



SCOTTISH
SURFING

Scottish Surfing Strategy 2026-2029 (Draft)

Positively Impacting Lives Through Surfing



Guiding Principles

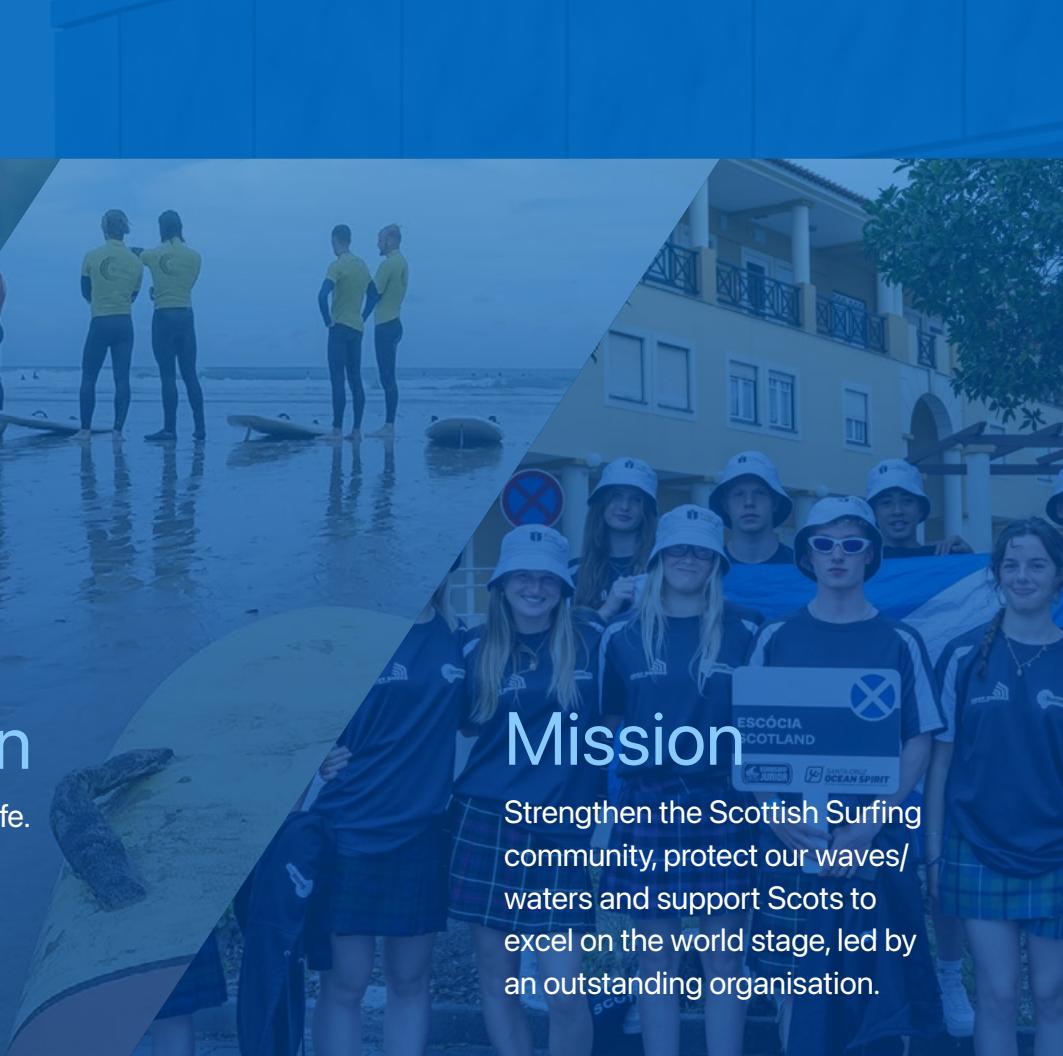


Purpose

To positively impact lives through the sport of surfing.

Vision

Surfing for life.

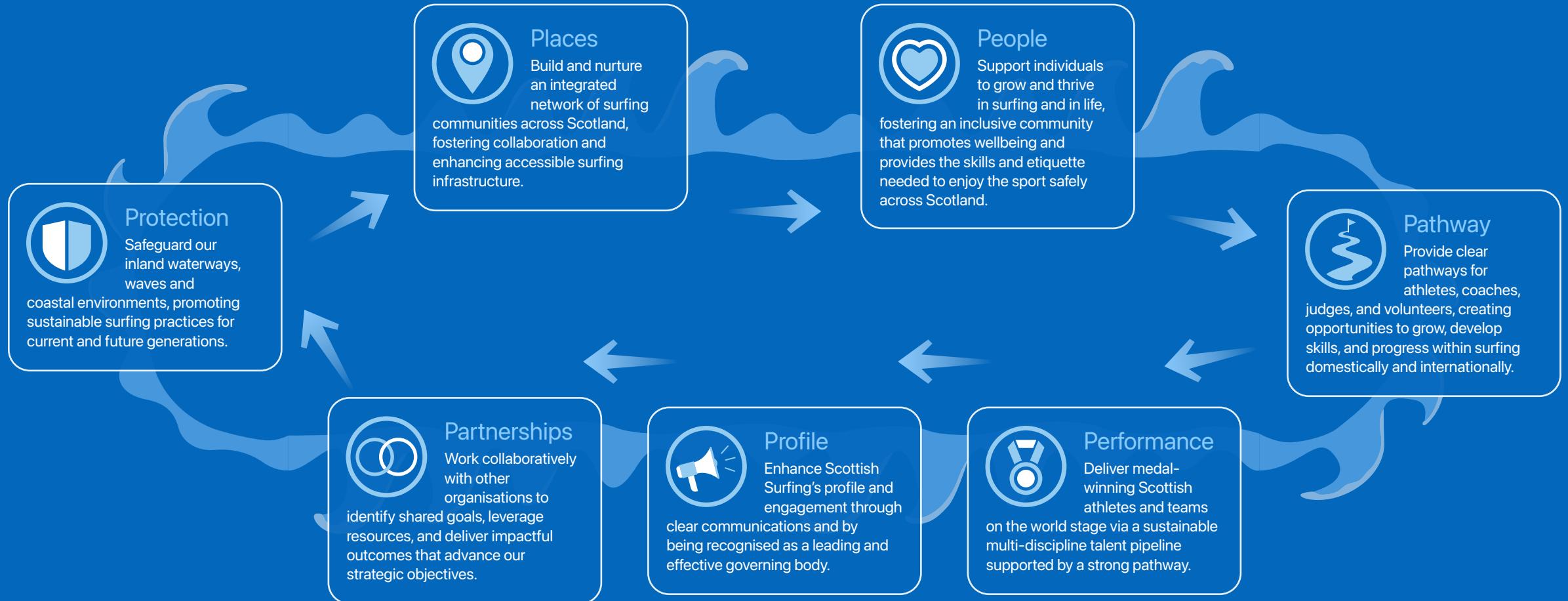


Mission

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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