



STRATEGIC PLAN

2018 - 2021

A vertical photograph of a steep, brownish-grey rock face. At the top, a person in a blue jacket and dark pants is perched on the edge, looking down. In the middle, a person in a purple shirt and dark shorts is climbing, reaching up with their right hand. At the bottom, two more people are visible: one in a blue shirt and one in a red shirt, both wearing helmets and harnesses. The background is a vast, blue body of water under a clear sky. The text is overlaid on the left side of the image.

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**OUR STRATEGIC PLAN
2018 TO 2021 SETS
OUT OUR VISION
FOR THE EXCITING
NEXT CHAPTER FOR
MOUNTAINEERING
IRELAND.**

FOREWORD

Mountaineering Ireland is a community of over 12,500 members who enjoy the hills, mountains and crags through a spectrum of outdoor activities traditionally referred to as mountaineering, including a growing number of members who enjoy the thrills of indoor climbing.

Our essential purpose is to represent and support our members to the best of our ability.

Mountaineering Ireland is also recognised as a National Governing Body by Sport Ireland and Sport Northern Ireland. Our Strategic Plan 2018 to 2021 sets out our Vision for the exciting next chapter for Mountaineering Ireland. It has been developed following extensive consultation, in particular with our members, our clubs, our volunteers and our staff. It will be underpinned by a detailed operational plan which will be monitored regularly by the Board.

We recognise that the needs of our members differ, depending on the aspects of our sport that interest them, their geographic location, their levels of ability and so forth. We will strive to represent and support all of our members without distinction. That said, we are conscious of the fact that hillwalking is the primary activity of the majority of our members and, through this plan, we aim to increase our focus on supporting

hillwalking and hillwalkers, without diminishing our support for climbing and climbers.

Our members have a shared interest in the adventure and enjoyment that our sport has to offer, in the protection of the mountain environment, in maintaining and improving access and in the benefits of formal and informal training. These are all key aims of this plan.

Encouraging young people and supporting those who wish to deepen their involvement in the sport, for example, moving from rambling to hillwalking, or from indoor climbing to climbing on outdoor crags, are among our many goals. We have a lot to do. We will endeavour to balance our diverse functions and responsibilities, while improving what we do and the support we offer. We are committed to making our Vision a reality and we look forward to working with all who share an interest in hillwalking, climbing and mountaineering.

OUR PURPOSE





To represent and support hillwalking and climbing

OUR VISION





Our vision is that hillwalkers and climbers will become more skilled, self-reliant and informed, that access will be improved, and that our mountain landscapes will be valued and protected.

We aim to inspire all who engage in hillwalking and climbing throughout the island of Ireland, and encourage adventure and exploration in the mountains of the world.

WHAT WE VALUE

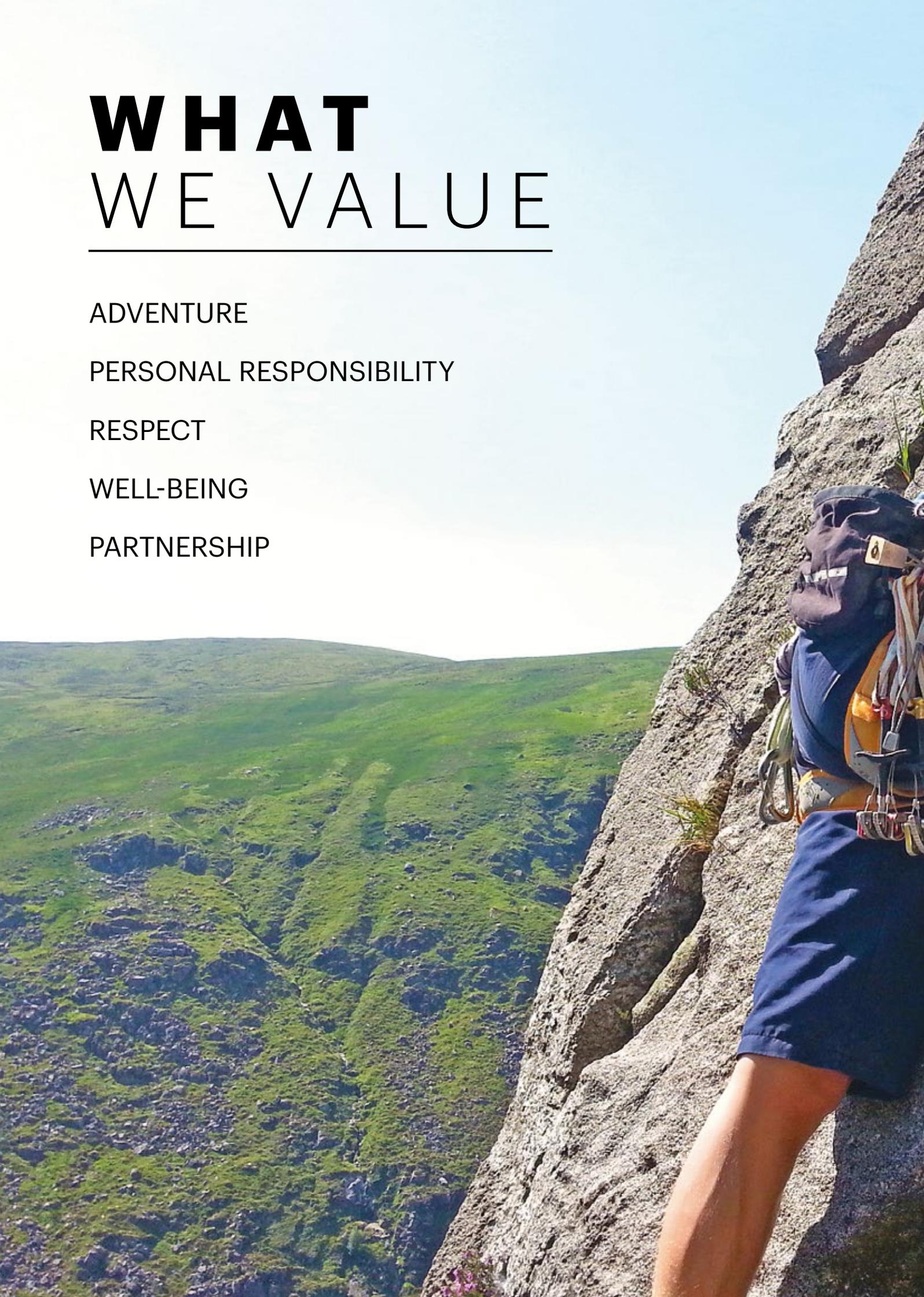
ADVENTURE

PERSONAL RESPONSIBILITY

RESPECT

WELL-BEING

PARTNERSHIP





WHAT WE VALUE



ADVENTURE

- We find fun and personal challenges in the hills, mountains, crags and climbing walls at every level
- We recognise the value of the unknown and the uncertain outcomes of our activities



PERSONAL RESPONSIBILITY

- We take personal responsibility for our actions and we manage the risk involved
- We foster the development of skills among clubs, groups and individuals



RESPECT

- We respect our wonderful but fragile environment and we are a positive voice for its protection
- We are responsible in how we enjoy access



WELL-BEING

- We enjoy the relationships that flow from our activities
- We appreciate all the health benefits, both physical and mental, of our sport



PARTNERSHIP

- We are committed to advocacy to promote our members' interests
- We recognise that relationships and trust are vital in helping us realise our vision



STRATEGIC PILLARS

SUPPORTING AND DEVELOPING
HILLWALKING AND **CLIMBING**

TRAINING AND **SKILLS**

IMPROVING **ACCESS**

PROTECTING THE **MOUNTAIN
ENVIRONMENT**

MODERNISING OUR
ORGANISATION



SUPPORTING AND DEVELOPING **HILLWALKING AND CLIMBING**

To promote responsible participation in all aspects of mountaineering

- To strengthen our support for clubs, hillwalkers, climbers and mountaineers
- To facilitate information sharing between clubs and to build stronger relations with other organisations interested in hillwalking, climbing and mountaineering
- To promote the mountaineering ethos of adventure, personal responsibility and respect for the environment
- To embrace and support the indoor climbing community
- To develop 'competition climbing' to a High Performance standard and provide appropriate pathways for our athletes and coaches
- To encourage young people to participate in all forms of mountaineering, including engagement with youth and educational organisations
- To contribute to quality mapping of upland areas with specific information for walkers and climbers
- To promote participation and to provide an inclusive environment to all abilities in our sport



TRAINING AND SKILLS

To promote mountain training and skills development

- To realise the potential of the new Mountain Training Board of Ireland (MTBI), working in coordination with other training boards and organisations
- To promote a range of courses, awards and training pathways and to support informal training to meet the needs of hillwalkers and climbers
- To support our training providers in ensuring training awards and courses offered are of the highest standard
- To be a reliable source of advice and information in relation to safety and good practice in mountaineering



IMPROVING **ACCESS**

To strive for improved and assured access for responsible hillwalkers and climbers

- Lobby for completion of the indemnity arrangement for Mountain Access Areas and assist the wider roll-out of this project
- Contribute to the effective coordination of the growing outdoor recreation sector
- Seek recognition of the recreational enjoyment of land as a valid landscape use
- Work to secure a right of access to publicly-owned lands for responsible recreation



PROTECTING THE **MOUNTAIN ENVIRONMENT**

To be a voice for the protection of mountain landscapes

- Strive to ensure that mountain landscapes will be valued and protected as environmental, cultural and recreational assets
- Engage with the relevant authorities regarding development proposals that may impact adversely on the mountain environment
- Work with other interested organisations to tackle upland path erosion
- Empower members to be more active in protecting access and the mountain environment



MODERNISING OUR ORGANISATION

To undertake a modernisation programme

- To improve our engagement and interactions with our members, general public, media, funders and external stakeholders
- Optimise our use of modern communication channels and technology platforms
- To provide support for club development and good governance
- To grow our membership by 25% over the duration of this plan, targeting those already active in the sport but not yet members
- To review our membership options to ensure we have the broadest and most flexible offerings
- To develop our income streams to secure the financial resources required to deliver this plan
- To review and improve our organisational structure and governance



STRATEGIC OVERVIEW

VISION:	Our vision is that hillwalkers and climbers will become more skilled, self-reliant and informed, that access will be improved, and that our mountain landscapes will be valued and protected. We aim to inspire all who engage in hillwalking and climbing throughout the island of Ireland, and encourage adventure and exploration in the mountains of the world.
PURPOSE:	To represent and support hillwalking and climbing
VALUES:	Adventure / Personal Responsibility / Respect / Well-being / Partnership

STRATEGIC PILLARS

STRATEGIC OBJECTIVES	SUPPORTING AND DEVELOPING HILLWALKING AND CLIMBING	TRAINING AND SKILLS	IMPROVING ACCESS	PROTECTING THE MOUNTAIN ENVIRONMENT	MODERNISING OUR ORGANISATION
AIMS	<p>To promote responsible participation in all aspects of mountaineering</p> <ul style="list-style-type: none"> To strengthen our support for clubs, hillwalkers, climbers and mountaineers To facilitate information sharing between clubs and to build stronger relations To promote the mountaineering ethos of adventure, personal responsibility and respect To embrace and support the indoor climbing community To develop 'competition climbing' to a High Performance standard and provide appropriate pathways To encourage young people to participate in mountaineering To contribute to quality mapping of upland areas with specific for walkers and climbers To promote participation and to provide an inclusive environment to all abilities in our sport 	<p>To promote mountain training and skills development</p> <ul style="list-style-type: none"> To realise the potential of the new Mountain Training Board of Ireland (MTBI) To promote a range of courses, awards and training pathways and to support informal training to meet the needs of hillwalkers and climbers To support our training providers in ensuring training awards and courses offered are of the highest standard To be a reliable source of advice and information in relation to safety and good practice in mountaineering 	<p>To strive for improved and assured access for responsible hillwalkers and climbers</p> <ul style="list-style-type: none"> Lobby for completion of the indemnity arrangement for Mountain Access Areas and assist the wider roll-out of this project Contribute to the effective coordination of the growing outdoor recreation sector Seek recognition of the recreational enjoyment of land as a valid landscape use Work to secure a right of access to publicly-owned lands for responsible recreation 	<p>To be a voice for the protection of mountain landscapes</p> <ul style="list-style-type: none"> Strive to ensure that mountain landscapes will be valued and protected as environmental, cultural and recreational assets Work with other interested organisations to tackle upland path erosion Engage with the relevant authorities regarding development proposals that may impact adversely on the mountain environment Empower members to be more active in protecting access and the mountain environment 	<p>To undertake a modernisation programme</p> <ul style="list-style-type: none"> To improve our engagement and interactions with our members, general public, media, funders and external stakeholders Optimise our use of modern communication channels and technology platforms To provide support for club development and good governance To grow our membership by 25% over next 4 years To review our membership options to ensure we have the broadest and most flexible offerings To develop our income streams To review and improve our organisational structure and governance



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