



Operational Plan 2026/27

Action	Progress	Outcome 2025
1. Publicity – this function has been taken on by the Committee		
Facebook	Ongoing	Christine Richardson is Facebook Co-ordinator with Katie Stott as her backup. Encourage all to provide content.
X (Twitter)	Ongoing	Faye Simpson maintains the X page.
Website development	Ongoing	Katie Stott provided information to Riks for the transition to the new website which was launched in May 2025.
Advertising	Ongoing	Concluded advertising package for 6 months in Trend magazine. Friskis Aberdeen was widely advertised using Facebook, Eventbrite, Posters, NHS staff noticeboard. Merchandise (tote bags) and leaflets for display at events. VH beanies & rucksacks purchased – displayed by Leaders on walks.
Events	Ongoing	Stalls at Victoria Park Market Day (August); participated in Grampian Wellbeing Festival (January 2025) and signed up for 2026 (but cancelled due to weather). Used videos produced of Friskis Aberdeen at Run Balmoral and of a Jympa class at various promotion events.
2. Friskis&Svettis Strategy 2026-2028 - Translate and implement elements relevant to Friskis Aberdeen		
Premises and branding	Ongoing	Encouraged Leaders to display banners during classes. Another teardrop flag has been purchased. To purchase more banners as necessary 2025/6.
Increase volunteer engagement	Ongoing	Some members have volunteered for Committee roles – aim for less reliance on Leaders.
Offer classes in other places	Ongoing	New class continues at Foresterhill ARI for NHS and University staff. Need more Leaders.
Friskis Go	Ongoing	Members emailed with new access code. Friskis Go highlighted when classes were cancelled in adverse weather conditions.
Growth of member numbers	Ongoing	Membership has increased or remained consistent since 2023.
Digital communication with members	Ongoing	Facebook and now X used regularly. Email used regularly by Viking Hiking. WhatsApp groups & sub-groups are regularly used by the Committee and Leaders
Members recommendation of Friskis to others	Ongoing	Data not collected. Word of mouth has traditionally been the source of our new members.

Appendix 1

Membership base should better reflect the local population	Ongoing	Increased advertising of Friskis to reach wider population.
Volunteers should reflect member base	Ongoing	Communication with members in 2025/6 to engage more volunteers.
3. Training – New Leaders – encouraging potential new leader training whether that be Jympa or Viking Hiking		
Train new Viking Hiking Leaders	Ongoing	Currently in good shape with 11 Leaders.
Training new Jympa Leaders	Ongoing	Jill Reid is receiving training in 2026. Others to be encouraged to come forward for 2027.
4. Training – Existing Leaders		
Organise 21 st Anniversary Kick Off	Ongoing	Planning commenced and weekend in Autumn identified – 26 th to 27 th September 2026.
5. Jympa and Viking Hiking – completion of Leader CPR training in keeping with insurance requirements		
Agree numbers requiring CPR training	Ongoing annually	Association funds 1st Aid training. 8 x VH Leaders attended course provided by Sport Aberdeen.