



scottish sports *utures*

Changing Lives Through Sport

Developing People



Improving Health and Wellbeing



Strengthening Communities



Strategic Plan
2020 | 23



Andrew Marley

Youth Director



I am very excited for the upcoming years with SSF.

We will continue to deliver the high quality work we currently do but to more young people and in more areas. We are working hard to improve and develop new ideas which we can take into communities to really tackle the issues they are facing.

SSF is an amazing charity which continues to keep young people at the heart of all it does, young people are the force which continues to grow and develop the organisation. We are in constant consultation with not only our partners and funders but more importantly our young people and communities.

I myself have benefited from the work that SSF does, from attending as a young person, then volunteer, mentor and now a board member. Not only has it impacted me but I see the transformation which SSF has made on many other young people, lives which would be very different and a lot less positive without the work we do.

All this work would not be possible without the support of many different people. That is why we treasure so much the relationships we have with all who work with us and we always love it when new partners and supporters come on board.



[Click here to watch our video](#)



About SSF

Scottish Sports Futures (SSF) is a registered charity that uses the power of sport to inspire young people to make positive lifestyle choices; through the delivery of our award-winning *Sport for Change* model in communities across Scotland.

Our Charity	Changing Lives Through Sport			
Our Vision	A world where young people have the opportunity to fulfil their potential			
Our Values	Adaptable	Innovative	Passionate	Inclusive
	Collaborative	Leaders		
Our Approach		Sport	+	Youth Work
	Actively Inclusive	Practical		Person-centred
	Active	Role Models		Social Education
				Youth-led
				Build positive Relationships

Our Mission

Scottish Sports Futures use the power of sport and physical activity to engage with vulnerable and disadvantaged young people in Scotland and empower them to be confident, healthy and happy.

We do this using our proven and recognised Sport for Change model and its range of person-centred, youth-led programmes that provide positive experiences, inspiring role models, engaging social education, training, and youth volunteering opportunities. As a result, we seek to encourage a positive change in young people's attitudes and behaviour that enables them to recognise and fulfil their potential, and to make a valuable contribution to their peers and their community.

Our Vision

A world where young people have the opportunity to fulfil their potential

Our Culture and Values

We are proud to have a culture which is inclusive and collaborative, where our people are valued and supported to lead and develop ground breaking initiatives with young people and communities at the heart:

Adaptable	Innovative	Passionate
Inclusive	Collaborative	Leaders

What We Do at a Glance

About Scottish Sports Futures

SSF programmes are focused on different stages of development and target communities that are vulnerable or at-risk. Education through sport provides the platform to motivate and inspire young people to lead safe, healthy, active lives.

These sport and physical activities offer young people transformative ways to learn about physical and mental wellbeing, goal setting, teamwork and active citizenship; they support young people from early interventions right through to training and employment.

SSF is committed to enhancing the lives of young people through sport and physical activity by providing them with the tools they need to fulfil their potential. The organisation's approach to this is to build the foundation for healthy lifestyles, provide a network of support for young people, and build its service capacity through strategic and operational partnerships.

in the last year SSF supported young people to:

Developing People



Increase confidence
89%



Feel able to do new things
88%



Increase skills
96%



Gain accreditation for learning
1025



Increase aspirations
85%



Make positive changes in behaviour
80%



Gain employment
79



Complete training
1234

Improving Health and Wellbeing



Increase feelings of wellbeing against SHANARRI - safe, healthy, achieving nurtured, respected, responsible, included
92%



Increase wellbeing against SHANARRI (stakeholders agreed)
97%



Take part in positive activity
7,452



Take part in new activities
5,536

Strengthening Communities



Take on volunteer / leadership roles
325



Improve community links
213



Take on coaching, mentoring or supporting roles
280



Complete hours of volunteering
21,561



Complete community focussed awards
270



Our Strategy

SSF was supported by CEIS, via the Scottish Government's Just Enterprise programme, to produce a strategic plan for the organisation. This strategy and associated business plan will guide the management and development of the enterprise in order to achieve its strategic goals. It is based on the significant strategy review and development work that SSF had carried out in the last 12 months, and the outputs from a series of facilitated development sessions with a working group of directors and senior managers. Young people at every stage were consulted from strategic review to setting direction. They, with our board and senior managers, have created our strategy and it includes:

- a situation analysis of SSF's key internal strengths and weaknesses, and the external opportunities and threats it faces
- the strategic direction for the organisation – its vision, mission, and values
- strategic goals for fulfilling this vision and mission

Context

We have and will continue to map our work and contribution towards the national performance framework, Active Scotland and **sportscotland** outcomes and system for sport as well as the Justice Outcomes for Scotland.



What We Are Going To Do

Thematic areas

Developing People



Improving Health and Wellbeing



Strengthening Communities



By delivering products and services which are:

Young person-led

Needs-led

Targeted where they have the most impact

Supported by a skilled workforce

In partnership

High quality

Designed with young people

Our products and services will focus on:

Diversionsary activity

Referral-based targeted work

Training and accreditation – supporting young people and workforce



Schools

Families

Youth leadership and volunteering

How We Are Going To Do It - Our Goals 2019-2023

Youth work + Sport



Young people at our heart



Value-based organisation



Continue to Enhance, Develop and Grow



People

1. Young people influence the strategic direction and development of SSF
2. A skilled, motivated and empowered workforce



Partnerships

3. Strong, relevant and purposeful partnerships



Product Development

4. Develop needs-led products and services



Service Delivery

5. Deliver services targeted where they have most impact



Infrastructure

6. Strong, relevant and purposeful partnerships



Marketing

7. Increased SSF brand and programme recognition



Business Development

8. Increased earned income from social enterprise



Funding

9. Secure long-term funding and sponsorship
10. Grow annual operating surplus

What Our Stakeholders Say*

*Quotes from anonymous stakeholders during external evaluation carried out by Research Scotland

"I'm encouraged and amazed by how your organisation has taken into consideration the many aspects of a young person's life"

SSF delivery partner

"Glasgow Kelvin College recognises the importance of SSF's work delivering to vulnerable young people in challenging communities across Scotland providing support for physical activity and associated learning opportunities."

SSF Further Education and ETC accreditation partner

"There are other organisations that do sport [in this area], and do it well, but co-design with young people is unique to them."

SSF Delivery Partner

"SSF has changed my life through volunteering. It's given me purpose and drive."

SSF Young Volunteer

"Lots of organisations offer volunteering, but they don't do it the way SSF does."

SSF Young Volunteer

Maureen McGonigle SSF Chair



I am proud to chair Scottish Sports Futures and know that through our various programmes we have changed many lives using the Power of Sport.

The passion and commitment of all concerned, staff, volunteers and directors ensure that we stay at the forefront of the changing lives through sport and physical activity agenda.

Our aim is to grow the organisation and expand our reach, ensuring every young person has the opportunity to achieve their potential.

There are so many ways you can partner with SSF and play your part in changing lives. Please give us an opportunity to tell you more about our amazing work, just give us a call.





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Scottish Sports Futures

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Scottish Sports Futures (SSF) is a charity, Scottish charity number SC034085 and a company limited by guarantee, Company registration number SC343830, based in Glasgow.