



**JudoScotland**

# ***Judo For All***

**JudoScotland Strategy 2023-2027**





**Marc Preston**  
Chair of the Board



**Judith McCleary**  
Chief Executive Officer

As the sportscotland- recognised national governing body for the sport of judo, JudoScotland (JS) represents our members, clubs, and enthusiastic volunteers committed to delivering judo across Scotland.

Our key activities are to continue to grow judo by having a truly inclusive approach that supports all involved in the sport to benefit from their involvement and maximise their potential.

The resilience of the judo community during the Covid-19 pandemic has been evident, and this time period has given JudoScotland the opportunity to reflect on its purpose and ambitions for the future.

In delivering our vision and ambitions, we will continue to work closely with key stakeholders including sportscotland, The International Judo Federation, The European Judo Union, British Judo Association, Commonwealth Judo Association, Commonwealth Games Scotland and Scottish Disability Sport. By strengthening our existing relationships with clubs, and through the development of new partnership opportunities, we will enable judo to be introduced to new audiences and we will make a positive impact on people's lives through a person centered approach based on the judo values.

The views of stakeholders and the wider community have positively helped the Board of Directors shape the strategy for JudoScotland's next 4 year cycle. To bring the Strategic Plan to life and realise its aims, the Chief Executive Officer will lead the staff team to deliver an operational plan (tactics and actions), aligned to the strategy.

This document outlines JudoScotland's vision, objectives, strategies and tactics for 2023 to 2027. The plan is intended to give clarity of direction and to inspire you and the judo community at large, as we collectively strive to achieve our ambitions.

# INTRODUCTION



COURTESY

HONESTY

HONOUR

COURAGE

SELF-CONTROL

MODESTY

RESPECT

FRIENDSHIP

JudoScotland  
**VALUES**



ADLINGTON  
SCO

D. DWYER  
GBR

JudoScotland  
**JUDO GIRLS ROCK**  
SESSIONS HERE

ADLINGTON 2022



# VISION

A Scottish Governing Body renowned for excellence, enabling people of all ages and abilities to realise their potential.



# MISSION

Maximise the contribution of judo to Scotland's communities through the provision of safe, inclusive and inspiring clubs based on judo's values.



# MAIN GOALS

-  To grow an engaged, diverse membership
-  To make a positive contribution to Scottish society
-  Progressive, inclusive opportunities across all levels
-  Scottish athlete success
-  Corporate excellence



## To Grow an Engaged, Diverse Membership:

- Design targeted and inspiring initiatives and opportunities to attract and retain people to judo
- Provide bespoke support to empower existing and new clubs to thrive in communities across Scotland
- Deliver an enhanced membership experience by utilising modern digital platforms
- Improve relationships with clubs, members, parents and carers through regular and engaging communications
- Increase and up-skill our workforce to enable greater capacity to deliver judo
- Develop an attractive and valued membership package reflective of the member profile

# STRATEGIES

## Positive Contribution to Scottish Society:

- To actively seek the views of young people to help shape the future of judo in Scotland
- To enable and empower people to develop skills for life through judo
- Realise the benefits of the fundamental judo principles and values to tackle wider societal inequalities
- Work collaboratively with clubs and partners to understand and address environmental challenges



**STRATEGIES**



## Progressive, Inclusive Opportunities Across All Levels:

- 🎯 Use and share data intelligence to inform and shape initiatives
- 🎯 Deliver an innovative and thriving domestic events programme tailored to the developmental, social and competitive needs of our members
- 🎯 Build targeted opportunities to attract, develop and retain a more diverse workforce of coaches, technical officials, referees and volunteers
- 🎯 Establish a vibrant, active supporters network to unite the judo community in Scotland

# STRATEGIES

## Scottish Athlete Success:

- Embed the JudoScotland Player Development Framework at all levels of the athlete journey
- Provide opportunities to develop, inspire and prepare judoka for a performance environment with athlete wellbeing at the heart
- Enhance international links to create more experiences for athletes to train and learn
- Work collaboratively with British Judo to deliver a tailored programme, empowering athletes to fulfil their potential at World, Olympic and Paralympic levels



**STRATEGIES**



## Corporate Excellence:

- To have a diverse Board & Staff with the skills to enable JudoScotland achieve its vision
- To have robust articles, policies and procedures across all areas of operation
- Financial resilience and stability through effective financial management
- To embrace modern digital technology to improve organisational performance
- Embed safeguarding & wellbeing, equality, diversity and inclusion throughout the entire organisation
- Improve the profile of the sport through new partnerships and commercial opportunities

# STRATEGIES

JudoScotland would like to thank our partners for their continued support, in particular the support we have received from sportscotland and British Judo.



**ACKNOWLEDGEMENTS**



**JudoScotland**



@judoscotland



SCO  
CAN



Bronze Medal  
78 kg

TYTLE

GODBO

