



SCOTTISH  
SURFING

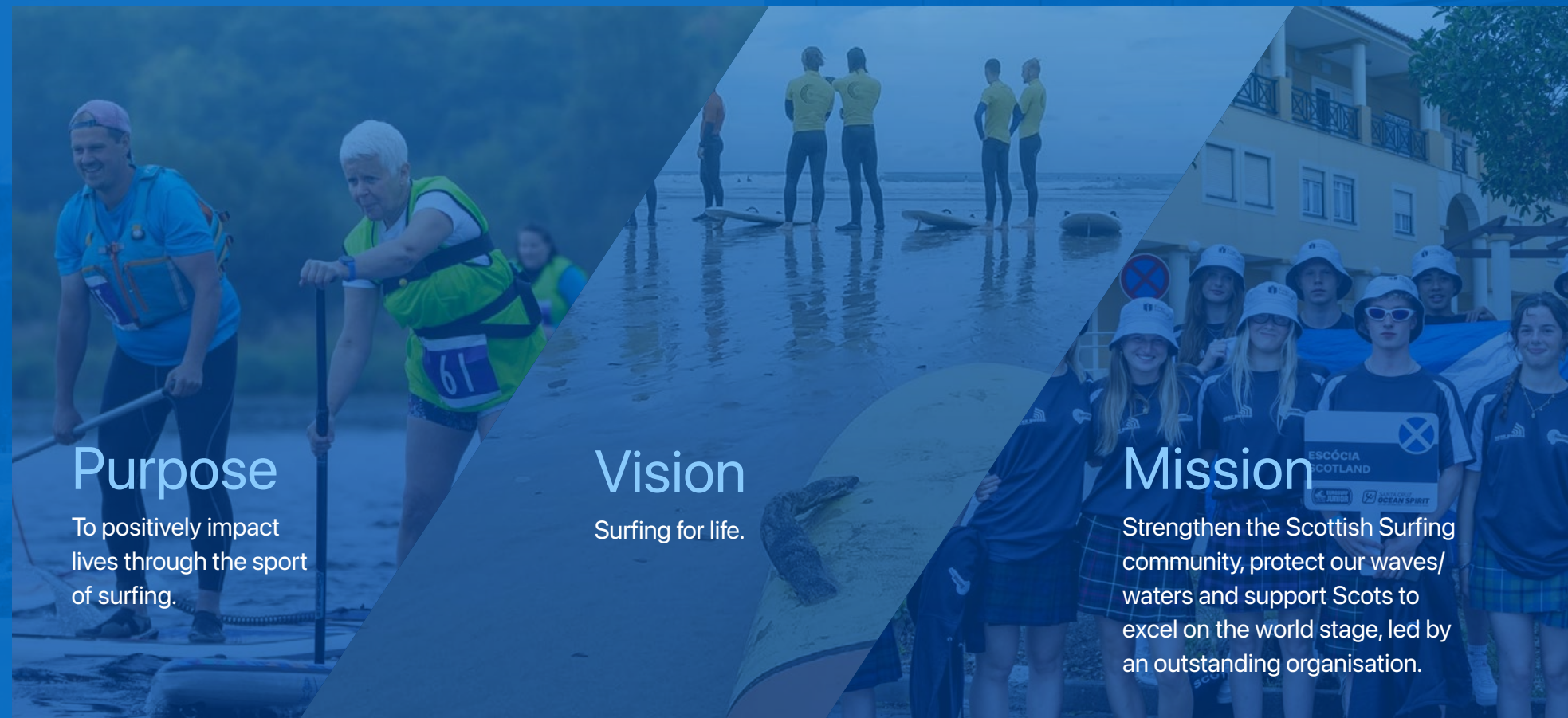
# Scottish Surfing Strategy 2026-2029 (Draft)

Positively Impacting Lives Through Surfing





# Guiding Principles



## Purpose

To positively impact lives through the sport of surfing.

## Vision

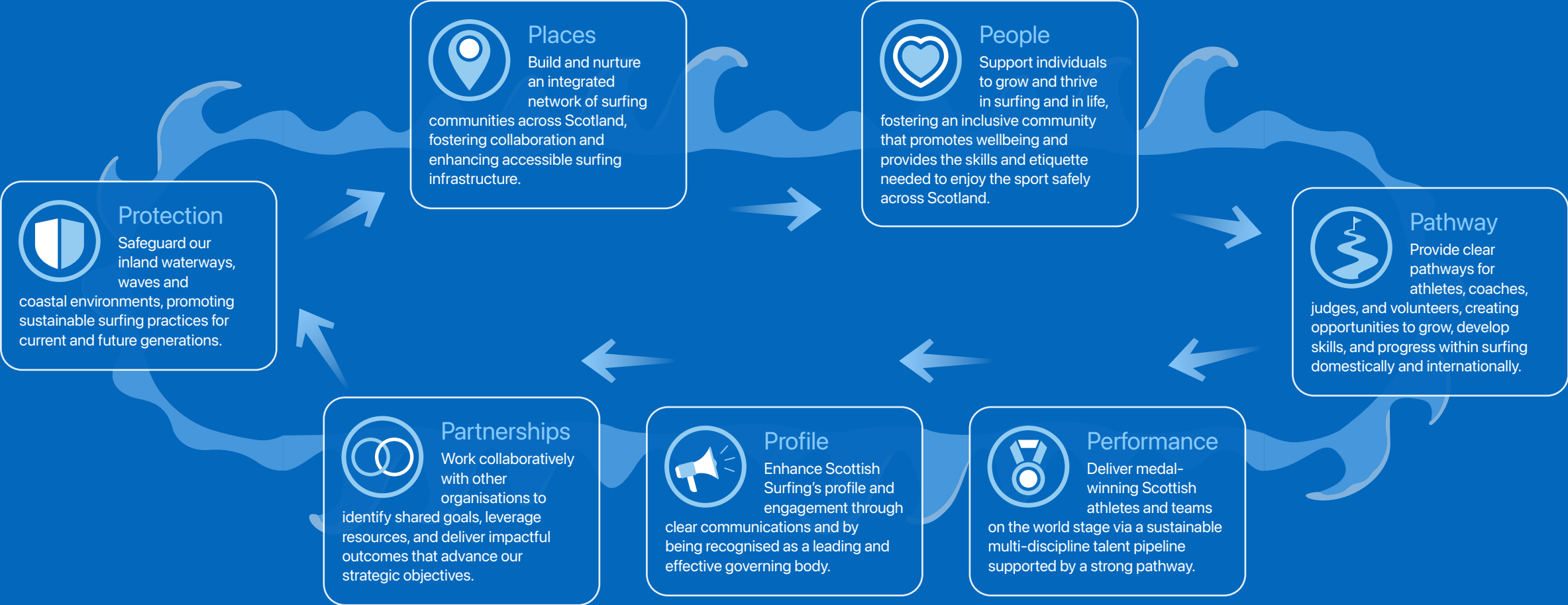
Surfing for life.

## Mission

Strengthen the Scottish Surfing community, protect our waves/ waters and support Scots to excel on the world stage, led by an outstanding organisation.

Learn about our Strategic Themes

# Strategic Themes





# Protection

## What we hope to achieve

-  **Increased awareness** and adoption of sustainable surfing practices among surfers, clubs, and event organisers.
-  **Improved protection** of coastal and marine habitats through active conservation initiatives and partnerships.
-  **Integration of environmental education** into coaching, events, and community programs.
-  **Reduction of pollution and waste** at surf locations through targeted campaigns and infrastructure improvements (e.g. recycling, waste collection).
-  **Strong collaboration** with stakeholders (local authorities, environmental bodies, community groups) to monitor, safeguard, and enhance marine ecosystems.

## How we are going to achieve it

-  Develop and implement a **national sustainability strategy**, advocating for, and recognising best practice in, environmentally responsible surfing.
-  **Identify, conserve and protect key sites** that are strategically important for the benefit of future generations.
-  **Engage in consultations and actions** in relation to wider development, and use, of the marine environment in Scotland where activities will impact surfing.
-  Embed **environmental sustainability in the planning and delivery** of all events, competitions and activities, ensuring respect for the environment.
-  Coordinate **monitoring, share data, and develop joint conservation strategies** with relevant stakeholders.



# Places

## What we hope to achieve

- 🌊 **Stronger collaboration** across Scottish surfing communities, with clear communication channels and shared initiatives.
- 🌊 **Increased accessibility** of surfing facilities, including showers, changing rooms, and local surf hubs.
- 🌊 **Greater participation and engagement** across all levels of surfing, from newcomers to experienced surfers.
- 🌊 **Enhanced support** for clubs and local groups, providing resources, guidance, and capacity-building opportunities.
- 🌊 A well-connected, sustainable **network of communities** that share best practices and collectively advance Scottish surfing.

## How we are going to achieve it

- 🌊 Launch a **national online platform** for clubs to support participation, share updates, identify best practices, and coordinate joint initiatives.
- 🌊 **Develop plans and source funding** to deliver at least five new or upgraded surf facilities across Scotland, prioritising areas with high community demand.
- 🌊 **Support local participation** in the sport through the delivery of a national programme that links schools, further and higher education establishments to community clubs and surf schools.
- 🌊 **Deliver training and workshops** at a local level to strengthen governance, volunteer management, and coaching capacity within surfing localities.

# People

## What we hope to achieve

- 🌊 **Increased opportunities** for personal development through training, coaching, and mentoring for surfers, volunteers, and staff.
- 🌊 A more **inclusive and diverse** surfing community, ensuring all participants feel welcome and supported.
- 🌊 **Enhanced wellbeing outcomes** for participants, recognising the physical, mental, and social benefits of surfing.
- 🌊 **Improved safety and skill development**, with widespread understanding of surf etiquette and safe practices.
- 🌊 **Stronger community engagement**, connecting people across Scotland through accessible, safe, and enjoyable surfing experiences.

## How we are going to achieve it

- 🌊 **Promote opportunities** and actively recruit to engage and retain people in the sport to support the delivery of our charitable and sporting activities.
- 🌊 Utilise our charitable status to deliver **targeted outreach initiatives and bursary programs** to engage under-represented groups in surfing.
- 🌊 With our charitable partners and health and wellbeing organisations, **deliver surf-for-wellbeing programs**.
- 🌊 Develop and deliver **innovative courses and qualifications** to engage and support progression across surfing disciplines.
- 🌊 Support the delivery of **engagement and participation events** to attract and retain non-competitive participation in the sport and engagement with community clubs and surf schools.



# Pathway

## What we hope to achieve

- 🌊 **Structured development pathways** for athletes, coaches, judges, and volunteers that are clear, accessible, and aligned to skill levels.
- 🌊 **Increased participation** in training and education programs, enabling growth and progression within the sport.
- 🌊 **Enhanced performance and recognition** of Scottish surfers, coaches, and officials at domestic and international levels.
- 🌊 **Stronger retention and engagement** of volunteers and officials through meaningful opportunities and support.
- 🌊 A well-connected **progression system** that links grassroots participation to elite competition and leadership roles.

## How we are going to achieve it

- 🌊 **Maximise impact** from discipline committees to monitor progression, identify gaps, and support seamless transitions from beginner to elite pathways.
- 🌊 Deliver a high-quality structured **annual development program** offering nationally and internationally accredited officiating and coaching courses.
- 🌊 Identify and support **talented individuals progress** from national to international participation and performance including athletes, coaches, and judges.
- 🌊 Implement a **talent identification program** across all surfing disciplines outlining age and stage performance markers.
- 🌊 Launch a **Volunteer Recognition and Reward Scheme**.

# Performance

## What we hope to achieve

- 🌊 A sustainable, multi-discipline **talent pipeline** that identifies, develops, and retains athletes across all surfing disciplines.
- 🌊 **Improved international performance**, with Scottish athletes and teams consistently improving on previous performance.
- 🌊 **Enhanced coaching and support structures** to ensure athletes receive world-class guidance, resources, and mentorship.
- 🌊 **Increased opportunities** for competitive experience domestically and internationally at all levels of the sport.
- 🌊 **Strong integration** with development pathways, ensuring progression from grassroots participation to elite performance is clear, supported, and sustainable.

## How we are going to achieve it

- 🌊 **Provide performance coaching**, sport support services, and international competition support to high-performance athletes and teams.
- 🌊 Implement **national performance programmes** across five surfing disciplines (shortboard, longboard, bodyboard, SUP and Adaptive and Para) with clear pathways from grassroots.
- 🌊 **Celebrate Scottish athletes' inclusion** in GB Surfing programmes towards Olympic participation.
- 🌊 Develop a **national coaching hub** offering professional development, mentoring, and access to elite-level resources.
- 🌊 Expand and promote a multi-discipline **national competition calendar**, including domestic (UK) events in partnership with Home Nations and GB Surfing.



# Profile

## What we hope to achieve

- 🌊 **Increased awareness and engagement** with members, stakeholders, and the wider public through clear and impactful communication.
- 🌊 Recognition as a **leading governing body**, demonstrating best practice in governance, efficiency, and strategic delivery.
- 🌊 **Stronger media presence and storytelling**, highlighting achievements, events, and positive impacts of Scottish Surfing.
- 🌊 **Enhanced stakeholder relationships**, building trust and collaboration with partners, sponsors, and the community.
- 🌊 **Consistent and professional branding**, ensuring Scottish Surfing is seen as credible, innovative, and influential nationally and internationally.

## How we are going to achieve it

- 🌊 Refine and implement **annual communications strategies**, including social media campaigns, newsletters, and community updates.
- 🌊 Pursue and **external accreditation** or awards for governance and organisational excellence.
- 🌊 **Highlight external recognition** of charitable and sporting activities, strengthening profile and brand recognition.
- 🌊 **Increase revenue** from offering attractive merchandise reflecting a strong brand identity across all communications and digital platforms.
- 🌊 With partners, host a **bi-annual surfing engagement event** to support wider outcomes such as research and development, tourism and economic development.

# Partnerships

## What we hope to achieve



- 🌊 **Stronger collaborative networks** with national, local, and community organisations to align on shared goals.
- 🌊 **Effective resource sharing and joint initiatives** that maximise impact across Scottish surfing.
- 🌊 **Increased co-delivery of programs and events**, enhancing opportunities for participants and communities.
- 🌊 **Improved stakeholder relationships**, building trust, credibility, and long-term strategic alliances.
- 🌊 **Measurable impact** from partnerships, demonstrating tangible benefits for the sport, its participants, waves and coastal environments.

## How we are going to achieve it



- 🌊 **Demonstrate impact** of successful partnership programmes and activities with other governing bodies of sport via joint initiatives.
- 🌊 **Actively seek partnerships** with external sectors and organisations that provide innovative or unique opportunities for surfing.
- 🌊 Launch at least two **co-branded national programs** with partner organisations.
- 🌊 Maintain **long-term strategic partnerships** through regular check-ins, annual reviews, and joint planning sessions.
- 🌊 Implement a **partnership evaluation framework**, reporting annually on outcomes, lessons learned, and shared impact metrics.





## 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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