



SCOTTISH
SURFING

Scottish Surfing Strategy

Positively Impacting Lives Through Surfing



Scottish Surfing celebrated its 49th year in 2024 and counts a number of significant achievements throughout its long and colourful history. As we prepare to celebrate our 50th anniversary in 2025, I'm very pleased to share the strategy we have produced to provide clarity to our members and the wider surfing community in Scotland about our purpose, goals and aspirations.

I am therefore delighted, as the Chair of the Scottish Surfing Board, to formally launch the Scottish Surfing 2024-26 Strategy. The strategy is reflective of our long-term vision for surfing in Scotland and the short timeframe, being only two years, outlines how quickly we expect engagement, progression and our community to develop over this period.

Scottish Surfing owes a debt of gratitude to those that started us on this journey many years ago. Those pioneers of the sport who forged a path for us to follow. Our strategy does not deviate from this pioneering spirit and encapsulates the aspirations of our community of which we serve.

We are also indebted to **sportscotland** for their support and commitment in helping us take the organisation to a position where we have been able to recruit and appoint our first Chief Executive – another milestone for our sport.

When caught in a slow-moving rip tide, you don't always realise how far you've travelled until you look back at where you started and the distance you've covered. At this point in time, you've got a choice, you can continue to sit in the rip and let it take you with the direction of the flow or you can position yourself to get to where you want to be.

This strategy is not only where we want to be, it's where we want to go, and it's going to be a fantastic ride along the way.



William Watson,
Chair of Scottish Surfing

My appointment in May 2024 coincided with an unprecedented period of activity within Scottish Surfing and across the wider landscape of surfing in Scotland.

The inclusion of surfing into the Olympic programme at an international level, coupled with significant developments on home soil such as the construction of the £60m Lost Shore Surf Resort in Ratho, has focused attention on the sport and it's myriad of mental and physical health benefits.

The SSF Board and staff team have worked tirelessly to review and build on our current activities over the last few months to ensure that we are fully prepared to maximise the opportunities that lie ahead of us, which I am sure will be regarded in future years as a golden era of surfing in Scotland.

This strategy clarifies our approach, in terms of our joint role as a governing body and as a charitable organisation, however our purpose is singular – to positively impact lives through the sport of surfing.

We have reviewed and refreshed our brand through an updated logo and website, enabling us to engage, inform and signpost opportunities within and across our surfing community. The launch of our Charitable Membership also provides scope for the wider surfing community to support our charitable activities including the advancement of education, promotion of water safety and quality, improving facilities and reducing health inequalities and barriers to participation.

I'd also like to personally thank the countless volunteers across Scotland who give up their own valuable time, in all weathers, to provide opportunities for others at a club, regional and national level.

The proof is in the pudding as they say, and I look forward to providing our members and wider surfing community with an update on our strategic progress, and achievements, over the next two years.



Paul Stark,
Chief Executive

Purpose

To positively impact lives through the sport of surfing.

Vision

Surfing for life.

Mission

Strengthen the Scottish Surfing community and support Scots to excel on the world stage, led by a brilliant organisation.

Strategic Pillars

People

Provide our participants, volunteers, coaches, judges and athletes with an inclusive and welcoming environment in which they prosper.

Places

Grow and sustain an integrated network of key communities to support collaboration across Scotland.

Pathway

Implement coaching and officiating pathways across surfing disciplines to assist members progress within the sport.

Profile

Increase engagement with members and non-members, raising both the profile and prestige of Scottish Surfing.

Performance

Deliver medal-winning Scottish Athletes on the world stage via a sustainable talent pipeline supported by a strong pathway.

Principle

To be recognised as a leading example of a governing body, managing our sport efficiently as it navigates changing landscapes.

People

- 🌀 Engage, celebrate and strengthen the Scottish surfing community through membership of the Scottish Surfing.
- 🌀 Deliver programmes in areas of deprivation to reduce barriers and provide opportunities to taking part in surfing.
- 🌀 Ensure activities are welcoming and inclusive where individuals can progress and succeed irrespective of background.
- 🌀 Recruit and retain exceptional people for our organisation within our Board and staff teams.

Places

- Maximise the benefits to the Scottish surfing community as a result of the opening of the Lost Shore Surf Resort.
- Support surf communities, local clubs and surf businesses to ensure long term sustainability.
- Engage with landowners, Local Authorities and other stakeholders to improve accessibility, refurbish or develop new surfing facilities.
- Adopt a sustainable approach in our projects and programmes and act as an advocate on behalf of our exceptional natural environments across Scotland.

Pathway

- Organise an annual calendar of events and competitions to engage participants, strengthen membership and provide pathways for progression within the sport.
- Support the development of volunteers, athletes, officials, judges and coaches involved in our sport.
- Provide assistance and support through grants and subsidies to enable talented individuals to progress and excel in their chosen discipline.



Profile

- 🕒 Create a strong brand and identity to raise the profile of the Scottish surfing community and the Scottish Surfing.
- 🕒 Develop marketing and communications plans to support engagement with members, non-members, commercial partners, sponsors and stakeholders.
- 🕒 Engage with likeminded partners and organisations to delivery key projects and programmes.



Performance

- ① Develop and implement a performance programme to clarify our aspirations and identify actions to support Scots excel on a world stage.
- ② Support our athletes, judges, coaches and officials who represent Scotland at international events to ensure optimum performance.
- ③ Celebrate performances of our athletes across all disciplines, raising the profile and perception of surfing in Scotland.

Principle

- Act with integrity at all times, ensuring we reflect our membership and represent our member's interests at all levels.
- Raise awareness of our charitable status and our charitable activities.
- Consistently meet and exceed stakeholders' expectations.
- Achieve independent recognition as a high-performing governing body of sport in Scotland.



Innovation

- 🌀 Innovation describes our adaptability, our ability to harness opportunities with creative new solutions to navigate through the transition of our sport.
- 🌀 We are open to ideas and solutions to transform our organisation and surfing in Scotland.

Inclusion

- 🌀 Inclusion is strength and Scottish surfers are united through their passion and enjoyment of the sport of surfing.
- 🌀 We want to remove barriers that prevent people safely taking part in our sport.



Care

- 🌊 Care, of both our people and our environment, are key for the future sustainability of our sport.
- 🌊 We want to play our part in protecting our natural environment and in providing opportunities to positively impact mental health and overall wellbeing.

Excellence

- 🌊 Excellence describes the approach that we take in relation to all our activities as a national governing body and charitable organisation.
 - 🌊 We want to set an exemplary standard in sporting leadership for the benefit of everyone connected with our sport.
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Thank you



William Watson
Chair

william.watson@thessf.scot



Paul Stark
Chief Executive Officer

paul.stark@thessf.scot

