



BSAC Campbeltown B2545

2021



CLUB STRATEGY 2021 - 23



Our Vision: For everyone to enjoy and respect the underwater world

Our Mission:

- To be the 'go to' club within our community for everyone to learn about, enjoy and protect the underwater world.



Our Values:

The safe enjoyment of our sport is dependant on mutual trust and shared values.

- Integrity – all our relationships will be sincere, balanced and impartial.
- Teamwork – everyone is a valued contributor and key component of the club.
- Excellence – we strive to attain the highest standards of achievement and help others to do the same.
- Inclusivity – we ensure diving is accessible and attractive to the most diverse audience possible.
- Conservation – we lead by example, promoting environmental stewardship for future generations.



Our aims:

People:

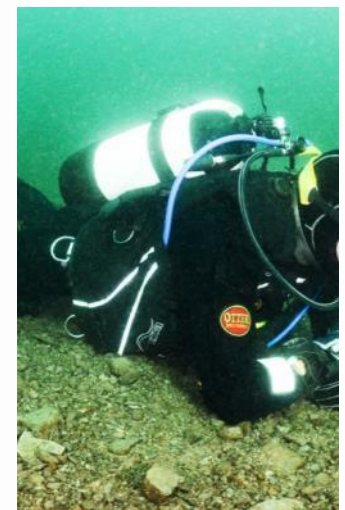
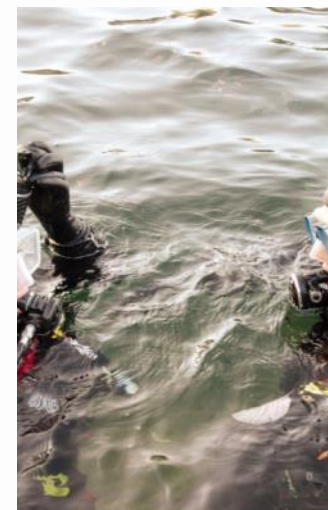
- Community – engage with and be relevant to our community.
- Membership – increase numbers as far as resources permit.
- Instructors – support existing ones, identify and mentor potential ones.
- Deliver our fully resourced ‘Deserving Divers Programme’.



Our aims

Diving and Training:

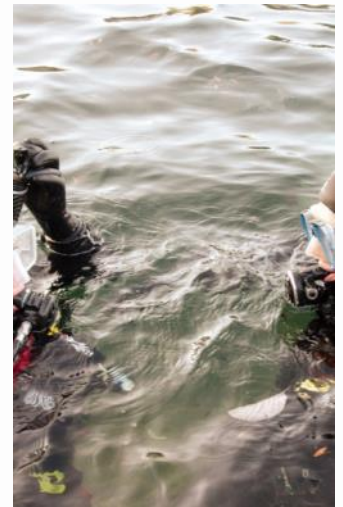
- Offer as many opportunities as we can for members of our community to enjoy the beauty of our underwater environment.
- Meet the aspirations of our members to achieve their ambitions.
- Deliver training to achieve Internationally Recognised Qualifications.
- Provide a pathway into commercial and sport diving employment opportunities.



Our aims:

Resources:

- Equipment – obtain and maintain sufficient equipment to deliver our planned outputs.
- Funding – ensure that sufficient funding is obtained and diligently expended to meet our members requirements.



A photograph of two divers in the water. The diver on the right is in the foreground, wearing a black wetsuit, a black BCD, and a black diving mask with a clear lens. They are holding a silver BSAC buoy. The diver on the left is slightly behind and to the side, also in full diving gear. A large orange BSAC buoy is visible on the left side of the frame. The background shows a rocky coastline under a cloudy sky.

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BSAC
Dive with us

