

waterski & wakeboard
scotland



STRATEGIC PLAN 2022-2025



INTRODUCTION

WHO ARE WE

We are Waterski & Wakeboard Scotland - Scotland's Governing Body for waterski and wakeboard activities, funded by **sportscotland** and the National Lottery. We fully support the Scottish Government's Active Scotland Outcomes Framework.

Our headquarters are based in Fife at the Town Loch National Training Site in Dunfermline, which is a purpose-built state-of-the-art centre opened by HRH Prince Edward in 1992. The premises are used for Town Loch member and visitor activities as well as Waterski & Wakeboard Scotland's clubs and their members. It's also where the majority of our development and coaching programmes and activities are created and delivered.

Scotland's geography provides some of the most globally renowned stunning backdrops for outdoor activity and watersports. With over 30,000 freshwater lochs and 6,000 miles of coastline, there are many wonderful opportunities to enjoy the thrills and challenges offered by waterski and wakeboard - nothing beats getting out onto the water and focusing your mind on just you and the beautiful outdoors.



CREATING OUR STRATEGY

BACKGROUND

We believe passionately in the benefits that outdoor sporting activities can bring to our physical, mental and social health. We want to help to share these benefits with as many people as possible by helping our community of clubs, venues and participants to grow and develop.

After a significant amount of time spent listening and thinking we produced a one-year strategy for 2021 that focused on recovery from the impact of the COVID-19 pandemic and started to shape a new era for our sports. During 2021 we continued to listen to and collect feedback from all corners of our community. What we heard told us that we were on the right track, so we have built on the 2021 Strategic Plan to produce an exciting strategy that will guide us through the next three seasons.

We will promote waterskiing and wakeboarding activities, encouraging individuals to get outside, to get healthy, and to get happy. We will continue to provide professional and dedicated support to our clubs and operators and will support and promote inclusion and wellbeing in all that we do!

OUR VISION

A community of people from all walks of life and backgrounds participating in our sports, having fun, sharing successes, and developing into who they want to be.

OUR MISSION

To help individuals develop sporting and life skills that will help them grow and evolve.

To help clubs and venues be dynamic centres of excellence that provide the best experiences and coaching.

To support our welcoming, fun, friendly and inclusive community.

OUR VALUES

COMMUNITY: embracing, supporting, and sharing

PROGRESS: nurturing and supporting growth and development

FUN: providing excitement and celebrating success

OUR STRATEGY

PROMOTION & PARTNERSHIPS

COACHING & DEVELOPMENT

SUPPORT & ADVICE

FOR OUR PARTICIPANTS

Empower our participants with up to date information about developments in our sports

Nurture supportive connections and friendships

Showcase our fantastic experiences, activities, and events

Celebrate successes - no matter how big or small

Create innovative and exciting professional coaching experiences

Provide thrilling competitions and events, encouraging participants to play hard, train hard and have a great time

Nurture and encourage progression, growth, and enjoyment

Share support and advice to anyone looking to learn more about our sports

Be there to support all participants - from 1st-time triers to elite athletes/competitors

Promote key safety messages

FOR OUR COMMUNITY

Act as a central resource promoting the fantastic experiences, activities, and events available at our clubs and venues

Work together with clubs and venues to help them develop local partnerships and community connections

Develop pathways that will support clubs and venues deliver the best experiences for their participants

Develop pathways that will support clubs and venues to develop exceptional staff and volunteers

Act as an expert resource for our clubs and venues

Support and recognise the contribution of staff and volunteers

FOR OUR SPORTS

Identify ways to promote our sports and increase awareness of our community and activities

Create national partnerships and form connections with other bodies which will help to raise the profile of our sports

Build a strong community ethos across Scotland's waterski and wakeboard clubs and venues

Create innovative programmes and resources which provide opportunities for progression, growth, and enjoyment

Create competition programmes that engage and inspire

Be a voice for our sports

Be a trusted leader in sport

Ensure transparency, efficiency, and professionalism in all that we do

LOOKING AHEAD

DELIVERING OUR STRATEGY

We will deliver this strategy progressively over the next three seasons. Each year we will develop our existing programmes and resources and create new initiatives which enhance our overall offering. This process will be guided by a road map that charts key milestones that we will aim to achieve each year.

Each year we will develop an annual operational plan which details our actions for that period and we will report our progress against this to our members, the public and **sportscotland**.

The strategy will be delivered by the staff and board of Waterski and Wakeboard Scotland with the support of and through our fantastic community of clubs, venues and volunteers. Appendix A of the Waterski and Wakeboard Scotland Team.

BEYOND 2025

While creating this Strategic Plan we have also taken the opportunity to look beyond the horizon of the cycle dictated by our **sportscotland** investment and have created a set of OKRs (Objectives and Key Results). These objectives define what success looks like for our sports in the longer term and the key results provide the basis for this strategy. To ensure we stay on the right course these OKRs will be continually reviewed by the Waterski and Wakeboard Team based on feedback received from clubs, venues, members and participants.



APPENDIX 1 - THE WWS BOARD

KEVIN LOCHHEAD - CHAIR

Kevin has spent most of his life being towed behind boats, whether it was being dragged through the Firth of Forth at Musselburgh, at the age of eight by his father, teaching himself to wakeboard and barefoot, or competing at 100mph in the Sydney bridge-to-bridge ski race.

For over 40 years he has maintained a passion for these sports that bring so much in the way of physical and mental challenge. For the last 10 years or so he has been concentrating on tournament slalom, learning how to ski and coach from the world's best. Currently he holds the Scottish senior record of 2 1/2 at 11m and has a training Personal Best of 2 at 10.75m.

Away from waterskiing Kevin is married with two children, runs a number of businesses and enjoys kitesurfing, foilboarding and mountainbiking.

Joining the volunteer Board of WWS has allowed him the opportunity to give back to the sport which has helped shape his life. He maintains that waterskiing and wakeboarding are the best sports in the world that not enough people have heard about or had the opportunity to participate in.



APPENDIX 1 - THE WWS BOARD

CHRIS HERON - VICE CHAIR

Chris first put on a set of waterskis at the age of 7 and skied recreationally with his father at Aboyne, Edinburgh and abroad (most memorably in the Caribbean Sea, being towed by an outboard) for a number of years prior to joining WWS. His biggest achievement in the sport has been to still manage to run short line passes with horrendous form!

Chris is honoured to be a member of the Board of Directors and to be able to help lead, shape and influence the future of WWS.

During Chris's first competition he managed to run 4 buoys without a rear toe loop and didn't notice until he fell in and tried to take his foot out! This might explain why he's on double boots now!

Chris's portfolio on the Board includes **HR** and the **National Training Site**.



STUART BAILLIE - TREASURER

Stuart started waterskiing after a friend gave him a voucher for a 'come and try' lesson about 7 years ago. He couldn't think of anything worse than getting into cold Scottish water – but after putting it off he turned up to use the voucher and was instantly hooked into the sport. Today Stuart skis about three times a week and occasionally braves the winter months.

Stuart's career started in IT working for a financial company, initially as a programmer and latterly in IT architecture and strategy. He is now a company director in the family business. Both the strategic role and his current position mean he has skills across all aspects of business. Stuart's strengths lie in technology and he supports WWS in this and other areas.

Stuart's portfolio on the Board includes **Finance** and **IT**.



APPENDIX 1 - THE WWS BOARD

LIZ ANDERSON - SECRETARY

Liz has lots of experience in Board governance, having worked in the sports sector for over 8 years. She is employed by a fellow SGB, Scottish Fencing, where she is responsible for HR, administration and developing volunteer recruitment. She also has a raft of experience in Safeguarding, Equalities and Finance.

Liz's educational background is in accountancy and she is a qualified fencing coach, with a strong passion for personal development. As well as attending numerous Women & Sport and Equality conferences, she attended the Women in Sports Leadership Academy which was a great opportunity to build networks with women working in sport from around the world.

Liz's portfolio on the Board includes **Equality, Diversity & Inclusion**.



KIM JOHNSTON

Having enjoyed snow skiing for many years, Kim decided to give waterskiing a try six years ago at Town Loch. She really enjoyed the experience as it had some similarities to snow skiing but also lots of new challenges. Kim skied more and more, enjoying the sport, fitness and community - joining Waterski & Wakeboard Scotland as a member and going on to participate in slalom ski competitions.

Kim has a background in IT Analysis and Programming. She is married with two children, with the whole family now waterskiing and loving the sport.

Kim joined WWS as Board Member three years ago, keen to be further involved in the development of the sport, see growth in Scottish competition and ensure accessibility of the sport to all.

Kim's portfolio on the Board includes **Safeguarding**.



APPENDIX 1 - THE WWS BOARD

JOHN RADFORD

John's working background started in the consumer electronics industry, progressing from the tools via his company's management training scheme to senior management level in a successor company. He later moved into management in the retail distribution industry where he remained until retirement.

John has been involved in waterskiing from the early 1970s and has been a member at Kyle for most of that time. As he lived and worked elsewhere, he's also been a member at other clubs as well. He has been on the committee at Kyle for many years and has served as Chairman there for a number of them.

John's portfolio on the Board includes **Governance** and **Environment**.



CAROLE COONEY

Born and educated in Dundee, Carole has over 20 years of experience in operations management in the public, private and 3rd sectors. She has worked across all disciplines of senior management including strategic planning, governance and policy, cultural change, process improvement and relationship management.

Carole is a keen competitor in bikejor which combines her love of dogs and mountain biking while navigating trails at high speed. Being involved in various sports and communities has influenced Carole throughout her life and in many positive ways including making lifelong friends and developing skills.

Carole's portfolio on the Board includes **Strategy**.



APPENDIX 1 - THE WWS BOARD

OLLIE JESSOP

Ollie has waterskied for over 20 years. He is the current Scottish Slalom Champion and loves to spend time on the water trying different techniques and helping other skiers when they are having issues. Away from water-sports, Ollie runs two businesses and is married with a young son who at the age of 2 had already been introduced to waterskiing.

Ollie joined the Board to give back to the sport he loves, to help other people progress, and to help create a community between the Scottish clubs and operators.

Ollie's portfolio on the Board includes **Coaching**.



KAREN CORNWELL

Karen is a Legal Director at Thorntons Law. She qualified in Scotland in 1999 and England & Wales in 2010. Karen's background has almost exclusively been in civil and commercial litigation including contract disputes, property litigation, professional negligence and banking litigation. Whilst now based primarily in Fife and Tayside, Karen retains strong ties to Glasgow, Edinburgh and beyond.

Karen is a member of Loch Lomond Water Ski Club where she is also a Committee Member and Covid-19 Officer. She embraces all kinds of outdoor sports and regularly enjoys mono-skiing, snow skiing, running, hill walking and horse riding. She is also a keen wild swimmer in the North Sea and wetsuit free.

Karen's portfolio on the Board includes **Anti-Doping**.



APPENDIX 1 - THE WWS STAFF

CALUM REID - CHIEF OPERATING OFFICER

Calum has worked in sports development for a number of years including with Triathlon Scotland where he headed up the development team. He has experience in strategic planning and operational delivery across several areas including clubs, youth and schools, participation growth and safeguarding.

Calum enjoys all kinds of outdoor sports including cycling, running and skiing but his background is primarily sailing where he has been involved as a participant, coach and volunteer throughout his life. Since joining the team Calum has been learning to waterski and wakeboard and is looking forward to improving his skills in both disciplines over the coming years.

As Chief Operating Officer, Calum works with the volunteer board of directors in providing effective governance and leading the growth of Waterskiing and Wakeboarding in Scotland.



ALI BROTHERTON - DEVELOPMENT COACH

Ali has been coaching waterskiing and wakeboarding for 10 years at a variety of different venues. A keen participant in both sports himself, he's the current reigning Wake Series Champion. Ali is passionate about getting new people involved in the sport and has coached riders who have successfully competed at national and world championships.

As Development Coach, Ali is responsible for a large part of the Coaching and Development section of our strategy including creating innovative resources, developing coaching and driving pathways and organisation of competition series.



OUR PARTNERS

