

# Auchterarder Community Sports and Recreation (ACSR) Strategic Aims and Action Plan

## 1<sup>st</sup> January 2022 – 31<sup>st</sup> December 2024

### About ACSR

Auchterarder Community Sports and Recreation (ACSR) is a Scottish Charitable Incorporated Organisation (SCIO), based in Auchterarder (Perthshire).

ACSR's registration with the Scottish Charity Regulator (OSCR), defines ACSR's 'charitable purposes' and the main 'beneficiaries' of ACSR:

<b>Charitable Purposes:</b>	"The advancement of public participation in sport" "The provision of recreational facilities, or the organisation of recreational activities, with the object of improving the conditions of life for the persons for whom the facilities or activities are primarily intended"
<b>Beneficiaries:</b>	"Children / young people" "Older people" "People with disabilities or health problems" "No specific group, or for the benefit of the community" "Other charities / voluntary bodies"

ACSR's main governance document ('constitution'), set out the following purposes ('strategic aims'):

- 4.1 Maintain and widen participation in sport and active recreation at all levels in Auchterarder
- 4.2 Develop and support local people to improve and strengthen local sports clubs and organisations involved in sporting or physical activities and widen opportunities to participate
- 4.3 Develop and provide access to quality places where the community can get involved in sport and active recreation

### ACSR's Structure

- ACSR has a Board of Trustees
- ACSR has three 'Working Groups' ('Core Paths', 'Parks & Community Greenspaces' and 'Participation')
- ACSR has one full-time staff member: a Development Manager

### ACSR's Strategy

This strategy has been prepared by the Board of Trustees, with support from ACSR's Development Manager and a linked Community Sport Hub Officer, employed by Live Active Leisure, who is an advisor to ACSR.

The strategy seeks to consolidate the vision of the Board of Trustees by providing a deliverable, but challenging, plan for 2022-2024 – based around eight focus areas. People (the Board of Trustees, the Development Manager and key volunteers within the 'Working Groups') will be crucial to delivering the plan – and to measuring success against the outcomes.

**1. Charity/Business Development**  
Management, development and effective organisation.

<b>Development Area</b>	<b>Objectives</b>
<b>Finance</b>	Appropriate and effective financial management in place Treasurer role always filled Accounts maintained and annual reports completed within statutory guidelines Funding and fundraising secured from a diverse range of sources Self-generated income targets set and met
<b>Governance</b>	Operates to the highest possible standard of governance
<b>Insurance</b>	Insurance in place to cover all ACSR activities, facilities and personnel
<b>Pavilion</b>	A safe and welcoming venue for activities, meetings and external hire
<b>Safeguarding</b>	Ensure a robust process to provide safe and effective care for all vulnerable adults and children ACSR works directly with
<b>Strategic Plan</b>	An achievable, but challenging, plan is created, is shared with all those actively engaged with ACSR and is reviewed and updated annually

**2. People & Partnerships**  
Attracting and developing a diverse range of skilled people and partners.

<b>People Resource</b>	<b>Objectives</b>
<b>ACSR Trustees</b>	Appointment of a diverse range of people to the Board Appointments based on skills needed and skills offered Appointments occur through a transparent process As far as possible, operate with all Board positions filled
<b>ACSR Working Groups</b>	Ensure each Working Group has sufficient volunteers to function effectively Appointment of a diverse range of people to the Working Groups Appointments based on skills needed and skills offered
<b>Staff / Contractors</b>	Transparent and fair recruitment process Appropriate remuneration, benefits and support in place
<b>Partners</b>	Develop partnerships for the benefit of ACSR and the local community
<b>Volunteers</b>	Create additional volunteering opportunities, based on project need

<b>3. Promotion</b> Advertising opportunities and highlighting impact.	
<b>Promotional Area</b>	<b>Objectives</b>
<b>ACSR Website</b>	Have, and operate, a website which is informative and easily navigated
<b>Social media</b>	Have functioning social media which supports the work of ACSR and the ACSR website
<b>Community Events</b>	Deliver events which engage with the local community
<b>Other media</b>	Produce written media to reach people not active online
<b>Communications Plan</b>	Communications plan in place and reviewed / updated annually

<b>4. Members &amp; Membership</b> Encouraging membership of ACSR and supporting ACSR's members.	
<b>Membership Project</b>	<b>Objectives</b>
<b>Increasing Membership</b>	Grow membership of ACSR
<b>Marketing of Members</b>	Share high level details of our members with other members and the local community
<b>Supporting Members (individuals)</b>	Provide support and opportunities to enable individuals within the community to contribute to, and develop through, sports and active recreation
<b>Supporting Members (clubs / organisations)</b>	Provide support and opportunities to enable clubs/organisations within the community to contribute to, and develop through, sports and active recreation

<b>5. Core Paths</b>	
Providing a high-quality local paths network, for safe active travel and recreation.	
<b>Path Project</b>	<b>Objectives</b>
<b>Core Paths Working Group</b>	Core Paths Working Group manages all projects relating to 'Auchterarder Core Paths'
<b>Path Maintenance and Development</b>	All Core Paths are maintained and develop as appropriate
<b>Path Promotion</b>	Auchterarder Core Paths Network is highlighted to the community and usage tracked

<b>6. Parks &amp; Community Green Spaces</b>	
Providing high-quality and accessible greenspaces for safe play and active recreation.	
<b>Park &amp; CG Project</b>	<b>Objectives</b>
<b>Auchterarder Public Park Upgrade</b>	Park Re-Development Project is completed (BMX Pump Track, Children's Play Park, Mountain Bike Skills' Area)
<b>Auchterarder Public Park User Group</b>	Establish a 'Park Users' Group' to assist with management / development of the park after the re-development is complete
<b>Auchterarder Greenspaces</b>	Carry out a review of all greenspaces within Auchterarder

## 7. Participation

Providing opportunities for people to participate in sports and recreation.

<b>Participation Project</b>	<b>Objectives</b>
<b>Participation Working Group</b>	Participation Working Group manages all projects relating to 'Participation'
<b>Annual Community Events</b>	An annual plan of community engagement activities is produced, funded and delivered
<b>Community Activities / Clubs (Existing)</b>	Signpost the local community to activities and clubs available within Auchterarder
<b>Community Activities (New)</b>	Identify and support new opportunities for participation