



British Mountain Guides Strategic Plan 2019-2022

Our Mission

As a professional association, we train new guides, support existing guides, representing and regulating our members. We will promote our association and protect our name: 'British Mountain Guides' (BMG).

Our Vision

1. A cadre of highly respected, highly competent professional 'British Mountain Guides' who deliver safe mountain experiences of the highest quality.
2. A professional association that is recognised as having a strong identity in the UK and worldwide, by our clients and the outdoor industry.

Our Values

- **Integrity** We believe in the profession of mountain guiding and will act in the interests of the profession and our members.
- **Leadership** Leading others safely and effectively is the hallmark of good guiding. We foster positive leadership in our organisation and our membership.
- **Community** As Guides we support and commonly lead in a diverse worldwide mountain community. We believe in access to the mountains and the profession for all.
- **Stewardship** We believe that all participants in mountain activities should endeavour to treat the environment with the upmost respect.

"Honesty and integrity define how any professional person should act: being upstanding and law-abiding, and respectful of the trust placed in you by others".

"Mountain Guides lives are linked by a love and profession to the mountains, and their company will enhance the experience of all those who wish to approach the mountains and learn." Pete Boardman, 1st ascent Everest SW Face 1975, BMG President 1979

Strategic Themes

1. How we work as a professional association
2. Strong Identity
3. Effective Partnerships

Goals for 2019-2022

Priority 1: How we work as a professional association

- We will strive for excellence in how we work as an association seeking to review the 'British Mountain Guides' structure to ensure we practice **good governance** for the benefit of members and clients.
- We will deliver a set of **management documents**, to aid transparency in how our association is managed and run.
- We will increase the capacity of our association so that we can deliver greater support to members. This can be achieved with existing capital and/or subscription increase.
- We will deliver a plan for internal communications.

Priority 2: Strong Identity

- We will deliver a **marketing plan** to further strengthen our association's identity both in the UK and worldwide.
- We will **promote and protect** the name of the 'British Mountain Guides', and in doing so ensure that the BMG is recognised as a leader in the guiding community.

Priority 3: Effective Partnerships

- We will develop a strategy for managing relationships with key partners.
- We will collaborate with partners and continue to forge relationships where we have shared goals.