

ScotWays 5 Year Strategic Framework July 2026 to July 2031

1. Mission

To assert and promote outdoor access rights in Scotland.

2. Values

We represent outdoor public access interests in Scotland by:

- Being reliable and trusted
- Maintaining a balanced and informed approach to access matters
- Maintaining a deep and current knowledge base
- Working collaboratively to preserve and improve access rights

3. Strategic Objectives

Over the period 2026–2031, ScotWays will focus on three core strategic priorities:

3.1 Protecting and Promoting Access Rights

Safeguarding and enhancing outdoor access rights and associated amenity across Scotland.

3.2 Raising the Profile of Responsible Public Access

Promoting the importance and understanding of responsible access to land and inland water.

3.3 Organisational Resilience

Ensuring ScotWays is well-governed, financially sustainable and equipped to deliver its mission effectively, including raising the profile of the organisation.

4. Strategic Delivery Approach

To deliver these priorities, ScotWays will adopt the following strategic approaches:

4.1 Be More Proactive and Visible

- Take a more active and visible role in promoting and defending access rights
- Communicate more clearly the impact of our work
- Engage more actively with media, stakeholders and decision-makers

4.2 Strengthen Evidence and Knowledge

- Maintain and enhance high-quality data and records (including CROW)
- Use evidence to inform decision-making and influence policy
- Ensure knowledge is accessible and actively used

4.3 Focus Resources Where Impact is Greatest

- Prioritise activity where it delivers the greatest benefit to our aims
- Balance core functions with targeted project work
- Ensure effective use of financial and volunteer resources

4.4 Build Strategic Relationships

- Work collaboratively with government, agencies and partner organisations
- Strengthen engagement with members and volunteers
- Identify opportunities to broaden alliances where this supports our objectives

4.5 Strengthen Governance and Leadership

- Ensure the board sets clear strategic direction
- Maintain effective oversight of delivery and performance
- Support staff through clear priorities and direction

4.6 Remain Flexible and Forward-Looking

- Be responsive to changes in the external environment
- Be willing to adapt approaches where needed
- Consider and test new opportunities where they align with our mission

5. Measures of Success

Progress will be assessed by monitoring:

- Delivery of key strategic initiatives aligned to each priority
- Evidence of influence on policy, practice and public awareness
- Growth and engagement of membership and supporters
- Financial sustainability and effective use of resources
- Maintenance and development of core assets and services

Detailed performance measures and targets will be set out in supporting operational plans and reviewed regularly by the board.

6. Implementation

This Strategic Framework will be supported by:

- ScotWays' Strategic Plan
- Annual operational plans, including the Activity Tracker
- Project-specific plans and funding strategies
- Regular reporting to the board on progress and outcomes

7. Review

This Strategic Framework will be reviewed annually and updated as required to reflect changes in priorities, opportunities and the external environment.

Version No.:	Status:	Production Date:	Created by:	Review Date:
1	Draft	29/06/26	Brian Humphries and Rachel Taylor	April 2027
2	Final	20/07/26	Incl changes from board meeting	April 2027