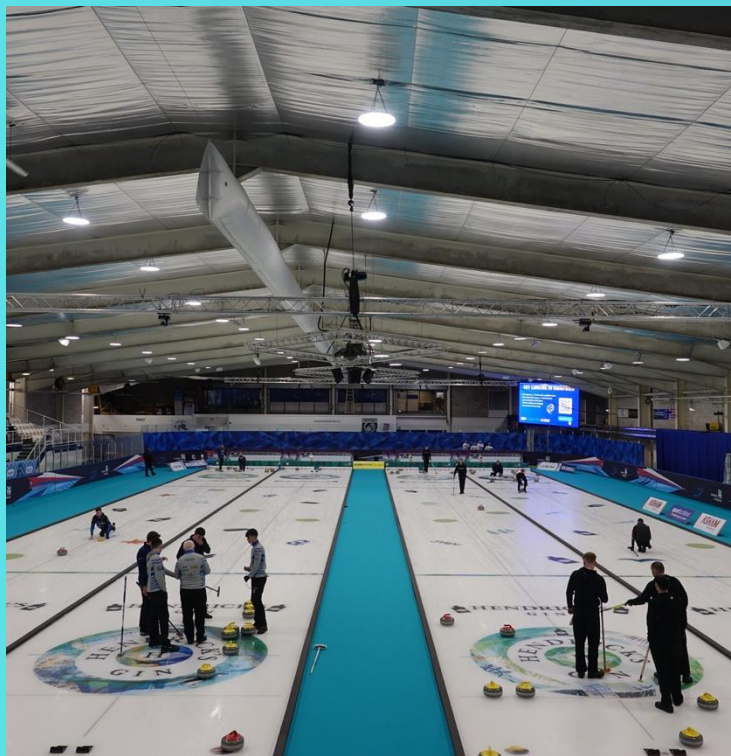
They can secure match funding

THINGS TO CONSIDER

- Could rinks alter season 25/26?
 - If so, what impact would that have? Can we use open and close date to maximise interest?
- Whilst a “National” programme, what local impact/opportunity do you think is available?
- Can we provide ice for TryCurling and coach ed?
- We ALL have a part to play
 - What can we do as individuals and clubs?
- What have we not asked or not considered that you think is important?



LAST POINT - AND IT'S A BIGGIE!



WE. CANNOT. HAVE. A. QUIET. SUMMER.

IN 2025 OR 2026

OUR DIGITAL PERFORMANCE

01/09/2024 - 30/04/2025 (COMPARED TO 01/01/2023 - 20/04/2024)

Impressions 12,046,134 ↗ 5.8%	Engagements 1,035,570 ↗ 192.4%	Post Link Clicks 66,544 ↗ 2,965.1%
Engagement Rate (per Impression) 8.6% ↗ 176.4%		

WE WILL NOT STOP FOR THE SUMMER



PODCAST



POP-UP
EXPERIENCES



SOCIAL MEDIA
CAMPAIGNS

TIMELINE

**APRIL 25' -
JULY 25'**

**PROJECT GROUP
CREATED**

**AWARENESS
RAISING**

**DEVELOPMENT
FUND OPENS**

SEMINARS HELD

**JULY 25' -
SEPTEMBER 25'**

**CLUB
WORKSHOPS**

**APPLICATIONS
MADE FOR
DEVELOPMENT
FUND (JULY 31ST)**

**PANEL AND
ASSESSMENT OF
DEVELOPMENT
FUND
APPLICATIONS
(AUGUST)**

**SEPTEMBER 25' -
JANUARY 25'**

**PHASE 1 OF
PROGRAMME
BEGINS**

**NEW TRYCURLING
SESSIONS**

**INITIATIVES
DELIVERED FROM
GRANTS**

**JANUARY 26' -
MARCH 26'**

**PHASE 2:
'OLYMPIC
BOUNCE'**

**ACCESS TO NEW
CURLERS NEEDED**

**MARCOMMS
ACTIVITY PEAKS**

**MARCH 26'
ONWARDS**

**PHASE 3:
LEGACY**

**INTEGRATION OF
NEW CURLERS**

**DEVELOPMENT OF
EXISTING
CURLERS**

**CONSIDER WHAT YOU AND YOUR ORGANISATION
CAN DO TO MAXIMISE SUCCESS**

REGISTER NOW TO VOLUNTEER FOR PROJECT 2026

**ALLOCATE ICE TIME TO TRYCURLING AND COACH
EDUCATION NOW**

**START PULLING TOGETHER YOUR PROJECT IDEAS
TO APPLY FOR NATIONAL DEVELOPMENT FUND**

SCOTTISH CURLING

QUESTIONS AND THANK YOU

MAY 2025

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