



EAGLE SKI CLUB STRATEGY 2025 – 2030

The Eagle Ski Club was founded in 1925 and is the UK's leading ski touring and ski mountaineering club. We have almost 1,500 members throughout the UK and overseas, and our club is run entirely by volunteers.

Each new President leads a review of the priorities and actions of the club. The refreshed club strategy is then approved by committee and 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.

The strategy is ambitious, so we need more members to step forward and help deliver the priorities, from helping with specific tasks to getting involved as team or committee members.

VISION AND VALUES

A club that is a strong and diverse community of people with a passion for ski touring, ski mountaineering and exploring the mountains responsibly.

We want to be a club that:

- provides a wide range of ski touring and ski mountaineering opportunities for our members, and encourages members to connect with other members to organise their own trips
- has a strong focus on promoting safer ski touring and on helping members to develop their skills, with clear pathways to becoming safe, competent ski tourers
- reduces the climate and environmental impact of our activities
- welcomes people interested in ski touring and ski mountaineering, regardless of age, gender, race and socio-economic background
- respects the wide range of skills, experience and views across our membership
- is run for its members by a wide and active member volunteer base, who feel valued by the club

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 about 100 events (ski tours, meets, webinars, talks and training courses) and we are financially stable. In 2024, over 82% of members thought the club provided good or very good value for money. Looking ahead, though, there are some challenges that we need to address:

- as our membership continues to grow, we need to find new and better ways of meeting rising demand for ski touring and ski mountaineering opportunities from our members

- newer and less experienced members can find it difficult to get established in the club and to become more involved in club activities
- as the effect of climate change on snow and weather conditions grows, we need to encourage more members to take positive steps to reduce their impact
- having a sustainable, active club in the long-term requires us to attract new members
- the number of volunteers is not keeping pace with the growth in our membership, and we are finding it difficult recruiting to some key roles.

OUR PRIORITIES FOR 2025-30

Over the next five years, we want to focus more clearly on our core activity which is ski touring and ski mountaineering in a safer and more sustainable way. Building an active and diverse membership, having sound governance and making the club simpler to run all help to deliver this core activity.

Priority 1: Create and support more ski touring and ski mountaineering opportunities for our members

We aim to build on our existing touring programme by:

- Working with guides, instructors, tour leaders and meet organisers to create a larger and more varied club touring programme, including more introductory courses focussed on younger and less-experienced members, and more alpine club meets to help bring existing and newer members together.
- Encouraging more members to collaborate and create their own member-to-member trips, supported by advice, training and adventure awards.
- Expanding the range of guides and instructors we use, particularly more women and younger guides and instructors.

Priority 2: Develop our approach to safer ski touring and help more members to expand their skills and experience

We aim to build on our existing approach by:

- Developing a more strategic, planned approach to training, competencies and awards, with a clear training and skills development programme published each year.
- Developing clear competence and progression pathways through the club from entry level to becoming safe, competent ski tourers, leaders and meet organisers.
- Developing and promoting a safety culture based on continuous learning, expert input, open discussion of risks and shared responsibility, and ensuring our guidance is relevant, up-to-date and easily accessible to all members.
- Growing, supporting and encouraging our network of tour leaders, potential leaders and meet organisers through the Leader Development Programme, and encouraging more younger people and women to join the programme.

Priority 3: Reduce the climate and environmental impact of our ski touring

We aim to support our low carbon challenge, and its target of progressively reducing our collective carbon emissions, by:

- Encouraging members to dispose of their carbon emissions through our new carbon disposal fund and support nature recovery through our biodiversity fund, and monitoring take-up of both schemes.
- Identifying opportunities to locate club meets and other trips/events in places where there are good public transport links.
- Providing members with clearer information about the carbon footprint of our ski touring and mountaineering activities, and the impact on the mountain environment.
- Reviewing our long-term plans, including targets, by the end of 2027.

Priority 4: Encourage more young people and women to join and get involved

We will continue to welcome anyone interested in our sport and we aim to build on our youth and diversity initiative by:

- Focussing our effort on encouraging more young people and women to join our club, working closely with these groups to develop and deliver actions.
- Making sure our “offer” to prospective and current members is strong and supportive, with a clear focus on our core activity of ski touring and mountaineering in a safer and more sustainable way, and on improving skills.
- Looking at ways of encouraging more women and younger members to take an active role in the club, including as members of project teams, as tour leaders and through the guides we use in our touring programme.

Priority 5: Make our club simpler to run, with a strong, active volunteer base

We aim to build on our existing work of ensuring that the club is well-governed, financially stable and provides value for money for its members by:

- Creating a stronger expectation that members “help out” with running the club, and supporting this with more focussed tasks and roles, a volunteer coordinator, better progression opportunities from small tasks to officer roles, and better recognition of volunteers and their work.
- Moving away from formal sub-committees towards more flexible working groups and team-based approaches, with clear reporting to officers and the club committee.
- Carrying out a review of our legal status and how we secure combined liability insurance for the club, its volunteers and its members.
- Identifying ways of making our processes, particularly the “transactional services” we provide to members, as efficient and cost effective as possible.