

Strategic Framework 2022-25



Vision

To be knowledgeable and inspiring, encouraging people to enjoy the benefits of walking, climbing and ski touring in Scotland's special landscape.

Values

- We are forward thinking and innovative
- We are relevant to our current and future members
- We are friendly, inclusive and willing to collaborate with others to deliver our aims
- We are professional and a trustworthy source of information and advice



Aims & Outcomes

Strategic pillars

REPRESENTING
Members, clubs and stakeholders

PROTECTING
Outdoor access, mountain environments & members' interests

INSPIRING
Participation, self-reliance and safety

DEVELOPING
Skills, potential and pathways

Aims

To represent an inclusive, diverse community of members, clubs and others who walk, climb and ski in Scotland

To protect Scotland's hills, mountains and climbing venues, and the right to access them

To inspire more people to enjoy Scotland's hills, mountains and climbing venues safely and responsibly

To support our members and others in Scotland's mountaineering community to reach their potential

Outcomes

Recognised as the effective and relevant voice of Scotland's mountaineering community

Reflect members' priorities relating to conservation and oppose inappropriate developments in the hill and mountain environment

Work with partners in the Mountain Safety Group to deliver innovative and influential public safety information.

Develop the sport of climbing with a focus on participation, performance and facilities.

To represent and promote our members' interests and the issues that matter to them.

Work effectively with others to protect access and promote the positive benefits of recreation in Scotland's hills and mountains.

Improve the way we use and evaluate data to enable us to communicate and engage with new audiences and promote mountain safety and skills.

A vibrant club network with more children, young people and families participating in mountaineering activities.

A broader, more inclusive and diverse community getting active in Scotland's hills and mountains.

Take positive action to engage and respond to the impact of climate change in the hill and mountain environment.

Collaborate across the outdoor sector to promote the positive benefits of being active in Scotland's hills and mountains.

More programmes and activities which promote equality, diversity and inclusion in mountaineering activities.

To be a well run and sustainable organisation built on good governance and organisational leadership.

To promote good practice and personal responsibility to protect the hill and mountain environment.

To deliver a range of opportunities which help people develop skills needed to be self-reliant when they walk, climb or ski.

To grow and diversify our workforce of coaches, leaders and instructors in partnership with Mountain Training Scotland.