



# England Athletics at a glance



ENGLAND ATHLETICS

[englandathletics.org](http://englandathletics.org)

# At a glance

## England Athletics' vision as the membership and development body for grassroots athletics and running clubs in England is to make athletics and running the most popular and inclusive sport in the country.

We support our 1,400 affiliated clubs (covering track and field, road running, fell, hill, trail and cross country clubs), 181,000 registered athletes and 400 affiliated organisations to prosper.

By listening and consulting with our membership to understand what's needed at a grassroots level to develop athletics and running, we support our member clubs and athletes from start to finish with, for example, coach development opportunities, resource provision for whole club development planning, volunteer training and recognition, welfare support and event registration.

We also work to inspire everyone in England to start running as part of a group or community. These community campaigns include:



RunTogether (a national recreational group-based running opportunity with over 102,400 members: when surveyed, 74% of these runners said they felt running was good for their mental wellbeing and 89% said they had increased happiness as a direct result of running with others or in a group).



This Girl Can Run (a running activation campaign from Sport England's parent This Girl Can campaign with over 127,400 women in our social media community of whom c.30,000 have been influenced to run regularly).

## #RunAndTalk

#RunAndTalk (a partnership with Mind to support Time to Talk Day and World Mental Health Day with both organised and ad hoc runs taking place plus the new #RunAndRevise campaign to help students take a break from exam pressure) with a network of volunteer Mental Health Champions in England Athletics affiliated clubs and RunTogether groups promoting mental wellbeing through running.

## Our strategic priorities:

England Athletics has three strategic priorities which run until 2021 and potentially beyond:

1. To expand the capacity of the sport by supporting and developing its volunteers and other workforce: our key ambition is a 6% increase in the number of licensed leaders, coaches and officials every year. We are currently on track to achieve this.
2. To sustain and increase participation and performance in our sport: our key ambition is 160,000 more individuals registered with England Athletics through our athlete registration (23,000) and RunTogether programme (137,000) combined. We are currently on track to achieve this.
3. To influence participation in the wider athletics and running market. Our key ambition is to have 650,000 more people to become regular athletes and runners. We are currently on track to achieve this.

## Facts and figures

- Our sport has continued to grow since the release of our strategic plan in 2016. In 2018/19 there were 181,000 athletes and runners registered with England Athletics.
- The number of registered athletes and runners has increased by 5% in the last 12 months and by 73% since 2009. (Source: England Athletics Data)
- There has been a 3% average improvement over the last two years in top 10 performances across all events. Our ambition for supporting more athletes to deliver better performances at all levels of our sport remains our long-term ambition.
- The number of women athletes registering with England Athletics during 2018/19 was 85,500. This equates to 47% of all registered athletes.
- The number of registered women athletes and runners has increased by 6% in the last 12 months and by 81% since 2009.
- The overall running market looks healthy with at least 7 million people running twice a month or more. In addition to the 7 million regular runners, there are c.6 million people who are more occasional runners, c.8 million people who are lapsed and c.4 million people who have an interest in running but not yet started.
- During 2018/19, 430,000 people were influenced in some way by England Athletics to participate in running or athletics on a regular basis – a figure which has increased from 265,000 in 2016/17.
- Currently 40% of runners are from socio-economic groups C2DE, 15% have a limiting long-term disability or illness and 11% are from a BAME origin. Of those people who express an interest in running but currently don't, the percentage from the groups above are higher than current active runners, this demonstrates the potential to increase diversity in the future.

*(Source: England Athletics Monthly Tracker, March 2019)*

## Club affiliation and athlete registration

**As a member of the England Athletic family, running and athletics clubs receive many services, programmes and discounted rates on qualification and development opportunities.**

Membership of England Athletics isn't just about benefits, but also about everyone contributing to ensure that the sport is serviced via coach and leader education and development and welfare support for example.

England Athletics knows that athletes lie at the centre of our sport. That is why we work hard to attract athletes into the sport and then provide them with the support they need whatever their aspirations or ability. Many of the services that are available to athletes are accessed through being part of an athletics club that is affiliated to England Athletics (individuals can not register with England Athletics).

England Athletics provides a wide range of services, programmes, qualifications and development opportunities for its affiliated clubs and athletes:

# Club membership benefits for England Athletics affiliation

## INCLUDED IN MEMBERSHIP

### SERVICES

#### MEMBERSHIP SERVICES LINE

Central support to help with registration, rules of the sport, compliance, grievance/disciplinary and eligibility

#### CLUB MANAGEMENT RESOURCES

Including event management system and Club Finder function on website

#### ROAD RACE EVENT LICENSING

Specific lower flat rate for affiliated clubs via runbritain in recognition of distinct role in the sport

#### SECRETARIES PORTAL

#### COMPETITIONS & EVENTS

At national and international level for all disciplines. Financial support for a number of other competition providers at county, area and national level

#### TRACK & FIELD COMPETITION LICENSING

#### WELFARE & COMPLIANCE SUPPORT & RESOURCES

Including Safeguarding Team (DBS checks) and GDPR guidance

#### ATHLETICS HUB

Launching in 2019. Personalised, online resources and learning for coaches

#### FIND A GUIDE

Our database allows blind and visually impaired runners to connect with our qualified guide runners

#### LEGAL SUPPORT LINE

Provided by Muckle

#### COACHING & ATHLETE DEVELOPMENT TEAM

#### VOTING RIGHTS

England Athletics is a membership organisation. Our member clubs hold votes at the England Athletics AGM, and in Board and Council elections

#### INSURANCE

Up to £50M Public Liability insurance cover

#### COACH, LEADER, GUIDE RUNNER AND OFFICIAL LICENSING

Including DBS checks

#### EVENT MERCHANDISING

Discounted rate on event supplies and medals through partnership with Running Imp

#### CLUB SUPPORT MANAGERS

Including expert advice, support and guidance for a range of areas including facility & planning, inclusion & diversity, research and volunteering

#### EDUCATION COORDINATORS

#### MARKETING HUB

Allows each club to create a range of personalised, professionally produced marketing materials in a few simple clicks completely free of charge. Paid for printed items can also be ordered.

## PROGRAMMES

### ENGLAND ATHLETICS TALENT PROGRAMME

Support programme for athletes and coaches through training days and mentored development

### ATHLETICS 365

For over 11s

### RUNTOGETHER GROUPS

Opportunity to host a recreational running group to help build participation

### SATELLITE CLUBS

Grant programme for attracting 14-25 year olds - up to £500

### YOUTH PANEL

### #RUNANDTALK MENTAL HEALTH CHAMPIONS

Improving mental health through running with a network of volunteers

### CLUB RUN

Endurance coach and athlete development

### THIS GIRL CAN RUN

A running activation campaign

### VOLUNTEER AWARDS

Recognising outstanding contributions through volunteering alongside the England Athletics Hall of Fame

### FUNETICS

For under 11s

### DW FITNESS FIRST TRAINING EVENINGS

Gain training insights and meet elite athletes

## £ DISCOUNTED RATES

## QUALIFICATION & DEVELOPMENT OPPORTUNITIES

### QUALIFICATIONS FOR COACHES & LEADERS

Leading Athletics; Coaching Assistant; Leader in Running Fitness; Athletics Coach; Coaching in Running Fitness; Event Group Sprints/Endurance/Jumps/Throws; Endurance

### OFFICIALS QUALIFICATIONS

Assistant Official, Level 1 qualifications including Endurance, Timekeeper, Starters Assistant, Photofinish, Track Judge, Field Judge, Race Walking, Risk Awareness and Health & Safety

### ROAD RACE ORGANISER SUPPORT

Including runbritain Race Directors Club, Gun to Tape workshop and associated training opportunities

### COACH DEVELOPMENT OPPORTUNITIES

Event specific workshops, Sight Loss Awareness, Guide Running, Regional and National Coach and Athlete Days, Movement Skills & Physical Preparation workshops, Run Leader development days help with progressing from Run Leader to Coach Level

### SUPPORT OF OFFICIALS DEVELOPMENT

Officials Online Focus Group and support of area level officials' conferences

# Athlete and runner benefits for England Athletics registration

## INCLUDED IN MEMBERSHIP

### SERVICES

#### ATHLETE AND COACH DEVELOPMENT DAYS

Athletes are able to attend athlete and coach development days available at Regional and National levels, as well as a range of event specific opportunities

#### EARLY BIRD TICKET PURCHASE

Early bird ticket purchasing opportunities for major athletics events.

#### CONSULTATION

Invited to submit views via online consultations and to attend events that help shape how EA works to give everyone in athletics their best possible experience in the sport e.g. rankings, rules and governance, insurance, coaches' and officials' qualifications and development, welfare support and provision, support on health and safety – giving guidance across the sport, opportunities for young athletes in both Clubs and Schools, support for national and local competitions, representative teams and facilities

#### MYATHLETICS PORTAL

Update your personal details, receive information about news and member benefits and access resources and forms to process changes within their membership

#### EBULLETINS

bulletins providing key information on the sport and opportunities available to athletes

## INCLUDED IN MEMBERSHIP

### ENTRIES

#### ELIGIBILITY TO COMPETE

Under UKA rules, entry to many competitions, particularly track and field, is exclusively available to registered athletes

#### NATIONAL REPRESENTATIVE TEAMS

Eligibility to compete in national representative teams and at England Athletics age group levels including Age Group Masters

#### VIRGIN MONEY LONDON MARATHON PLACES

Virgin Money London Marathon allocated club places dependent on size of club membership

#### ENGLAND ATHLETICS TRACK & FIELD AND ROAD RUNNING CHAMPIONSHIPS FOR CLUBS AND INDIVIDUALS

## £ DISCOUNTED RATES

### BENEFITS

#### ROAD RACES

Discounted entry (minimum £2 per registered club runner) into UKA licensed road races

#### PARTNERSHIP OFFERS

We work with partners including DW Fitness First, Running Imp, Kukri, Runderwear, Juzo, AfterShokz, Athletics Weekly, Strava and Sports Tours International to provide registered athletes with exclusive offers and vouchers for money off. Other England Athletics partners include the National Trust and Cancer Research UK.

#### COACHING AND LEADERSHIP COURSES

Members of affiliated clubs are able to access discounts on coaching and leadership courses

# Our values

**The diverse nature of athletics and running allows everyone, whatever the age, ability or background of the athlete, coach or volunteer, to have a sense of achievement and move towards a healthy lifestyle as part of the England Athletics family.**

Our values of pride, integrity and inclusivity are embedded in our DNA as a grassroots membership body to guide our work to help make running and athletics in England the most popular sport the country. There are an estimated 8,000 disabled athletes and runners in the England Athletics family who are supported by, for example, Find a Guide (an online database where visually impaired people can search for and contact guide runners to support them to run) and #RunAndTalk.

Supported by Mind, the mental health charity, #RunAndTalk is a programme which aims to improve mental health through running with a network of volunteer Mental Health Champions in England Athletics affiliated clubs and RunTogether groups. This digital campaign encourages people to #RunAndTalk in support of Time to Talk Day (7th February 2019) and World Mental Health Day (10th October 2019). A new campaign for 2019 was the #RunAndRevise campaign for the week of 13th-19th May when England Athletics, supported by Mind the mental health charity, encouraged young people to take a break from exam revision and improve their mental wellbeing through running either at a run organised by an England Athletic Club, a RunTogether group or at an event organised by their school, college or university.

We also have an organisation-wide action plan for mental health focussing on employee wellbeing, as well as mental health activity in the wider sport. England Athletics was one of the first signatories of the Mental Health Charter and has also signed the Time to Change Pledge.

England Athletics' belief is that people should be equally empowered to get out, be involved and feel better. We believe that when you empower people and remove barriers for disabled people so that they people engage with community activity through volunteering or participating, it produces a more joined up society.

We work with and through a number of third party organisations to provide opportunities for athletes and runners of all abilities, particularly around competition delivery e.g. English Schools AA, County Associations and Area Competition Providers. In such a broad sport it would be impossible to work in any other way and it is a special aspect of the sport with much of this work being coordinated by volunteers.

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## Volunteers

Our volunteering programme is creating an attractive volunteering identity which can make volunteers whatever their age, disability, gender, race, ethnicity, sexuality or social/economic status. of all ages and regardless of their physical or mental disabilities feel more positive and proud of their contribution to our sport.

We are committed to the belief that a person's wellbeing is enhanced by volunteering and contributing to the community and we are focussed on ensuring that this is maximised for new and existing volunteers.

This in turn will:

- **Increase the wellbeing of the individuals involved in volunteering and participating, and improve communities around athletics providers and ultimately society**
- **Improve perceptions towards disability in and around athletics settings**
- **Lead to greater social cohesion and understanding through an increasingly diverse workforce that has stronger links with its local community**

## Our heritage

Athletics in England has a rich history and heritage, and we celebrate the achievements of our athletes from today and yesteryear to inspire future generations. The England Athletics Hall of Fame was launched in 2008 and honours those who have made an outstanding contribution to the sport of athletics in England.

Each year the public is able to vote on a shortlist of athletes who have been put forward for voting by our

panel of experts. The England Athletics Hall of Fame ceremony each year takes place alongside the England Athletics National Awards for volunteers. The annual England Athletics National Awards programme sees many volunteers from across the country recognised for their contributions in supporting the development of the sport.

## Young people and England Athletics



This programme will go live in primary schools in 2019.

Around 900,000 children between the ages of 5-15 participate in athletics at least once per month. England Athletics' new U11 programme, funetics, helps children to learn, develop and practice running, jumping and throwing all year round.

Developed for boys and girls aged 4-11 years, funetics caters for children with no previous experience of running, jumping or throwing activities. It is designed to help them to build their skills and confidence through physical literacy, which helps build a foundation for both other sports and for a healthy balanced lifestyle, and most importantly to have fun.

## England Athletics and UKA



As the grassroots membership and development body for athletics

and running, England Athletics works to secure resources to enable the development of the sport for member clubs and affiliated athletes and runners. We support affiliated clubs to prosper by developing more and better coaches and recruiting and supporting volunteers, leaders and officials. England Athletics provides and supports competition opportunities at

an international (England representative), national, area and county level.

As the national governing body, UKA (United Kingdom Athletics) is responsible for a key number of high level functions, including the provision of World Class Performance Athletics such as GB & NI international teams, UKA Rules for Competition, coach licensing and officials licensing.



# Funding

We receive valuable funding from our partner Sport England, but our reliance on this is decreasing year-on-year thanks to the support of our clubs and athletes and commercial partnerships with sponsors such as DW Fitness First.

As a not-for-profit membership organisation, the sources of our overall annual income for the last year was broken down as follows:

- **Membership and registration 36%**
- **Sport England 30%**
- **Other grant funding 8%**
- **Courses and workshops 14%**
- **Road race licensing 6%**
- **Commercial partnerships 3%**
- **Event/competition income 1%**
- **Other income 2%**

## Club support: £2.76m

- Participation
- Club engagement
- Volunteering & awards
- Facilities
- Marketing campaigns
- Performance analysis
- Insight into the sport
- Research/digital projects
- IT support
- Data protection
- Welfare & safeguarding

## Coach & athlete development: £1.90m

- Coaching & athlete development
- Workshops & conferences
- International Representative teams (including Commonwealth Games)
- Education qualifications

## Competition & events: £0.97m

- EA competitions & officials
- Areas competition support
- Schools
- Road running events
- Road race licensing

## Overhead & support costs: £0.78m

- Human resources & people development
- Finance department: accounting & payment processing
- EA Board & Council Administration
- Administration support
- Legal
- Insurance
- Office accommodation
- Procurement

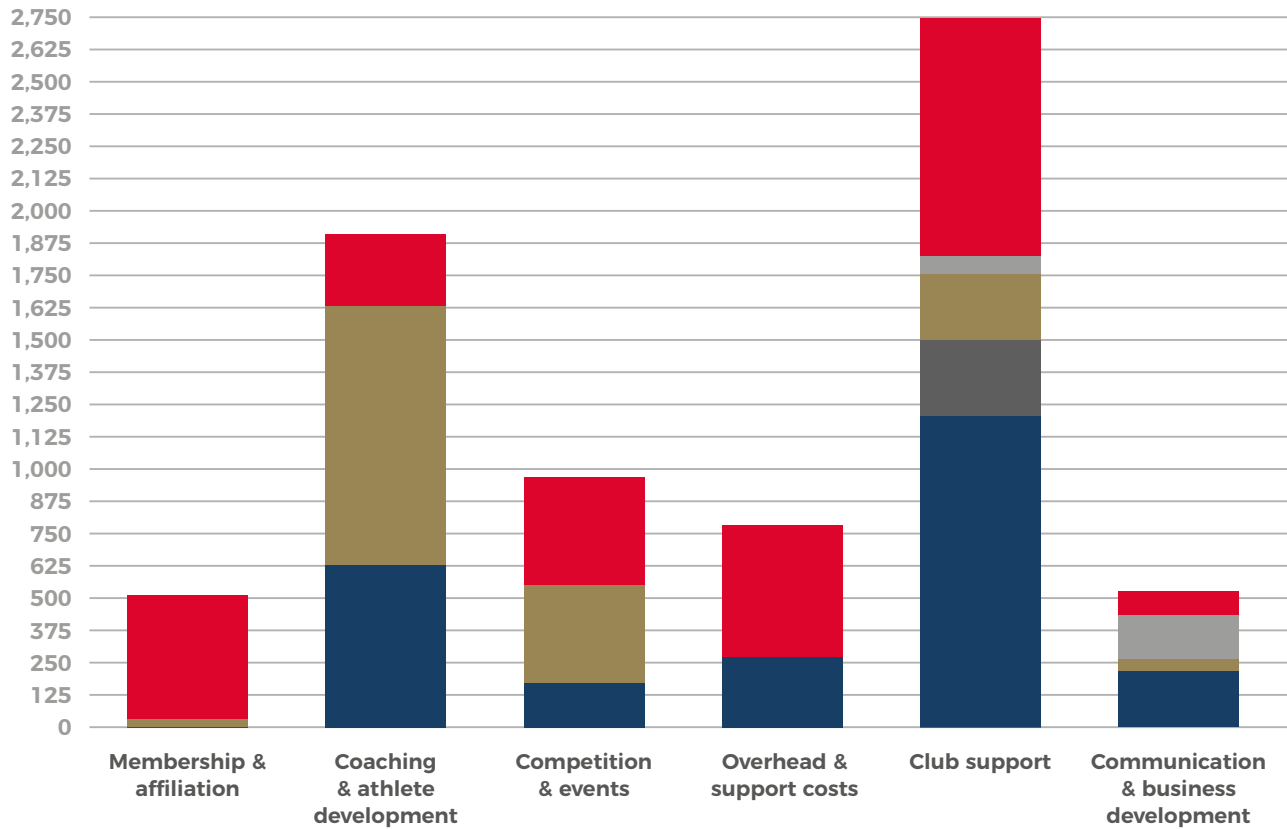
## Communication & business development: £0.53m

- Communications
- Sponsorship & fundraising
- Hall of Fame

## Competition & events: £0.50m

- Membership support services
- Insurance
- Registration fulfilment

# England Athletics expenditure by funding source (£k)



- Membership & affiliation fees
- Sponsorship
- Direct income
- Other public grant funding
- Sport England