

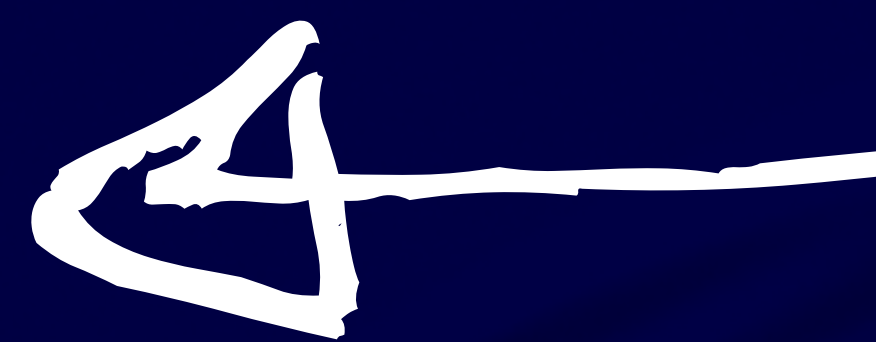


# THE POWER OF FOOTBALL 2.0

STRATEGIC PLAN 2026 - 2035

**INSPIRING  
SCOTLAND**

**THROUGH THE  
POWER OF  
FOOTBALL**



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# OUR VISION

## Inspiring Scotland through the Power of Football

Football is our national game. It is more than a pastime. It is a way of life. A national obsession. A sport that unites communities, shapes lives and inspires dreams from the school playground to our National Stadium.

Our previous strategic plan has helped us deliver memorable moments, including back-to-back qualification for the UEFA Men's EUROS in 2020 and 2024. It has helped grow grassroots participation and, with it, an army of volunteers. It has provided unforgettable moments in the Men's and Women's Scottish Cup and enabled the implementation of VAR as Scottish football embraces the increasing involvement of technology in the global game.

It has ended with qualification for the FIFA Men's World Cup for the first time in 28 years. Our new strategic plan exists to provide a framework for continued success on and off the field.

Scottish Football's Social Return on Investment is measured in hundreds of millions, a scale that translates into health, wellbeing and opportunities – tangible evidence of how our game inspires the nation and transforms lives.

This complements an overall gross economic impact from Scottish professional football of £820m GVA.

It is why this new strategy is an evolution; a reinforcement of the Power of Football. The next chapter sets out a clear plan to put the eyes of the world on us: with Barclays Hampden as a co-host venue for the UEFA Men's EUROS in 2028 and with plans to secure the same with the FIFA Women's World Cup 2035.

We aspire to be participants as well as hosts, with the plan to improve all levels of the game from Pitching In – generating £100m to transform facilities and infrastructure – to the implementation of a wide-ranging review of youth development.

We will measure progress in three strategic goals: Enable, Enjoy and Excel. These will guide our aspirations and ensure everyone can enjoy a lifelong love of football on and off the pitch.



# STRATEGIC GOALS

## ENABLE

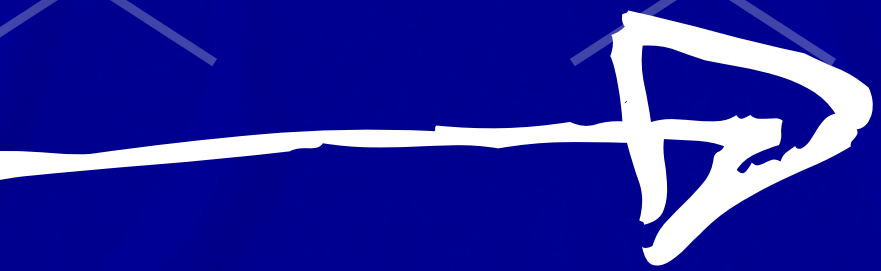
Provide modern, accessible football facilities for everyone, in every community.

## ENJOY

Create a fun and inspiring lifelong football journey from the earliest age.

## EXCEL

Forge a winning culture and consistently achieve success across all national teams.



**ENABLE**

ENABLE

ENABLE

STRATEGIC GOALS

# ENABLE

Provide modern, accessible football facilities for everyone, in every community.



UNLOCK £100M TO INVEST IN FACILITIES ACROSS THE COUNTRY

1



HAVE MORE PEOPLE PLAYING THE GAME

2



MAKE BARCLAYS HAMPDEN AN ICONIC HOST VENUE

3



# ENABLE

## OBJECTIVES

1

Unlock £100m funding to modernise, upgrade and add new sustainable community facilities allowing anyone to play, at any time.

2

Increase the number of clubs capable of operating their own facilities effectively, for recreational and competitive play.

3

Improve facilities for girls and women, delivering consistent football opportunities for the increasing number of players and match officials.

4

Improve the matchday experience from door to door at our National Team games.

5

Generate support from government, philanthropy and commercial partners to protect and enhance the future of our National Stadium.

6

Deliver an unforgettable UEFA Men's EUROS in 2028 and secure hosting rights for the FIFA Women's World Cup 2035 to inspire the next generation of national team players.

ENJOY



ENJOY

ENJOY

STRATEGIC GOALS

# ENJOY

Create a fun and inspiring lifelong football journey from the earliest age.



A GAME FOR EVERYONE

1



A MORE CONNECTED EXPERIENCE

2



SUPPORTING SUSTAINABLE GROWTH

3

# ENJOY

## OBJECTIVES

1

Rigorously address negative behaviours and ensure our game is safe, welcoming and inclusive.

2

Empower clubs to provide quality football experiences and operate effectively as anchors in the community.

3

Double the number of registered female players by inspiring more girls and women to play and consistently enjoy football through informed bespoke experiences.

4

Deliver Coach Education programmes which equip coaches, volunteers and parents with the skills, competencies, and mindset to ensure players thrive.

5

Improve recruitment and retention of referees by ensuring a welcoming and respectful environment at every level of the game.

6

Simplify access and streamline the administrative experience throughout the game.





**EXCEL**

EXCEL

EXCEL

STRATEGIC GOALS



# EXCEL

Forge a winning culture and consistently achieve success across all national teams.



# EXCEL

## OBJECTIVES

1

Achieve consistent qualification to men's and women's international competitions and perform above expectations.

2

Implement key recommendations of the Youth Development Report to provide a more effective pathway for young talent to play at the highest level.

3

Utilise global research to improve the girls' and women's talent pathway and increase the player selection pool for women's national teams.

4

Implement best practice coach education to develop the highest quality coaching and technical staff.

5

Create a pathway for match officials to support the game and aspire to the highest levels domestically and internationally.

6

Engage member clubs through a range of support services, aiming to create sustainable, successful clubs where talent can progress.



# BEYOND THE PITCH

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Commercial Growth. Enabling investment to deliver key strategic goals.



Good Governance. Providing leadership, direction, trust and integrity.



Great People. Delivering a first-class service to Scottish football.



Innovation. Embracing new ideas and technologies to enhance and future-proof Scottish football.

# THE RESULT



# THE RESULT



INSPIRE THE NATION



Through more consistent qualification for our men's and women's teams.



TRANSFORM LIVES



With increased participation and access to better facilities for all.



# THE POWER OF FOOTBALL 2.0

CREATING AN EXCITING NEW CHAPTER.

STRATEGIC PLAN 2026 - 2035