

## **Strategic Plan... Marking the trail to 2018**

### **Our vision for the future**

1. To be internationally recognised and known for our ambition and achievements
2. We will be acknowledged for our efficient council, motivated athletes representatives and successful athletes
3. Cooperation between clubs, associations, federations and sleddog racing organisations.
4. Education and development at every level, across the widest range of ages, abilities, subjects and disciplines, including input from quality international specialists as we in turn develop the dryland racing disciplines internationally
5. Create pride in sleddog sport events and prepare for and anticipate the needs of sleddog sport athletes.

### **Sustaining our vision**

Our long-term vision, as laid down in our constitution, is:

- To be the key learning centre for sleddog sports in Great Britain and Northern Ireland where everyone can experience sleddog sports first hand and embrace them so they can grow.
- To develop sleddog sports in Great Britain and Northern Ireland, with a view to supporting National teams racing on an International Level.

The BSSF are confident that this vision is a realistic destination & our strategic plan outlines what the BSSF will do on the journey from 2014 to 2018 .

- Access & inclusion courses including juniors
- Race marshall / judge training
- Athlete psychology, motivation & nutrition courses
- Access to & information regarding international training courses
- BSSF competition league amongst regional clubs & associations.
- Recognition by the various UK Sports Governing bodies.
- Further Development of our transparent qualification system for international team selection
- Hosting National Championships & World Cup events
- Hosting European and World Championship events within the UK



## Serving the UK

We will contribute to the success of the following UK government targets targets by:

- **Wealthier & Fairer:** engagement with UK economic sectors (namely tourism and manufacturing) that benefit from sleddog sport activities through generation of spending in localised event areas, and on products to support the athletes (transport, feeds, sports clothing etc). By truly representing and supporting the sleddog sport athletes in Great Britain, the BSSF will utilise a fair and transparent selection process & ease access to competing at major events both within the UK and overseas.
- **Smarter:** through access to training and development at all levels. Access to information via the website, social media and news publications. By encouraging adoption of internationally recognised race procedures. Recognition by the Sports Governing bodies.
- **Healthier:** Improving physical and mental health through ease of access to participation in sleddog activities and support network. Forging healthier lifestyle options for juniors. Increasing awareness of potential health issues and avoidance, both human and canine.
- **Stronger & Safer:** adopting and encouraging the understanding of IFSS rules to create a safe environment for human and canine athletes, officials and spectators. Engaging in training and development for all.
- **Greener:** By working in a way that causes as little damage as possible to the environment. From Skype conferences, segregation of waste at events, to vehicle sharing.



## Strategy 1

### Event Experience

**Mission:** *To provide an excellent experience for athletes from joining the BSSF, entering or applying to attend an event, through to taking part.*

#### Aim one - The Athletes ( Canine & Human ) come first

To promote a shared understanding among all event organisers of the excellent athlete experience we aim to offer, and by utilising the various athletes representatives to ensure placing the athletes wishes at the centre of all our activities.

#### Aim two – Success

To help athletes recognise and develop their potential by offering effective advise and support at all levels and providing a wide range of appropriate training and competition opportunities.

#### Aim three – Community

To develop a sense of community among athletes, clubs & organisations through the development of the BSSF competition league, by encouraging feedback through the athlete representatives, encouraging participation in international events, creating opportunities for training as race officials, and engaging organisers, helpers & officials from a wide selection of sleddog sport backgrounds.

## Strategy 2

### Engagement / Participation

**Mission:** *To work collaboratively with all officers, athletes representatives, athletes, clubs / organisations and businesses to create a confident & safe atmosphere to provide opportunities, encourage participation & youth development.*

#### Aim one – Getting Athletes involved

- By providing a range of opportunities to a wider group of Athletes and working with other groups to encourage participation in our sport & enabling athletes to review and shape their own experience within the sport.
- To further create, offer and support effective opportunities for athletes to become involved in the development of the BSSF and its events.
- To create a positive culture via the BSSF where athletes are encouraged to become involved in making decisions which effect them and the quality of their enjoyment of the sport.
- To develop and make the most of the Athletes Committees
- Review demographics at events to ensure the BSSF is serving the needs of the whole of the UK.
- Increasing opportunities for participation by developing a strong club network and accreditation system

#### Aim two – Making sure clubs & associations are fully involved in what we do.

- To ensure clubs feel valued for their contribution to the BSSF and that they enthusiastically engage and participate in the organisation of events.
- To ensure clubs / organisations are able to participate in decision making, information dissemination & consultation.
- To implement a club engagement program whereby the development officers & Athletes representatives regularly speak to clubs / organisations, receive their feedback, and act upon it.
- Extending our partnerships and work links with more clubs and organisations working with groups to encourage youth development
- Widening our club support structure by developing officials, organisers & trainers from within these groups



### Strategy 3

#### Performance

**Mission:** *To encourage athletes to reach their potential and fielding a strong GB team at international events.*

#### Aim one – Make reaching your potential achievable.

- Through access to suitable training facilities, provision of courses & team building.
- Closer working with affiliated clubs on a system for talent identification and youth development.
- Providing enhanced support for our GB team athletes through training camps.
- Seek funding through grants or sponsorship to support the athletes attending international events.
- Encouraging and facilitating transport sharing.

#### Aim two – Ensuring the quality of athletes selected

- Improving the GB team selection process.
- Increasing the pool of eligible athletes for selection.

## Strategy 4

### Financial and environmental sustainability

**Mission:** *To focus on efficiency & effectiveness, using all resources available to ensure the BSSF thrives and prospers in an environmentally sustainable way.*

#### Aim one – Financial sustainability

- To improve our financial position & maintain financial stability whilst recognising the true cost and value of our activities
- To use our resources more efficiently and effectively
- Increasing diversification of income
- Closer links with sponsors.
- To set and keep to spending targets
- To set a level and maintain cash reserves
- Review membership & affiliation fees and identify & reduce barriers for membership uptake.

#### Aim two – Sustainability through technology

- To increase the opportunities for our athletes by using technology for networking and environmental sustainability.
- Investigating, promoting & participating in shared events, activities & transport.
- Tracking & maximising website activity for the purpose of securing income through web advertising
- Information / news shared via social media .
- Formulate & circulate e-newsletters.
- Utilize skype conference for meetings where possible
- Develop online membership subscription, & event entry system.

## Strategy 5

### Organisation & Leadership

**Mission:** *Developing and managing an effective, well-resourced and sustainable organisation with the capacity to fulfil its mission.*

**Aim one:** to introduce an organisational development strategy

- To develop & publish our strategic plan
- To identify a review system or framework to support the development strategy

**Aim two:** Improve our ability to respond to the needs of our members,

- ensure the BSSF has the capacity to meet our members needs in the future
- encourage engagement at the AGM
- request quantifiable feedback at all events – publish & act upon results
- monitor effectiveness of chain of communication from athletes, through discipline reps, and committee feedback to the council
- develop & implement an online 'suggestions box'
- To focus on collaborative working with other clubs & organisations
- Bring international competition to the UK

**Aim Three:** To help officers & event officials to become confident and perform to a high standard

- Provision of, or access to, race judge / marshal training.
- Creation and annual review of a risk register including a Crisis Plan
- Monitor performance of officers & officials

**Aim four:** Improving sport infrastructure

- Developing and introducing an innovative IT approach to help manage our competition and events system, athlete information and classification systems.
- Developing the pathway for officials, including young officials
- Recruiting and training more dope control officers and Race Judges
- Improving support for our volunteers, including opportunities for training and development;

The BSSF Council.

**STRATEGIC PLAN 2014 – 2018**  
**REVIEW DATE: May 2015**