

How it all works together



Purpose: "To inspire more athletes and runners of all abilities and backgrounds to fulfil their potential and to have a lifelong love for the sport."

Vision: "For athletics to become an inclusive sport where everyone belongs and can flourish."

Guiding principles

Athlete-centred environments

High standards and ethical success

Collaborative working

Enhanced experiences

Areas of focus, goals & activities



Participation

Recruitment and retention of athletes

funetics

RunTogether

Athlete registration and membership

Personal Best Foundation



Clubs, Club Leaders and facilities

Sustainable clubs

Club resources, webinars and networking

Club standards, welfare and inclusion

Regional and local support

Facility advice and support service

Celebrate volunteers



Coaches and Officials

More active coaches, leaders and officials

Coach, leader and teacher education

Coach, leader and teacher development

Officials education

Officials development



Competition

More competing athletes

England championships

Road running competition

Competition licensing

Support leagues and competition providers

Competition innovation



Talent

More high-performing athletes

Talent pathway

England teams

CWG & CWYG

Leadership

Digital-first

Engagement

Commercial minds