



motorcyclesport scotland

STRATEGIC PLAN 2021 - 2031

 sport
scotland
LOTTERY FUNDED



FORE WORD

The SACU has seen a complete transition since the start of our working partnership with **sportscotland**.

The investment has allowed the SACU to grow exponentially by employing a Development Manager and Officer. This has brought great success within the Governing Body and even more within our member clubs.

Maj AM Mack MBE (Chairperson, SACU)

The Scottish Auto Cycle Union (SACU) is the National Governing Body for motorcycle sport in Scotland. The SACU develops and promotes a number of motorcycle disciplines including:

- **Road Race (inclusive of Sidecars)**
- **Trials**
- **Off Road Speed (Motocross, Enduro, Quads and Supermoto)**
- **Bike Trials (non-motorised)**

Formed in 1913, the SACU now has over 40 affiliated clubs which organise in excess of 180 events each year for all ages and abilities across 94 permitted venues; some of which are Forestry and Land Scotland partnerships. The SACU issues competition licences, event insurance and also provides training for officials and coaches. Each sporting discipline has its own committee, elected by the clubs, to help promote and develop their sport.



Through an open consultation carried out in October 2020, members of the SACU Board of Directors alongside licence holders, club members, volunteers from various roles within the sport, key partners, Event Scotland and governing body staff contributed their ideas on motorcycle sport past, present and future. The SACU development team analysed the results and used the feedback from the 122 consultation respondents to formulate the new strategic direction for motorcycle sport development over the next 10+ years.

The plan was then presented to each of the discipline committees in January 2021 and they were invited to contribute their ideas to ensure the Strategy's effectiveness across the sport as a whole. Contributions towards the strategy came from a diverse range of individuals and groups from across the whole motorcycling community in Scotland.

The SACU have developed a new Strategic Plan for 2021 to 2031 and beyond in alignment with **sportscotland's** investment criteria. The SACU are determined to build on the significant progress made within the previous **sportscotland** four year funding cycle (2016 - 2020) and having now embedded motorcycle sport well within the Scottish sporting landscape, will strive to ensure that our sport becomes a legitimate sport of choice for anyone in Scotland regardless of socioeconomic background, age, gender or disability. We believe at the SACU that our sport is unique in the sense that it can be truly inclusive and accessible to all given the correct circumstances.

We want to celebrate this and will work closely with our clubs and key partners to incorporate appropriate supporting structures to enable nationally integrated, genuine inclusive practice across all disciplines of motorcycle sport.

VISION, MISSION AND CORE VALUES



VISION

To be an inclusive, modern and sustainable National Governing Body (NGB) with our clubs and members at the centre of the sports' development.

MISSION

To be accessible to all demographics and socioeconomic backgrounds by working with clubs and key partners to reduce real and perceived participation barriers. We will offer opportunities which are safe and enjoyable leading to lifelong, fulfilling experiences and success in motorcycle sport.

CORE VALUES

At the SACU, we believe it is important that we have a clear set of values which we live and abide by to help create an open, transparent and welcoming environment where everyone can feel part of a safe community. Our core values are as follows:



ACCESSIBLE

We will provide a framework for safe, respectful clubs and communities where everyone is welcome to participate in motorcycle sport at any level.



SPORTING

We will provide practice and competitive opportunities for athletes from grassroots and entry level through to elite sport.



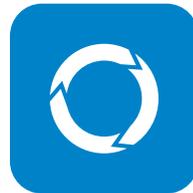
COLLABORATING

We will continue to create and nurture strong, meaningful partnerships with local authorities, educational establishments, emergency services, the third sector, the Scottish Government and its associated agencies.



SUPPORTIVE

We will value our people, develop our volunteers and empower future leaders within the sport.



SUSTAINABLE

We will create strong foundations and maintain a growth mind-set across all areas of motorcycle sport.

Through the development and delivery of projects created around these values, we aim to;

- » Provide accessible opportunities for all
- » Actively create club and community environments where everyone feels welcome
- » Become nurturing and supportive and help our clubs to do the same
- » Be approachable and helpful, acting as role models for best practice within our clubs and communities

The core theme of the SACU Strategy is to become accessible to all through sustainable growth across key areas of motorcycle sport development. Within this cycle, the SACU will strive to develop equal, inclusive opportunities for all across every area of motorcycle sport by breaking down barriers and providing fully accessible opportunities.

ACCESSIBLE

We will provide a framework for safe, respectful clubs and communities where everyone is welcome to participate in motorcycle sport at any level

The SACU recognises that our clubs are the heart of our sport. As a result, we strive to support our clubs in order to help them develop and become sustainable over the long term. We will work with our clubs to educate and provide support in order to ensure an integrated approach towards inclusion and accessibility for all at any event across Scotland. The SACU will commit resource towards helping clubs create more opportunity within their current events to support people from all socioeconomic backgrounds, young people, females and people with disabilities without detracting from provisions for current members.





STRATEGIC ACTIONS

In order to achieve this outcome, the SACU will work to ensure that clubs within our network are effectively supported to provide safe, legitimate sporting experiences to anyone with an interest in getting involved. We will work with our clubs to encourage new participation and maintain existing participation across all disciplines at every level.

The SACU have identified that targeted projects aimed at specific demographics are important, however, it's equally important that we don't forget about our existing members and the potential to encourage newcomers into the sport. It is essential that we build on our previous strategy and increase provision for all.

Short Term (0-4 Years)
<ul style="list-style-type: none">• Increase licence holders by 10%• Increase club membership by 15%• Increase youth, female and disability sport by 25%
Medium Term (5-9 Years)
<ul style="list-style-type: none">• Create a tiered accreditation system for clubs with alternative levels of support
Long Term (10+ Years)
<ul style="list-style-type: none">• Deliver fully integrated events for everyone at every level

WE WILL DO THIS BY:

1. Education, Training and Coaching

- » Creating and delivering inclusion training workshops to help clubs best support people with disabilities within their events and practice sessions
- » Developing more coaches to support and deliver minority group participation programmes

2. More opportunities for all to join in

- » Developing grassroots opportunities within current club set-ups to support wider groups
- » Continuing to create and develop participation pathways from entry level through to competition for all participants

3. Community Engagement

- » Continuing to build, create and strengthen pathways between clubs and schools
- » Reaching out to local authorities and communities that do not currently actively participate in motorcycle sport

SPORTING

We will provide practice and competitive opportunities for athletes from grassroots and entry level through to elite sport

Motorcycle sport has a long history of hosting exhilarating, well-organised events. Whilst still very much the case, there has been a growth in the number of participants who are seeking to take part on a more leisurely basis.

The growth in success of commercial enterprises evidences this showing that there are a large market of potential participants who simply want to 'arrive and drive.'

The SACU recognises this change in culture and will work with commercial organisations and key partners to bridge the gaps and align our deliverables. We will also work closely with our associated clubs to ensure that there are participatory opportunities on offer for everyone who has an interest in motorcycle sport.



STRATEGIC ACTIONS

In order to achieve this outcome, the SACU will work closely with our clubs to ensure that there are participatory opportunities on offer for everyone who has an interest in motorcycle sport. The SACU recognises that there needs to be entry level practice opportunities available across each discipline to cater to newcomers and beginners into the sport. Through a targeted approach towards growing our sporting pathways, we will increase practice and competitive participation at grassroots level, strengthening the core of our sport and in turn create realistic pathways into performance sport.

Short Term (0-4 Years)

- Deliver 25 'arrive and ride' Taster Sessions in partnership with clubs

Medium Term (5-9 Years)

- Create a Youth Performance Academy to develop young, talented riders and train them for the international performance stage where they will represent Scotland through the SACU

Long Term (10+ Years)

- SACU recognised as the Governing Body for motorcycle sport in Scotland by the FIM
- Host world class, international events in Scotland
- Expand Performance Academy, e.g. adult riders, regional academies
- Team Scotland representing the SACU on the international stage
- Internationally recognised SACU performance riders competing at world level
- Create an SACU world class performance pathway to the world stage

WE WILL DO THIS BY:

1. Motorcycle Sport for Leisure

- » Creating and delivering legitimate opportunities for new and existing members to get involved in training and practice sessions
- » Encouraging more people into the sport at entry level by providing opportunities to take part where there isn't the need to have specialised equipment
- » Delivering taster sessions to groups and communities out with the motorcycle community

2. Performance Motorcycle Sport

- » Creating realistic pathways from grassroots motorcycle sport into performance sport
- » Supporting performance athletes to obtain sponsorship, specialised coaching and governing body support

3. Competitive Motorcycle sport

- » Supporting clubs and championships to deliver quality events
- » Developing and delivering competitive grassroots events as a follow up to taster sessions
- » Creating a stronger relationship with the FIM

COLLABORATING

We will continue to create and nurture strong, meaningful partnerships with local authorities, educational establishments, emergency services, the third sector, the Scottish Government and its associated agencies

In order to grow and become sustainable, the SACU understands that it is vital to become fully embedded within local authorities and the education system. We will develop a number of grassroots projects

in partnership with local authorities and other relevant bodies as a method of increasing participation within motorcycle sport and tackling key social issues.

Projects will be aimed at increasing the provision of motorcycling opportunities for disadvantaged and minority groups in an attempt to close the gaps in participation across our membership as well as positively embedding the sport within local communities and tackling issues surrounding antisocial and illegal riding. We will also work with key partners and local authorities to continue to support and develop our current events.



STRATEGIC ACTIONS

To achieve this outcome, the SACU will develop a number of grassroots projects in partnership with local authorities and other relevant bodies.

Short Term (0-4 Years)

- Deliver a motorcycle sport school/community programme within 10 local authorities
- Deliver 20 educational presentations within schools, colleges, universities and community groups aimed at tackling antisocial riding, bike theft and road safety
- Develop, maintain and nurture relationships with landowners (new, existing and potential)
- Create a charitable branch of the SACU to deliver outreach programmes

Medium Term (5-9 Years)

- Create a mobile coaching unit to enable the delivery of a 'School of Motorcycle Sport' to a wider audience

PROJECTS WILL COVER A NUMBER OF AREAS INCLUDING:

1. Student Motorcycle Sport

- » Creating and delivering motorcycle sport and volunteering opportunities across a number of disciplines for school, college and university students to take part in by working closely with education establishments
- » Creating a charitable branch of the SACU to deliver outreach programmes within local communities

2. Crime and Road Safety

- » Creating a youth education programme in partnership with Police Scotland, Scottish Government and any other relevant body to tackle antisocial riding and road safety issues within local communities
- » Working with clubs, local authorities and emergency services on wider crime initiatives

SUPPORTIVE

We will value our people, develop our volunteers and empower future leaders within the sport

Whilst as a sport we have a considerable number of volunteers who plan, organise and deliver high-quality events around the country on a regular basis, due to the number of events on offer each week, they are often thinly spread. This can result in there being a lack of volunteer

workforce to support events. This brings with it the perception that there are a lack of volunteers supporting motorcycle events which may not necessarily be the case. The SACU will consult, educate and nurture our volunteer workforce.

We aim to achieve success within this area of development by listening to our current volunteers and building on best practice; offering varied continuing professional development (CPD) opportunities to suit the needs of the sport on a regular basis; and continuously striving to understand the best ways to recruit, motivate and retain volunteers across all disciplines and roles.



STRATEGIC ACTIONS

The development of motorcycle events within Scotland is highly dependent on recruiting, educating and nurturing our volunteer workforce.

Short Term (0-4 Years)

- Deliver 20 Inclusion Training sessions
- Deliver 10 Hands on Helper courses
- Increase the number of SACU coaches from 38 to 45
- Develop a new coaching qualification pathway in partnership with **sportscotland**
- Create jobs within the sport, e.g. Scoring System Operator, PR Officer, Performance Coach etc.

Medium Term (5-9 Years)

- Retrain all existing coaches through the accredited qualification
- Develop a small team of paid coaches to deliver school, club and community programmes across the country
- Offer internships, modern apprenticeships and shadowing opportunities for work experience

Long Term (10+ Years)

- Create internationally recognised world class coaching qualifications

THE SACU WILL DO THIS BY:

1. Student Motorcycle Sport

- » Establishing a new team of student volunteers to cover various roles across sport and event management
- » Developing relationships with colleges and universities and creating volunteering internships for students

2. Club to Community Links

- » Creating partnerships and linking clubs up with their Local Authorities and Local Sports Councils
- » Developing relationships with local organisations non-traditional to motorcycle sport to create crossover partnerships
- » Linking clubs up with Police Scotland Youth Volunteers and other voluntary youth organisations

3. Education and CPD

- » Continuing to deliver all levels of officials and coaches training
- » Having SACU coaching courses affiliated with an awarding body to legitimise a qualification
- » Educating volunteers on changing times, cultures and improving accessibility

SUSTAINABLE

We will create strong foundations and maintain a growth mind-set across all areas of motorcycle sport

The SACU and associated clubs have built a strong working relationship over the past four years. During this time, the SACU have also developed key partnerships with non-governing body regulated sport, commercial sporting organisations, education establishments, local authorities and the Scottish Government.

Relationships such as these are vital towards embedding motorcycle sport within Scottish culture, local communities, society and ensuring the long-term sustainability of our sport. The SACU will continue to work with partner organisations to develop joint projects covering a variety of areas across all disciplines.



STRATEGIC ACTIONS

In order to continue to grow, the SACU will endeavour to build upon the foundations created whilst continuing to expand and develop our sporting landscape.

Short Term (0-4 Years)

- Develop and strengthen the SACU as a brand
- Improve communications through website and social media streams
- Develop an online, interactive training portal
- Develop an online membership and centralised event entry system

Medium Term (5-9 Years)

- Increase provisions of electric motorcycle sport within current events / as standalone events
- Apply for **sportscotland** performance investment
- Develop the SACU Team Scotland brand

Long Term (10+ Years)

- Be recognised as a modern, innovative sport offering esports and electric competition

WE WILL DO THIS BY:

1. Governance

- » Formalising SACU governance structure and management committee
- » Constantly reviewing progress and process
- » Creating a new Business Development Steering Group to champion sport development, growth and sustainability
- » Improving communications between the SACU and our licence holders, members, clubs and the wider public

2. Brand Awareness

- » Developing the SACU as a brand
- » Increasing brand awareness both within and out with the motorcycling community
- » Developing SACU associated brands, e.g. charitable branch, performance platform
- » Modernising and going online

3. Funding Sources

- » Sourcing grant funding from relevant organisations to support development projects
- » Developing relationships with potential sponsors and business partners to fund and support projects, events and riders
- » Creating and building on relationships with local authorities to support school and community projects

4. Growth Mind-Set

- » Working with other sports to share resources and best practice
- » Having a 'can do' attitude and willingness to 'give it a go'
- » Helping clubs come to terms with changes in culture and supporting them through change management processes

5. Environmental Impact

- » Encouraging school, college and university motorcycle sport partners to build, test and race electric vehicles
- » Supporting clubs to implement electric classes within current events and/or hosting fully electric events; particularly within residential areas where noise pollution is an issue

MEASURING SUCCESS

WHAT WILL SUCCESS LOOK LIKE?

- Fully accessible club and event environments offering fun, safe opportunities where everyone is welcome to participate in motorcycle sport at any level
- Legitimate practice and competitive opportunities for athletes from grassroots and entry level through to elite sport with a clear talent pathway
- Strong, meaningful partnerships with local authorities, educational establishments, emergency services, the third sector, the Scottish Government and its associated agencies
- A clear pathway for dedicated and talented SACU staff, professionals and volunteers to progress within the sport
- Strong governance foundations within the NGB and clubs with a focus on the continuous growth and development of the sport

REVIEW MECHANISMS

- The progress of the Strategic Plan will be continuously monitored and will be discussed as an agenda item at every meeting of the SACU Board of Directors
- The Strategic Plan will be supported by Annual Operating Plans based around SMART targets which will be reviewed and adjusted where appropriate
- An Annual Progress Report based on the Annual Operating Plan and overall wider Strategic Plan will be produced and made available each year
- At each key stage; every five years; the Strategic Plan will be formally reviewed for effectiveness within the current landscape and amended as appropriate