



Membership – the last ten years

2007
9,950

2008
10,300

2009
10,400

2010
10,900

2011
11,200

2012
11,300

2013
12,100

2014
12,500

2015
12,700

2016
13,400

President's view

What I like about mountaineering is the variety.

IT encompasses activities ranging from indoor climbing to hill walking, scrambling, climbing and snowsports-touring in some of nature's most inspiring landscapes. This year, Mountaineering Scotland launched our new four-year Strategic Plan, setting out how we will continue to support and develop this rich diversity of activity between now and 2021.

Protecting our mountain landscape and safeguarding responsible access to Scotland's mountains occupies a significant amount of our staff and volunteer time. We continue to oppose developments that threaten our unique mountain environment and have given evidence in a number of recent public inquiries. We also collaborate with partners who share our interest in mountain areas.

The growing popularity of mountaineering activities has been demonstrated this year in the high demand for our skills courses and the continuing success of our mountain safety initiatives. ClimbScotland, our exciting project to get young Scots climbing, goes from strength to strength,



working closely with schools, youth groups and charities to inspire the next generation.

With a rise in both our individual and club membership, our financial state is robust, and completion of the purchase of our offices in The Granary, Perth, will help ensure long term stability. sportScotland has also demonstrated its commitment to us by maintaining our grant funding

in increasingly uncertain times.

Our future however depends on welcoming even more of Scotland's mountaineering community to our organisation as members. We were delighted at the very positive response to our call for new board directors. To capitalise on the popularity of the sport, and what we can offer those who enjoy it, we plan a wide-ranging promotional campaign in the next year with the aim of substantially increasing the number of people who support us.

None of this would be possible without the loyalty of our members, plus the passion and dedication of our staff and volunteers, who have done so much to ensure the continuing success of Mountaineering Scotland – thank you all!

Mike Watson,
Mountaineering Scotland President



Growing participation and supporting clubs

- Achieved a 5% growth in our membership, reaching nearly 13,500 members and 1000 ClimbScotland participants in March 2017.
- Attracted more young people than ever before, with a 50% rise in under-18s and a 15% rise in family members.
- Achieved a 3% rise in the proportion of women members, increasing to 30%, highlighting inspirational women at all levels in mountaineering and encouraging more to progress through the sport.
- Welcomed 11 new affiliated clubs: six adult-focussed, three youth-focussed plus two university and college clubs.
- Were awarded the Preliminary Level of the Equality Standard for Sport for our commitment to increasing participation in hill walking and climbing among under-represented groups.
- Developed an equality action plan to help us understand the barriers to wider involvement in mountaineering and encourage more people to give it a try.
- Following consultation with members, we refreshed our organisation name, visual identity and logo, to help broaden our appeal within Scotland's mountaineering community.

“ Sometimes it's difficult to find people to walk with - joining a mountaineering club has been a great way to overcome this. ”

Carolyn, new club member

Making the most of your membership

- Launched a new easy-to-navigate website with improved advice on mountain skills and more member discounts and benefits than ever before – from major outdoor shops to popular camping and caravan sites.
- Provided advice and support to over 100 club enquiries – on matters ranging from training and development, to insurance and risk, huts and kit.
- Reached over 10,000 page likes on Facebook and 10,000 followers on Twitter.
- Chose the first ever winners of the Mountaineering Scotland and ClimbScotland Awards, celebrating the contribution of volunteers to Scotland's mountaineering community and talented young climbers.



Our people

6980 members of clubs
6380 individual members
148 affiliated clubs
66 volunteers
58 associate members
11 staff

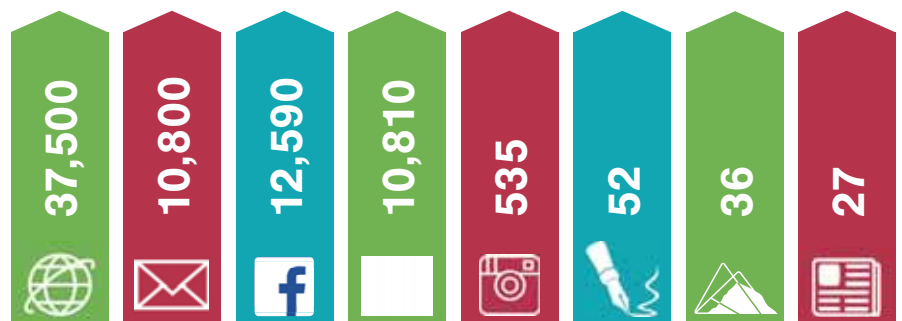
“ I'm constantly impressed with the amount that Mountaineering Scotland achieves, with limited sources, thank you. ”

Murdo, individual member

Our communications

37,500 website unique visits monthly
10,800 email newsletter subscribers
12,590 Facebook page likes
10,810 Twitter followers
535 Instagram followers

52 entries in Mountain Writing Competition
36 entries in competition to design our new logo
27 press releases, all achieving media coverage



Mountain skills and safety



“Amazing all-round experience. Ridiculously good value for money. The atmosphere and attitude of students and staff were all really positive and friendly”

Susan, first-time course participant

- Worked in partnership with charity Mountain Aid to organise Skills for the Hills – Scotland’s biggest gathering of outdoors organisations – promoting hillwalking and mountain skills.
- Assisted cerebral palsy and wheelchair user, Natasha Lambert, to climb to the summit of Cairngorm, raising awareness of disability hillwalking and funds for charity. Resulted in our most popular ever Facebook post, a video which went viral, reaching 300,000 people.
- Developed a new winter navigation course to help mountain goers prepare for staying safe on short days in challenging conditions.
- Convened the Mountain Safety Group, working closely with partners such as

Mountain Training, Scottish Mountain Rescue, the Association of Mountaineering Instructors and Glenmore Lodge the National Outdoor Training Centre, to encourage collaboration to address major mountain safety issues.

- Developed a new snowsports tourers’ code with Scotland’s managed ski resorts, giving advice on how to access piste areas safely and responsibly.
- Extended skills training for university and

college mountaineering club students, thanks to extra funding from St John Scotland for the St John Scotland Mountaineering Instructor.

- Liaised with sportscotland, MWIS and the Met Office to represent the views of Scotland’s mountaineering community on mountain weather forecast provision.
- Highlighted the mountain safety risks of the new digital craze, Pokemon Go!

“I’ve done three Mountaineering Scotland courses and have really enjoyed each one.”

Alex, course participant

In numbers

- 1000** people came to our winter safety lectures and other talks
- 350** members attended our mountain skills courses
- 220** students from university and college clubs were trained in mountain safety and skills
- 600** people came along to Skills for the Hills Day
- 90%** said “standard of instruction was outstanding”
- 86%** “exceptionally good value for money”

Our thanks go to...

St John Scotland, Tiso; Cotswold Outdoors, Munro Society, Mountain Café, Herald & Times, Glenmore Lodge, sportscotland and National Lottery





Respecting Scotland's mountains

- Responded to consultations, representing mountaineering interests on a variety of landscape matters, from new forestry plans to planning applications and policy development.
- Lobbied the Scottish Government on the need to create a holistic vision and policy for Scotland's uplands, resulting in a meeting with the Cabinet Secretary.
- Participated in four public local inquiries to object against industrial-scale wind farm development in sensitive mountain landscapes.
- Opposed plans to locate new phone masts in conspicuous locations in mountain landscapes such as Glen Etive and worked with EE to advise on relocations and how to mitigate their visual impact.
- Commenced work with The Munro Society to systematically monitor the effectiveness of reinstatement work after hydro track construction, and continued to promote the LINK Hilltracks campaign.

“ I cannot thank you enough for all of your help. The information has been so useful!!!! ”

John, access query

Get campaigning

102 access queries or issues dealt with
22 responses to planning applications and consultations
4 public enquiries attended

Championing access

- James Orpwood joined us in January as access officer. He is well-qualified, with a background in science and is an active mountain leader.
- Dealt with over 100 enquiries from members and others on specific access issues, liaising with local authorities and National Park authorities to seek advice and resolution.
- Raised concerns over the extent of cuts to local authority outdoor activity provision and countryside management services.
- Leading role in opposing the Loch Lomond and the Trossachs National Park's introduction of camping byelaws and scrutinising the implementation of the scheme.
- As part of the Upland Paths Steering Group, surveyed hill walkers and helped set priorities for future mountain path repairs and maintenance.
- Worked together with raptor study groups, rangers, climbing interests and SNH to provide up to date information on crag and cliff nesting bird locations.
- Ongoing negotiations with the estates at Strathfarrar to maintain winter vehicle access for hillwalkers and climbers to the private road up the glen.
- Promoted responsible hill walking in relation to wild camping, footpath erosion, dogs, ground nesting birds and the stalking season.
- Ensured forestry plans take into account access opportunities and visual impact and worked closely with Forest Enterprise Scotland to resolve issues surrounding car parking and multi-day access to the hills.
- Supported the 'Have you got the bottle' campaign calling on the Scottish Government to introduce a bottle deposit scheme to reduce plastic waste and littering in the mountains.

Our thanks go to...

Scottish Mountaineering Trust, BMC

ClimbScotland

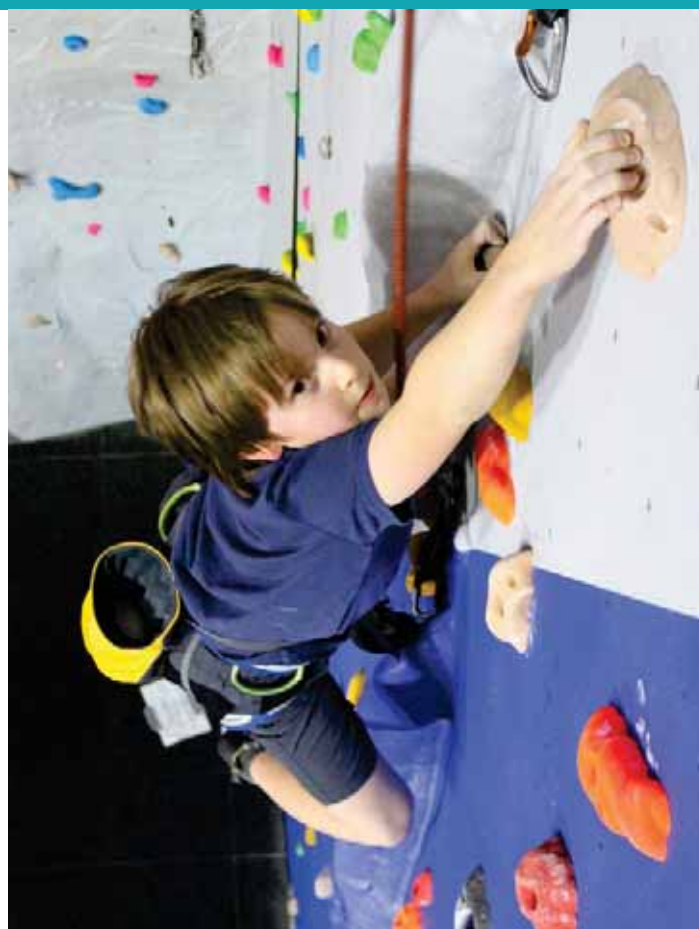
- Worked with over 50 schools, colleges and youth groups to help give more than 1000 young people a taste of climbing – indoors or on rock – and support their progression in climbing for both recreation and as a potential future career.
- Awesome growth in the number of young climbers taking part in our competition climbing, including doubling participants at the Scottish Schools Competition.
- Supported the set up and running of youth climbing clubs across Scotland, like the super-enthusiastic Alford Climbing Kids, which recruited 50 members in one year.

“ I love the fact that there is such a relaxed atmosphere and the children taking part encourage and support each other - it's brilliant and not something you see within other sporting competitions. ”

Karen, competitor's parent

Get climbing stats

- 1410** competitors in 23 climbing competition events
- 1050** ClimbScotland participants
- 190** members at climbing coaching and route-setting workshops
- 120** members at climbing academies for young climbers
- 9** members on the GB Youth Selection Squad, 5 of whom have competed for GB this year
- 93%** of competition goers had their expectations met or exceeded



“ Well organised, very friendly and lots of volunteers to help make the day run smoothly. ”

Angie, mother of young climber



Our thanks go to...

NICAS/Association of British Climbing Walls Training Trust, BMC, Education Scotland, Mountain Training, Association of Mountaineering Instructors, Tiso, EICA Ratho, Urban Uprising, TCA; sportscotland and The National Lottery

Developing the sport of climbing

- Worked together with Perth College to open a state-of-the-art new climbing wall for students and the general public – from wall design through to staffing and club development.
- Developed, piloted and ran successful trials of Physical Training workshops, training two providers up for ongoing delivery.

“ Our trainer had a good pace, excellent knowledge and considerate delivery. ”

James, attended FUNdas workshop

Improving our organisation

- Positive 5% growth in income (£23,000) compared with 2015-16, thanks to strong results in membership recruitment and retaining our existing members.

- 7% reduction in our expenditure (£37,500) compared with 2015-16, helping us achieve an end of year surplus and improvement on budget of £14,500.

- Slight decrease in grant income, a likely future trend which encourages us to focus on our membership offer and sustainable ways to diversify our income.

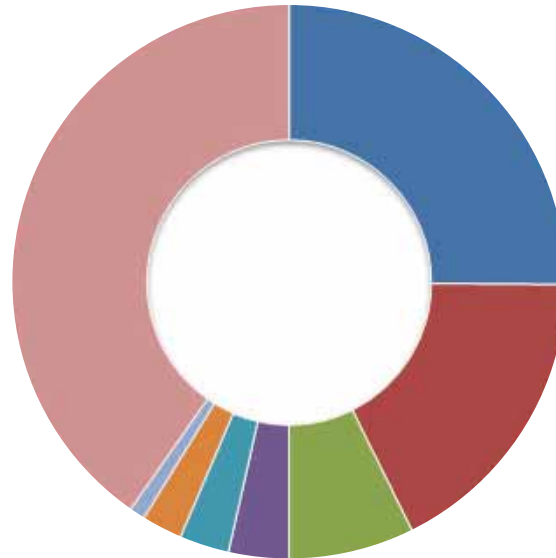
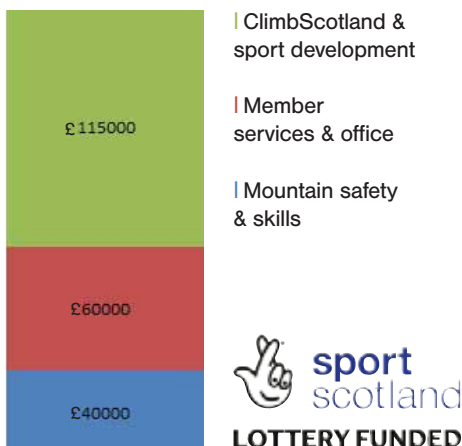
- Purchased our offices in The Granary, Perth, to create financial security for the future.

▶ Check out our full treasurer's report and annual accounts at: www.mountaineering.scot/about-us/business-matters/annual-report-and-accounts

sportscotland investment

- sportscotland investment application approved for 2017 to 2021; we maintained investment at 2016-17 levels.

- sportscotland investment is made on the basis of commitment to and delivery of our detailed action plan and strong corporate governance, with targets and activities connected to our Strategic Plan reported on twice annually.

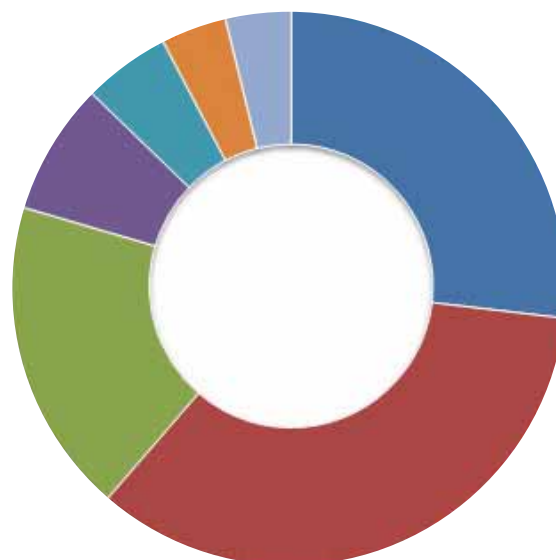
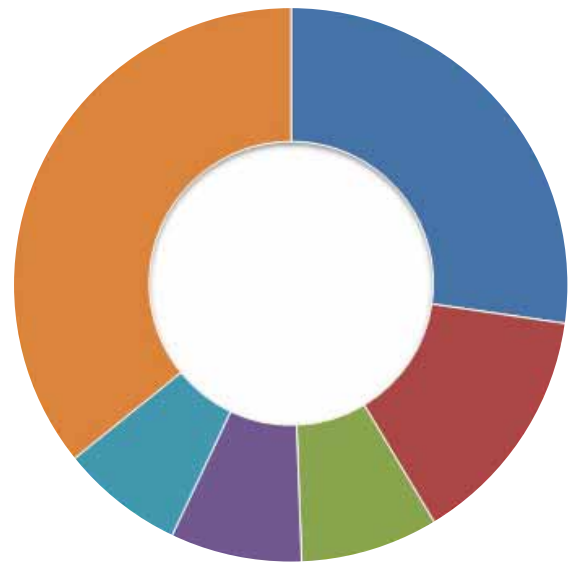


Income

- | Individual memberships (£134k)
- | Club & associate memberships (£94k)
- | Mountain safety & skills (£39k)
- | Landscape & access grant (£19k)
- | Sport development (£15k)
- | ClimbScotland incl competitions (£13k)
- | Other (£5k)
- | sportscotland investment (£215k)

Expenditure

- | ClimbScotland incl competitions (£142k)
- | Mountain safety & skills (£73k)
- | Civil liability insurance (£41k)
- | Sport development (£40k)
- | Landscape & access grant (£37k)
- | Office (£186k)



Allocation of subscriptions

- | Landscapes & access grant (27%)
- | Other member services (34%)
- | Liability insurance (18%)
- | ClimbScotland (8%)
- | Magazine (5%)
- | Mountain safety & skills (4%)
- | Sport development (4%)