



**BRITISH  
ATHLETICS**

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

# Introductions



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Joanna Coates CEO UKA



Chris Jones CEO EA



# Today we will cover...



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- Purpose
- EA & UKA
- The sport in the UK
- Challenges or Opportunities?
- Future Strategy and Priorities
- Q & A

# Purpose



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- 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



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## 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



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Strategy

CEO Forum

Board of  
Directors

Shared  
services

Knowledge  
& People

Working  
Groups

# The Sport in The UK



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- 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



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- 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



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**AN ATHLETIC NATION**  
- WORKING TOGETHER



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- WORKING TOGETHER

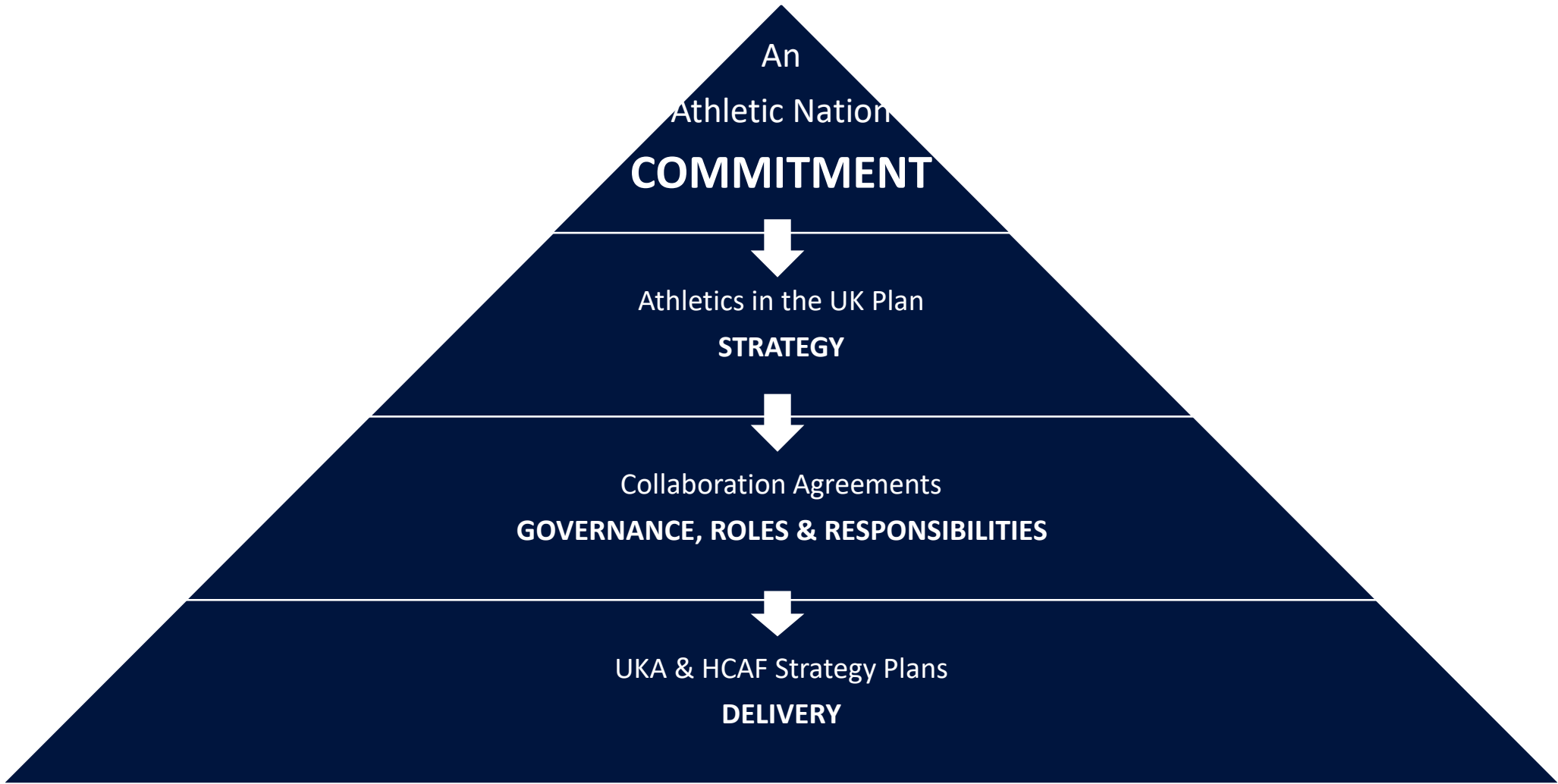


# Why is this important?



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- 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- Vision



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# Shared Purpose and Principles



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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.



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**Q & A**

# Our Questions to You



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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



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Strategy/  
Collaboration

Clubs

Competition

Coaches/  
Officials

Talent/  
Performance

COVID-19





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**Thank you.**

*An online survey will be issued to provide further feedback*