

PHASE 1 - 2025 - 2029



Our approach will be characterised by working to our guiding themes to support our planned growth. They are:

- **Ignite & Enable** - Increase exposure to handball to ignite interest and grow participation
- **Excite & Evolve Experience** - Create exciting and engaging opportunities to engage with handball
- **Competition & Aligned Pathway** - Strengthen the links between community and performance handball as part of an aligned, integrated pathway
- **Collaboration & Community** - Support clubs to build environments that future generations aspire to belong to

During the initial phase of this plan, we will work towards achieving the following:

- Significantly increased focus on community to club pathway - this means strengthening the SHA as the main enabler of that
- Work towards more full clubs being involved and participating at most levels of the sport
- A significant increase in membership across the period
- National Academy and pathway development leading to greater opportunities at all levels up to and including international (Scotland / Team GB) representation
- Coaching & Referee Academy development programmes, giving participants maximum opportunity to learn new skills





CLUBS

We already have around twenty member clubs (including community clubs) of the Scottish Handball Association, with nearly 1,000 members and participants. Our club activity currently mainly covers Central Scotland, from South Ayrshire to Fife, and includes seven student clubs (and counting). Our member clubs are run by teams of dedicated and passionate volunteers.

We aim to support clubs to become fully sustainable, growing, vibrant parts of their wider communities. We will do this by supporting them to provide great foundations, sound governance, and ultimately welcoming, engaging and exciting environments for people to be part of.

Over the course of Phase 1, we expect to see all our Senior Participating Clubs to achieve the minimum standard of accreditation against an upcoming SHA Basic standard. We also aim to see a few clubs achieve the SHA Enhanced standard.

COMPETITIONS & PLAYING PATHWAY

All handball competition in Scotland is hosted by the Scottish Handball Association. During Phase 1, we seek to deliver:

- More Teams playing in the Senior Women's League
- More Teams playing in the Senior Men's League
- A minimum of 0.5-1% of all handball experienced School children moving into a playing club environment. This sounds low, but at our current rate would lead to an extra 100-200 young people joining clubs each year
- Vibrant competition at all age-groups; from mini-handball at Primary School all the way through to Seniors and the establishment of Walking Handball
- Further development of wider playing opportunities e.g. Celtic Cup and the British Handball Super Cup
- Increased opportunities through the National Academy - regular international trips for both sporting, cultural and personal development opportunities
- Establishment of high quality playing opportunities for Scotland Senior Teams



COMMERCIAL & OPERATIONAL DEVELOPMENT



In order to achieve our goals, we recognise that we need to build upon the excellent relationships we have with our current investors, clubs and stakeholders. Our principal investors are SportScotland, the EHF (European Handball Federation) and the IHF (the International Handball Federation).

We have also been fortunate to have received commercial support from a range of companies. Over the course of this entire strategy, we will work to grow our income from other sources to complement the generous support we get from our governing bodies and sponsors.

WHAT ARE WE TRYING TO ACHIEVE?

By working even more closely with our partners and stakeholders, we seek to embed Handball across all our target areas across Scotland. This will be attractive to our sponsors and investors as we will be able to demonstrate the kinds of social return on that capital that is meaningful to all involved.

To further enhance this, we will work to increase our current commercial/other income over the period. This will also allow us to invest even more directly back into supporting our clubs to become stronger and healthier environments for all concerned.

We will also ensure greater presence and communication across our entire community.

PHASE 2 - 2029 - 2033



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- **Collaboration & Community** - Support clubs to build environments that future generations aspire to belong to

During this second phase of the plan, we will build upon the successes and lessons of Phase 1:

- Targets TBC - based upon all variables



PHASE 3 - 2033 - 2037



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- **Competition & Aligned Pathway** - Strengthen the links between community and performance handball as part of an aligned, integrated pathway
- **Collaboration & Community** - Support clubs to build environments that future generations aspire to belong to

During this phase of the plan, we will work towards achieving:

- Targets TBC - based upon all variables



THE FUTURE



We envisage a future where there is:

- greater representation and participation from all our communities in our sport across Scotland
- where Handball continues to be enjoyed and played across each and every one of our demographic cohorts, and;
- where people can easily see where we have helped to make an impact and positively change lives

We also aspire, and will work, to:

- regular media coverage of our sport thereby helping to increase the visibility and the numbers of people engaging with our sport
- a wider appreciation of the lessons from other small nations with a view to how we best grow our sport here in Scotland
- greater numbers of teams and players from all parts of Scotland; people from rural areas, cities and towns and covering all corners of Scotland
- the growth in infrastructure and planning to support all of these ambitions - much of it led by the SHA, but delivered by partners, volunteers and other stakeholders; all with a committed alignment to our values and approach





**For further information please visit:
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