

# Business Plan Aims 2020 - 2024

## **Aim 1 - To promote Scottish dancing globally as a fun, friendly and healthy activity**

- Encourage and enable the Society at all levels to be more outward-facing
- Promote the health and well-being aspects of Scottish dance
- Ensure our activities are open and accessible
- Implement the marketing strategy
- Use the Centenary celebrations to promote the fun of SCD

## **Aim 2 – To help branches promote Scottish dancing in their area**

- Provide information, advice and encouragement to branches, and also affiliated groups and members
- Facilitate efficient two-way communication between Coates Crescent and branches
- Promote networking and collaboration among branches
- Encourage participation by all branches in a worldwide day of dance, and other 2023 Centenary activities

## **Aim 3 – To provide appropriate support for Scottish dance teachers and musicians**

- More communication with teachers to provide information and development
- Embed the training for teachers of social dancing
- Give greater access to music courses
- Promote the use of live music

## **Aim 4 – To strengthen RSCDS governance and finance**

- Ensure the RSCDS follows best practice in charity governance, its management structure is fit for purpose and its decision-making processes are effective
- Greater range of candidates coming forward for the Board and Committees
- More diversified income streams