

NISA Strategy 2016 – 2026

Skate for Fun
Skate for Gold
Skate for Life

Vision 2026

A mouth-watering picture of what the organisation looks like in 2026

Mission 2026

What we need to achieve over the next strategic cycle to move closer to the Vision

Objectives

Specific, Measurable, Achievable, Relevant & Timebound goals to measure progress

Strategies

The direction we will take to achieve the Mission & Objectives

Tactics

Specific actions to enable the above (high level)

Succeed on World stage and inspire all generations to enjoy skating, in all forms, for fun, success and life

Establish an infra-structure that increases and sustains participation at all levels and achieves success on the World Stage by 2026

- 1) **Organisation:** Deliver a high performing, credible and strategy-led organisation; foundations by 2018, mature by 2022.
- 2) **Participation:** Evidence of increased participation in ice skating at all levels and membership rising from 5,000 to 10,000 by 2022
- 3) **Talent:** Deliver a systematic, evidence-based, athlete-centred talent programme that supplies a pipeline of athletes with medal-winning potential, to all skating disciplines by 2022 and beyond.
4. **High Performance:** Have at least three disciplines represented in 2022 Olympic Games and win ?? medals in 2026 Olympic Games

Organisation	Workforce	Participation	Talent and Performance
<p>Deliver a credible, modern, innovative, expanding and high performing organisation</p> <p>Deliver the corporate strategy which ensures a strategic fit between the organisations mission, goals, capabilities and changing market opportunities</p> <p>Establish effective leadership and a flexible, modern management structure which seeks, encourages and delivers innovation</p> <p>Develop annual operational and individual plans with SMART targets, communicated throughout the organisation with clear accountability for results aligned to the corporate strategy</p> <p>Establish robust Governance to ensure the organisation is 'fit for purpose', transparent and compliant with legislative and stakeholder requirements</p> <p>Build turnover and profitability by increasing income and ensuring the efficient use of resources</p> <p>Deliver a communications and media strategy to establish effective policies, systems and processes including branding, website and social media</p>	<p>Ensure there is a highly qualified and trained workforce to deliver the strategic objectives</p> <p>Produce a comprehensive workforce plan to recruit, retain, reward and support talented people within the organisation</p> <p>Encourage and develop teamwork, engaging employees to understand their role in the success of the organisation</p> <p>Develop and deliver induction, succession and training plans to ensure an effective Board</p> <p>Establish an effective HRM system, aligned to the corporate strategy</p> <p>Produce a volunteer strategy to recruit, deploy, reward and support volunteers</p> <p>Review and update the coach education and licencing scheme, aligning it to industry standards for the participant framework</p> <p>Establish an innovative and robust education programme for judges, officials and volunteers aligned to the participant framework</p>	<p>Deliver a participation framework that ensures strong participation at all levels and in all disciplines</p> <p>Develop a participation framework that includes competitive, recreational, coaching, officiating, talent and performance pathways in all disciplines</p> <p>Profile market segments, develop offerings for target markets and build a positioning strategy that creates a competitive advantage</p> <p>Improve the membership package to ensure it meets market needs and improves customer satisfaction</p> <p>Implement an ice rink accreditation scheme that quality assures programme delivery against recognised NGB standards. Including Safeguarding, Equality and Coaching requirements</p> <p>Work closely with national stakeholders to deliver common objectives, including Home Nation Sport Councils, Public Health England and Equality organisations</p> <p>Establish profitable relationships with local delivery networks to get products to market, including ice rinks, skating clubs, local authorities, local commissioning groups and county sport partnerships</p>	<p>Deliver a systematic and evidenced based medal-winning talent and elite pathway</p> <p>Establish a robust talent pathway which identifies confirms and develops athletes on a trajectory to be WCP Podium and Podium Potential athletes in the 2022 and 2026 Olympics.</p> <p>Establish a performance coach development and mentoring programme aligned to the needs of the talent to performance pathway</p> <p>Apply to Sport England for Talent and Podium Foundation funding in 2017 to support the talent pathway programme</p> <p>Work closely with UK Sport, the BOA and other stakeholders to deliver the WCP in preparation for the 2022 and 2026 Olympics</p> <p>Recruit and develop a workforce against world class attributes to support the talent and performance programmes</p> <p>Select athletes to compete Internationally in the right competitions to meet the development and performance needs of both the athlete and Association</p> <p>Review and revise the domestic competitive and test structures to adequately prepare talented and performance athletes to compete on the world stage</p>

NISA

People

Market

High Performance