



EAGLE SKI CLUB STRATEGY 2025 – 2030 (DRAFT #4)

FOREWORD

Each new incoming President leads a review of the priorities and key actions of the club. This takes the form of a refreshed club strategy which is approved by committee and then presented at the AGM via the President's report. In producing this strategy, we have used the results of the 2024 membership survey, had in-depth discussions at the club committee and sought the views of members.

You might think that having a strategy sounds a bit grand, but it's just a way of looking at what we might need to change or improve to help strengthen the club, organising what we do a bit better, and ensuring that we have volunteers in place to help make it happen. We've decided that this strategy should run for five years to provide continuity, and it sets out what we plan to change or improve to help strengthen the club over that period.

Over the next five years, we aim to focus our efforts on:

- creating more ski touring opportunities for members
- developing and promoting our approach to safer ski touring and skills development
- encouraging more young people and women to join and get involved
- making the club simpler to run and growing the number of volunteers getting involved

The strategy includes some exciting ideas which should put the club on a firm footing for the future. It would be great to see all of them happen, but to do this it's vital that more of you step forward to help do things. It might be to get involved in a small, one-off task or to lead an area of work as a club officer or committee member. To overuse Tesco's slogan, every little helps!

Richard Davison
President



EAGLE SKI CLUB FIVE YEAR STRATEGY 2025 – 2030 (DRAFT #4)

WHAT WE DO

Our club was founded in 1925, and we have almost 1,500 members spread throughout the UK and overseas. Our focus is on ski touring and ski mountaineering and, like many other mountaineering, climbing, walking and ski touring clubs in the UK, our club is entirely run by club members on a voluntary basis. We provide opportunities for suitably experienced members to come together for ski touring trips where there is a shared approach to risk management and decision-making, backed up by a strong club safety culture.

Our objective, which is in our constitution, is to “encourage ski touring, ski mountaineering, and associated activities.” To deliver this objective, we:

- Organise an official touring programme including guided tours, club leader-led tours, CLUB meets, Scottish winter meets, expeditions, and training courses.
- Support member to member activities in Europe and elsewhere, and through UK events and social media.
- Support training and skills development, through adventure & development awards, a structured leader development programme and broader training activities for members.
- Encourage low carbon travel options and support projects to remove or reduce the carbon emissions that we generate on our ski touring trips.
- Support communications across the club, including the Yearbook, website, newsletters, webinars, regional meetups, and social media platforms (forums, Facebook, Instagram, WhatsApp and Instagram).
- Encourage more young ski tourers to join the club through our youth & diversity initiative.
- Make sure that the club is well governed and provides value for money for its members.
- Maintain relationships with other ski touring/mountaineering bodies.

VISION

We want to be a club that:

- Has a strong sense of community and helps members to connect with other members.
- Has a strong focus on creating ski touring opportunities through a club programme and by encouraging member to member activity.
- Puts safety first, in everything it does, and has a strong ethos of teamwork and self-responsibility and competence.
- Helps members to develop their ski touring skills and horizons, with clear progression pathways to becoming safe, competent ski tourers.
- Has a sustainable, diverse and active membership.
- Is run by members, for members, and recognises the contribution made by its volunteers.

KEEPING THE CLUB ACTIVE, SUSTAINABLE AND STRONG

Overall, our club is in good health. Our membership has doubled in size over the last 25 years, we organise a programme of over 100 events (including ski tours, meets, webinars, talks and training courses), we have over 100 volunteers helping to run the club (including our club leaders) and we are financially stable. In our member survey in 2024, over 82% thought club membership was good or very good value for money.

Looking ahead, though, there are some challenges that we need to address. These include:

- meeting rising demand for ski touring opportunities from our members, with more club meets and member-to-member tours, and making our touring programme a bit more varied and flexible, particularly in response to climate change
- ensuring our skills and capabilities match our ambitions for more ski touring opportunities
- helping, particularly, newer members of the club to have clearer “pathways” to becoming experienced, safe and competent ski tourers, and to getting more involved in club activities
- attracting more young people and women to join the club, as having a sustainable, active membership is very important for our long-term future
- the number of volunteers is not keeping pace with the growth in our membership, and we are finding it more difficult recruiting some key roles
- making sure that we maintain value for money when inflation is part of everyday life

OUR PRIORITIES FOR 2025-30

This strategy has four high-level priorities. These are described below, along with key actions.

Priority 1: Create more ski touring opportunities for our members

Our aim is to create more ski touring opportunities through a larger and more varied club touring programme and through a clearer, more supportive approach to member-to-member ski trips. To help do this, we will:

- Work with guides and instructors to provide trips in more varied locations, trips earlier and later in the season, more low carbon trips, and more ski touring introductory courses, particularly for younger members and those who are new to ski touring, with lower-cost options.
- Organise more alpine ski touring club meets as a way of bringing members together, particularly those who are new to the club and/or ski touring.
- Grow, support and encourage our network of club leaders and meet organisers to run more regular trips.
- Support and help more members to collaborate and create their own ski tours.
- Expand the range of guides and instructors we use, particularly younger/female guides and instructors.
- Provide members with clearer information about the carbon emissions from their ski touring trips and new options to reduce and/or remove their carbon emissions.

Priority 2: Encourage safer ski touring and help more members to develop their ski touring and ski mountaineering skills and experience

Our aim is to further strengthen our approach to safer ski touring, ensuring our skills and capabilities match our ambitions and to help maintain our good safety track-record. To help do this, we will:

- Develop a more strategic, planned approach to training, competencies, managing risks and developing skills, with a clear training and skills programme published each year.
- Develop competence pathways through the club from entry level to becoming experienced, safe and competent ski tourers.
- Look at how we manage risks, whether we can improve on our approach and provide clearer advice to leaders and members.
- Through the new safety advisor role, reinforce our safety culture, working closely with Mountaineering Scotland, by keeping our guidance relevant and up-to-date, and promoting messages about safer ski touring to members.
- Provide ongoing support to leaders and potential tour leaders, with the existing Leader Development Programme continuing to develop new leaders, especially younger and/or female leaders.

Priority 3: Encourage more young people and women to join and get involved

Our aim is to make our membership sustainable, diverse and active. To help do this, we will:

- Apply extra energy to encourage younger members and women to join and get involved in our club through our youth & diversity initiative and working closely with these groups to develop and deliver actions.
- Make sure our “offer” to prospective and current members is strong and attractive, with a clear focus on ski touring and ski mountaineering and on improving skills (for example, by providing more introductory ski touring and mountaineering courses).
- Look at ways of encouraging more women to take an active role in the club, including club tour leaders, officers and through the guides we use in our touring programme.

Priority 4: Making the club simpler to run

Whilst we will continue to run the club on a voluntary basis, our aim is to make the club simpler to run and ensure that we have a strong volunteer base and is financially stable. To do this, we will:

- Make sure that the roles carried out by our volunteers are manageable, deliverable and focussed on our priorities.
- Move away from formal sub-committees towards more flexible working groups and team-based approaches.
- Carry out a review of our legal status (e.g. incorporation) and at how best to secure combined liability insurance for the club, its volunteers and its members.
- Make full use of technology to help make the club more efficient.
- Develop a focus on “getting involved” in doing things for the club, including looking at how we might reward volunteers in some way, particularly for longer service.