Collaboration, future strategy and priorities for the sport UK wide beyond COVID-19
Introductions

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Today we will cover...

• Purpose
• EA & UKA
• The sport in the UK
• Challenges or Opportunities?
• Future Strategy and Priorities
• Q & A
• To introduce Joanna to our EA member clubs
• To hear more about future partnership working between EA and UKA
• To help inform how EA can support you, our members in a world post COVID-19
• To help inform how UKA can work to support all the home countries and the grassroots of the sport in its specific areas of responsibility
• To hear your views and to answer your questions on what you think are the long term priorities for the sport
# Roles and Responsibility

## EA
- Competition Delivery
- Clubs, Facilities & Schools
- Participation
- Talent to Commonwealth Games
- Volunteering
- Affiliation and Membership
- Coach, Officials & Leaders Training

## UKA
- UK Competition Calendar
- Licensing (Coach, Comp/Races, Officials, Trackmark)
- Rules, Regulations & IAAF Liaison
- The British Athletics Team
- Welfare & Safeguarding
- Anti-Doping
- Broadcasted Events
How we will collaborate

- Strategy
- CEO Forum
- Board of Directors
- Shared services
- Knowledge & People
- Working Groups
The Sport in The UK

- c225k club registered athletes and runners
- c2,000 member clubs and bodies
- c30,000 licensed coaches, assistants and leaders
- c5,000 licensed officials
- c7m people run at least twice a month
- c4,000 licensed road races per annum
- A rich history and heritage
- The premier Olympic & Paralympic sport
- A diverse and inclusive sport
Challenges/ Opportunities

- Track and field participation decline and drop-out
- Modernising competition for 2020-
- An ageing volunteer/officials workforce
- Athletics in schools- improving experiences from a young age
- Ensuring we have enough good coaches at all levels
- A number of providers in the “ecosystem”
- Embracing the digital age at all levels
- Marketing and communicating the sport
- Sponsorship and investment post COVID-19
- Maintaining the Running Boom
UK Wide Strategy

AN ATHLETIC NATION - WORKING TOGETHER

COMMITMENT

AN ATHLETIC NATION - WORKING TOGETHER

STRATEGY
Why is this important?

• Inform the work of UKA in line with our roles and responsibilities
• Inform the work of EA in line with our roles and responsibilities
• Inform the thinking and work of clubs and other delivery organisations across Athletics and Running in the UK
• To ensure we make the best use of resources available to us at all levels of the sport
• To set some meaningful and joined up measures of success by 2032
An Athletic Nation
COMMITMENT

Athletics in the UK Plan
STRATEGY

Collaboration Agreements
GOVERNANCE, ROLES & RESPONSIBILITIES

UKA & HCAF Strategy Plans
DELIVERY
An Athletic Nation - Vision

TOGETHER, WE WILL CREATE AN ATHLETIC NATION

FOR THE PURPOSE OF THIS HEADLINE VISION DOCUMENT, WE HAVE STRUCTURED ATHLETIC NATION - WORKING TOGETHER AROUND THE FOLLOWING THEMES:

1. YOUNG PEOPLE
   - Ensuring athletes’ opportunities for young people.

2. CLUBS
   - Strengthening and modernizing the foundations of our sport.

3. RUNNING
   - Ensuring the growth of running is sustained and that the sport is recognized as the UK’s most popular choice for health and fitness at all ages and for disabled and non-disabled people.

4. COMPETITION
   - Delivering and supporting great competition which meets the participants’ needs including para athletics events.

5. MAJOR EVENTS
   - Delivering the showpieces of our great sport in the UK.

6. WORKFORCE
   - Ensuring the sport has a clear pathway and support to world-level performance.

7. TALENT DEVELOPMENT
   - Ensuring every athlete and coach has a clear pathway and support to world-level performance.

8. MEDAL SUCCESS
   - Inspiring a nation and the next generation of athletes.

9. COMMERCIAL
   - Creating and delivering an innovative commercial strategy to maximize investment back into the sport.

10. LEADERSHIP
    - Ensuring strong and transparent governance with leaders who act with integrity and responsibility.

An Athlete Nation - Vision
Shared Purpose and Principles

We think a set of guiding principles will help shape a common purpose for the sport - to help athletes and runners of all backgrounds and abilities to reach their full potential.

Following consultation with the sport over the last 12 months we think that these principles should be central to any future strategy in England and UK wide.

1. **Putting the Athlete and Runner first:** Athlete centred/ athlete focussed/ responding to athlete needs

2. **Encourage high standards across all aspects of the sport:** Well-governed, safe, high performing, aspire for excellence, culture of success, inclusive

3. **Enhance experiences:** Enjoyment, retention, engagement, create memories

4. **Work together in partnership not in isolation:** Collaboration, togetherness, unity

We hope that all stakeholders and national, regional and local organisations across the sport can align to these principles and create a more connected ecosystem.
1. What does success for athletics and running look like in 2032?

2. Do the future strategic priorities marry with yours?

3. How best can UKA support the home countries and its clubs?

4. Where do you need help as clubs in a world post COVID-19?

5. Anything else?
Your Questions to Us

- Strategy/Collaboration
- Clubs
- Competition
- Coaches/Officials
- Talent/Performance
- COVID-19
Thank you.

An online survey will be issued to provide further feedback