



MountainViews Community – Draft 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 this paper is the first formal draft of that Strategy which is published to invite further input from the wider Community.

Values Statement

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.

Vision

Walking, Wilderness, Wonder.

Mission

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

Opportunities

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

Weaknesses

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

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 Professional standard Promote Hill co-ordinates System Secure Photos of every Hill
	Extend Info beyond Hills	Define Extent, coastal, canals etc. 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 Governemnt 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
	- 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.

The Committee invites the views of members and other interested parties on the proposed strategy. We are well aware that we are a broad church, and have within our membership a very diverse set of skills and interests. These views are actively sought, whatever form they take. Please feed any comments you may have to Dave Owens (Onzy) at davidowens1513@gmail.com.

MV Committee
April 2015