MountainViews Community – Strategy 2015-2020

The MountainViews (MV) Community has come together around the MountainViews.ie website operated by Simon Stewart since 2002. Over the years between then and now, the development of the website had been paralleled by the development of a loose arrangement of like-minded people, who have interacted in various ways, becoming a community gathered around the website, but also existing independently of it.

In 2008, a committee was formed to perform the twin tasks of addressing the needs of the wider community as well as supporting and directing the operation of the website to better serve that community.

By 2014 the committee was aware of both the huge success of the website and its offerings, and of the importance and value to a large number of people of both the website and the Community. It was also critically aware of the *ad hoc* nature of the structures and processes of both website and community and the lack of any coherently expressed values and planned objectives. The committee was acutely conscious of resource pressures, both financial and in our over-reliance on a relatively small number of volunteers, and on the impact this might have on ensuring the future of both website and community.

To address these issues, the committee decided to begin the development of a formal strategy and planning process for the MV Community. This began in December 2014 and a draft strategy was published for consultation in April 2015. Following that consultation and further consideration, the committee has adopted this document as the MV Strategy for 2015-2020.

<u>Values Statement</u>
MountainViews is a volunteer led open and inclusive community which values an appreciation of, and respect for, our culture and environment. We value independent learning, exploration and innovation in a spirit of sharing and integrity.

<u>Vision</u>
Walking, Wilderness, Wonder.

<u>Mission</u>
To enable and encourage, through community and sharing, all those who wish to visit and explore Ireland's wild places in an informed, safe and respectful manner.

SWOT Analysis

Strengths
Huge database of authoritative Information
Strong Software Platform
Main Player in sector
Strong Volunteer Involvement
High Footfall
Good Brand – Goodwill
High Circulation Newsletter

Weaknesses
Concentration of tech. skills
Unstructured Processes
Under-resourced
Lack of Accountability
Lack of appeal to females

Opportunities
Opportunity to lead Hillwalking in some areas
Scope for Development of Coverage
Commercial Potential
Partnerships with other Organisations

Threats
Concentration of tech. skills
Developments in Technology
Information Saturation
Perception as 'nerdy'
Other Representative Forums
IP/Copyright Issues
Legal Liability re access
Legal Liability re comment

Strategic Objectives and Task List

Head	Objective	Task
Information Provision	**Provide Comprehensive Hill Info**	Complete Info. On ALL Hills
		Complete Short Summaries on all Hills
		Survey Hills to Profesional standard
		Promote Hill co-ordinates System
		Secure Photos of every Hill
	Extend Info beyond Hills	Define Extent, coastal, canals etc.
		Consider Cycling Information
		Publicise
	Extend Info On Walks and Routes	
	Provide Information in Different Formats	Update and Expand Book
		Develop 'App'
	Become Authoritative Source of Hill Info	Input data to OS
		Explore connections with Representative bodies
		Improve Press Awareness
		Ensure Wikipedia entries
		Government body representation
List Development	**Develop 'Superlist' with Munro-style impact**	Define
		Publicise
		Brief and Recruit MI
	Review List Structure	
	Develop Local, Cultural & Historical Hills	Expand List
		Promote
Website		
- maintenance	**Plan for Continuity**	Backup for sole Developer/Succession Plan
		Insure Data Safety
		Secure Web Hosting
		Reduce 'bespoke' areas of code
		Progressively Document 'bespoke' areas of code
		Plan IP succession
- development	**Incorporate Challenge Walk Listing**	
	Further Develop Track System	Incorporate Photos
	Search Engine Optimisation (SEO)	
Community Development	**Strengthen Membership**	Define 'Membership'
		Promote
	Make Awards for list completion	
	Hold Meetings of Interest to Walkers	
	Provide for Inter-member Communication	Investigate third-party forum software
		Investigate third-party messaging system
	Produce Monthly Newsletter	
	Provide Photo-sharing Facility	Develop
	Develop Social Media Profile	Define Objectives
		Plan programme

Advocacy	**Advocate for Sport of Hillwalking**	Government Body representation
		NGO Representation
	Develop Appropriate Positions	Define position on 'Access'
		Define position on Environment
Enabling mechanisms		
- partnerships	**Consider Appropriate partnerships**	
	Formalise / Define Partnerships	Mountaineering Ireland
		Walkers Association of Ireland
		Ordnance Survey Ireland
		Land & Property Services NI
- planning	**Complete Strategic Process**	Publish Draft and Invite Feedback
		Assess and incorporate feedback
		Publish document
	Develop Formal Constitution	Draft
		Approve
		Publicise
	Draft Yearly Work Plan / Intermediate Objs.	
	Produce Yearly Budget	
- resources	**Secure Financial Resources**	Open Bank Account
		Quantify necessary resources
		Review Commercial Potential
		Investigate Insurance
		Secure Legal Advice
	Secure Personnel Resources	Quantify necessary resources
		Promote Volunteer Involvement
- publicity	**Develop Publicity Programme**	Define programme & scope
		Allocate responsibilities

Way Forward

The Committee hope that by formalising the MV structure and instigating a planning process, that we will secure the huge resource that is MV for future generations of Hillwalkers.

MV Committee
November 2015