

**UK Members Council Meeting
Friday 15 & Saturday 16 February 2013
Crowne Plaza, Birmingham**

Attendance: Lynn Davies
Wendy Haxell
Carol Anthony
Roy Corry
Bill Adcock
Kevan Taylor
Nigel Rowe
Chris Jones
Roger Simons
Leslie Roy
Mike Harris
Keith May
Niels de Vos (Saturday only)

Apologies: Ed Warner
Peter King

Welcome & Apologies

LD welcomed everyone to the meeting and said apologies had been received from Ed Warner & Peter King.

Minutes of meeting 30 November 2012

The minutes of the meeting were approved as a true record.

Matters arising from meeting 30 November 2012

Risk Register to be circulated at the next meeting – These were circulated with the papers. KT explained the new format on how the risks are been presented – Environment/Market & Organisation and showing headline risks. MH asked if timescales had been considered on the register. NdV suggested that if the Council felt that something wasn't being considered that they should raise this.

Vice President – LD prepared and circulated the job specification for the role of President which was discussed later in the meeting.

Election Process

KT presented a paper on the Election process for 2013. In 2013 the following members are due to step down and an election is required for: Club Representatives, Bill Adcocks & Keith May and Coaching Representative Mike Harris. There is a vacancy for the position of Off Track representative since Graham Jessop stepped down in 2011. It was confirmed that this vacancy would be included in the election process in the summer. LD confirmed that all 3

members wished to stand again for election. KT explained a member may only serve for an aggregate of 9 years, meaning an additional 4 years would take the current members to 11 years. A discussion took place and KT said he would ask Farrers for guidance on a further 4 year term as a 2 year term would not work for the Council as this would mean the whole Council being up for re-election at the same time.

Vice President Elections & Job Specification

A discussion took place on the possible candidate for the Vice President position who would replace LD when he stepped down in 2015. LR suggested that possibility of 2 Vice Presidents. **Action:** KT to review memorandum and articles with a small sub group of the Council (RS, LD & CA). It was suggested that LD produce a person description to assist in the appointment.

Presentation from Neil Black – Performance Director

NB gave a presentation on the changes that had taken place since he becoming Performance Director, outlining the changes to the structure;

Copy of presentation from NB

LD thanked NB for the informative presentation and wished him and the team well at the ETCH in Gateshead.

Chairs Report

Taken as read

CEO Report

Taken as read

NdV highlighted the change in rankings of British athletes from 2011 to 2012 up to 4th in the world.

NdV updated on the 3 day event in the Olympic Stadium “London Anniversary Games”. NdV stressed that the move to the Olympic stadium did have risks associated and additional costs in making the stadium look good. Venue options for the 2014/15 Diamond League are being considered.

NdV explained the change in branding to British Athletics and the costs associated with the TV Events. With the end of the Aviva contract in December 2012 this meant that all branding at the events would have needed to be changed and therefore an ideal opportunity to re brand as British Athletics. NdV added that British Athletics was the consumer facing brand with UKA responsible for Governance.

NdV reported on progress with new commercial sponsorship deals and expected to be in a more positive position by the next meeting.

The Council wished to record their congratulations to Cherry Alexander on her MBE in the New Year's Honours.

Home Country Athletics Federations

England Athletics – Chris Jones

Report taken as read (see appendix I)

KM asked regarding sponsorship for England Athletics, CJ explained that UKA had purchased England Athletics rights to enable to sell rights to all Home Countries.

Welsh Athletics – Carol Anthony

Report taken as read (see appendix II)

Strategy 2013-17 submitted on 24 January and awaiting decision.

Submission has now been made to host the IPC European Athletics Championships in Swansea in 2014.

Scottish Athletics – Leslie Roy

Report taken as read (see appendix III)

Glasgow has been shortlisted for the Youth Olympics in 2018 along with Columbia and Argentina.

Athletics Northern Ireland – Roy Corry

Report taken as read (see appendix IV)

Tender contract for the Management of the Mary Peters track is expected to be announced later this month, however dependant on the outcome, this could have financial impact on Athletics Northern Ireland.

Volunteer Reports

Clubs – Keith May

Taken as read (see appendix V)

KM confirmed positive moves from the England Regional Councils and said that he had put himself forward for election in the South East region.

Officials – Wendy Haxell

Taken as read (see Appendix VI)

Officials conference in April will be attended by Greg Rutherford and Hannah Cockroft. The Women in World Athletics conference will take place at the same time.

Clubs Report – Keith May

Taken as read (see Appendix VII)

KM reported on the England Athletics Southern consultation meeting to discuss Affiliation fees. Part of that discussion related to the services clubs expected from England in return for the Affiliation fees paid by their members. NdV asked whether it was correct that the central body provided services centrally or that Clubs should arrange and fund these directly themselves. He drew analogies with Rugby whereby the parents collected money from the parents of the young players to pay for coaches and other support services rather than getting these organised by the Governing Body. This was a serious debate we should have. LD reminded the members they were the stakeholders of athletics and should seek out a response to this issue.

Coaching Report – Mike Harris

Taken as read (see Appendix VII)

MH commented that there was a good overlap in Coaching between UKA and England Athletic with an event lead structure. As far as Event development was concerned there are 5/6 responsible coaches for all disciplines. In response to RS MH advised that they were reviewing the tutor quality and fees but the basic content of the courses will roll over from Kevin Tyler. He advised that those in the Celtic Nations were being included more. The only exceptions being the courses for Master class and Event specific courses for Level 4 and upwards which would be completed by 2014 (4 months behind schedule). Questions were however being raised as to whether the initial multi discipline was correct and then specific courses later. Consideration is being given to putting more of the courses on line.

Off track report – Nigel Rowe

Taken as read (see Appendix VIII)

NR's report drew attention to the lack of a fully developed Appendix in the UKA Rule book covering all aspects of Road Running. His group were addressing that issue. RS advised the meeting that all submissions had to be made to Cherry Alexander for the 2014 rulebook by the last week of July 2013. NR also advised that fewer people are now attending the Race Directors course and on another matter there is a pending enquiry into a Fell event death. He also drew attention to the increase in separately organised "Park runs" up to 5k which was outside the controls of UKA bodies.

Any Other Business

None

Date of next meeting

Sunday 14 July – 9am Athletics House, Alexander Stadium

APPENDICES

Appendix I England Athletics Report – Chris Jones

ENGLAND ATHLETICS UKMC REPORT –KEY HEADLINES FEBRUARY 2013

KPI	HEADLINES	Progress
13-17	<ul style="list-style-type: none"> • WSP decision received - £22m in total over 4 years with specific conditions on use of grant including £8.8m specifically for running, £5m for talent and just under £1m for facilities. Talent work which will be delivered through coach, athlete and competition development. The NCDP and LCDP is specifically funded by Sport England under the talent strand and this work is delivered by NCMs and CCSOs specifically. This is £3m less than we anticipated but an overall increase of £2m from the 09-13 period. NGB contributions provide a limited “top up” element of the overall programme budget (i.e. SE puts a high % into our four year programme then the NGB tops this up with a contribution to deliver the agreed WSP outcomes) • The specific challenges lie in more investment being ring fenced for activities such as running with us being able to spend less SE funding on “core” sport activities. This, aligned to the challenges with affiliation (fees being reduced following consultation) mean that some difficult decisions need to be made operationally in the coming few years with further changes likely. • We are due to agree our headline measures with SE in the next week. We know which areas the funding needs to be spent in but the final numerical grow, sustain and excel targets need to be finalised in the next week. Our major target for the 13-17 period is to grow the number of people (over 14) doing weekly athletics/running by 500,000 over the 4 year period from a baseline of just over 2m at December 2012. • London will become the 4th formal staff delivery area for England Athletics from April alongside South, Midlands/SW and North. • The EA board discussed consultation at its January meeting and would like the National Council to debate this fully at its February meeting (today) supported by the CEO to ensure a programme of Spring consultation is devised appropriately. Regional Councils and Area Team Managers will be key to making this happen as we gauge the views of the sport on affiliation and other matters to shape 2014 onwards. • A public summary of our 13-17 plan will be produced and communicated to the sport in the next few months – this of course will be informed directly by our funding agreement with Sport England. Information will also be provided in the 2013 affiliation packs going out to the sport so clubs understand where we will invest funding to develop the sport. Copies will be shared with regional councils. 	
Running	<ul style="list-style-type: none"> • Active People Survey figures out in December show that just over 2m adults now take part in athletics 1x30 minutes per week which is an overall growth of 400k plus for the 4 year funding period. We are the largest growth sport over the 09-13 period. • We have achieved the greatest growth of all sports during this period and growth is 3x the size of cycling as measured by APS. • Causality between investment and impact can be drawn through various case studies and impact assessments however the most powerful assessment can be viewed in London as a result of the targeted RUN! project where the correlation between investment and outcomes is stark. • We are now looking carefully at activation placement beyond April 1st in line with our targets agreed for growth with Sport England. Roll out of additional activation beyond our current levels of provision needs careful planning and local teams are crucial to this. We need to be prudent with investment to ensure we make the right decisions on location, partners and personnel in roles. • At present there are 36,000 Run England members, 1600 registered groups and just under 5,000 trained leaders qualified to lead groups – these numbers only form part of our overall running work. 	

	<ul style="list-style-type: none"> • Our overall target for growth for the 13-17 period will be increased in light of receiving further funding from Sport England for this area of work (500,000 for the 4 year period) 	
Athletics Networks	<p><u>Clubs</u></p> <ul style="list-style-type: none"> • The number of affiliated athletes over the age of 11 has surpassed previous levels with 128k members now affiliated by clubs (2011-12 121k) and still growing. • Anecdotally clubs report huge influxes of new members – we will not see this growth through affiliation automatically in our records but should from April onwards providing the new affiliation programme is managed effectively. • The affiliation concession for 2013 has now been communicated to the sport following 3 well supported club consultations. This has raised a number of further questions around consultation and the democratic process which the EA board are looking at carefully (see the earlier point about the importance of consultation and the role of the National Council in this) • There are 24 clubs who have not re-affiliated to EA in 2012-13 with 25 further applications accepted for club membership thus far. • There were no appeals. • Field teams are now working closely together to agree how best to invest the athletics network grants pot beyond March with greater focus placed on local teams making local decisions on the relevant delivery of priorities at a local level. • As a general theme to how we deliver moving forward we want to get more local ownership in this area without undermining our commitments to Sport England. Closer working relationships and decision making between local staff and regional councils should be imperative to making the right decisions on how best to service the needs of clubs in the given area. • We are now working with the Join In campaign to ensure continuity beyond 2012 following the success of our “Community Legacy Days” venture that attracted 70,000 people to 800 events. <p><u>Schools</u></p> <ul style="list-style-type: none"> • We cannot use SE funding to deliver activities for Under 14s. • There are no further updates on our plans for schools in this specific report beyond confirming that Andy Paul will leave the NGB at the end of March and that no commercial sponsor has been secured to cover the schools and young people portfolio. • We have notified both Sportshall and Quadkids of the funding situation beyond March and we will be evolving the CCSO job description to ensure provision of support to school games organisers at a county level. This work will become more important for CCSOs for this summer. • There are currently 45 level 3 county school games events scheduled for Summer 2013 and local connectivity between SGOs, schools, clubs and county associations will be crucial to honouring this programme of work. • The CCSO will be crucial in brokering these partnerships but will not be responsible for delivering events. • Effective promotion of our school resources (awards, teacher courses and competition formats) in an effective form will be even more important moving forward into 2013 onwards given that we will have less resource locally to support this agenda – working through the YST and similar bodies becomes even more important. 	

	<ul style="list-style-type: none"> • Sport England WSP funding cannot be used to service under 14 activities as we know which seems a contradiction in terms given SE supports the School Games venture! • ESAA have been notified of their funding for 2013 which is unaffected by these changes. • Local partnerships and planning may help us to address the inability for us to finance schools activities nationally – CEO to explain. 	
Field Teams	<p>General Updates</p> <ul style="list-style-type: none"> • 2 Athletics 365 workshops delivered by Youth Development NCDP mentees at Leeds City AC (9 coaches in attendance) and Holmfirth Harriers (8 coaches in attendance) • Richmond & Zetland AC and City of York AC have achieved Club accreditation. • Clubmark Accreditation was awarded to Hadleigh Hares, Benfleet Juniors Running Club, St Marys, Chiltern Harriers, Haslemere and Border AC, Crowborough Runners, Leicester Corritanians, Wimborne Runners, Poole Runners and Poole AC have all been awarded clubmark accreditation • 14 club welfare officers from across Devon, Cornwall and Dorset attended a pilot time to listen course as part of the M&SW Club Support Programme • 4 regional council volunteer awards took place in December across the East, South East, London and South West regions • 8 awards have been made towards athletics specific projects as part of the third round of Sport England Inspired Facilities funding. We don't have the total amounts awarded yet, but this does include £150,000 awarded to Birmingham City Council towards a£300,000 refurbishment of the track and field facilities at Fox Hollies Leisure Centre. 2 other track and field facilities will be receiving funding towards refurbishing track and field facilities. • CCSOs have supported over 300 clubs in the current delivery year, and over 100 clubs are part of the dedicated support offered through the club support programme • Over 600 coaches are now involved with the LCDP and almost 1500 coaches have been involved in LCDP workshops this winter • 47 workshops have taken place in the south, 65 in the north and 59 in the M&SW • Over 60% of coaches on tier 1 of the LCDP are linked to an NCDP mentor • Both Rob Earle and Julia Bailey have now completed their probationary periods as CCSOs in the South • Madeleine Smith left the organisation on 21st December to live in Australia for a year. Rob Earle will pick up a number of the Tier One coaches that Maddy has worked with in Essex and will offer focussed support to three of Maddy's Essex clubs to ensure there is development support available for the remainder of the delivery year • Given Rob Earle's additional workload; Neil Deans will pick up the West London (Middlesex) support function, particularly with the West London Athletics Network to help them with the transition into their fourth year of delivery. • Arrangements are now being made for the minutes of the London Regional Council to appear on the London Athletics website. • Council election process now live and being promoted in advance of Spring election decisions. • Impact report and future proposal submitted to Northern Power Grid. Northern Power Grid sponsoring the Regional Awards in the NE and Y&H 2012. Expecting a decision following their board meeting on the 15th 	

	January NB – meeting in November was postponed	
Recreation	<ul style="list-style-type: none"> • Lon RUN! smashes through 110k participant barrier with a few months of the two year funded programme remaining (target 75,000) Negotiations for extension for the next two years are advanced and are aligned to WSP objectives. These discussions are being led by Bob Smith, Rhian Horlock with input from Natalie Kavanagh Clarke given the importance of aligning our running plans to the overall activation project in the capital (and of course across other priority cities) • AthleFIT national roll out plan to kick into place from April 1st with a target of getting 50,000 more adults doing athletics through this form by 2017. • Doorstep sport pilots continue in London and Bristol. 	
Facilities	<ul style="list-style-type: none"> • Stoke Newington compact athletics project now moving forward after confirmation of grant aid from London Marathon Charity and Sport England ensuring the £300k budget is in place. • Further investment secured in Barking and Dagenham for facility improvements • 8 athletics projects will be funded in the next inspired funding capital programme from Sport England totalling just under £1m – details embargoed at this moment in time. • CEO has held discussions with Director Of Leisure in Sheffield City over plans to close Don Valley Stadium and reopen nearby track to upgrade and transfer lease to local clubs. All developments form part of a planned cost cutting exercise in the city – our local team are engaged in the process. • The CEO has also met with the Director of Leisure and Executive Director in Liverpool concerning similar issues in the city with a possible transfer of assets on the table involving Liverpool Harriers. These two examples will become ever more prominent in the coming years and our local staff (Area TLs) will be crucial to proactively supporting local providers. Again EA is closely involved in shaping this business plan. • WSP capital allocation confirmed at £750k over 4 years with more funds potentially available if we manage this successfully. However our role in advocacy and protection/preservation work will become even more prevalent moving forward. • We are working with SE to consider the possibility of future ring fenced funding rounds for athletics facilities to follow similar investment into pools, pitches and Sportshalls. More info to follow in due course. 	
Competition & Teams	<p>Competitions & Teams</p> <ul style="list-style-type: none"> • All dates and venues for 2013 competitions, Track & Field programme agreed and on line. • Combined Events champs delivered as first champs of 2013 – full report was on EA website with results • Full Road Championship programme agreed and published on line • Full Track & Field Indoor programme agreed and published on line • Three T & F teams announced summer • Full programme yet to be agreed for endurance disciplines Road, Ultra, Fell/Mountain, Ultra and Race Walking • Commonwealth Games working group in place – standards and selection criteria now complete. Should be live imminently. • Two Track & Field Championships planned for disabled athletes • Online entry system for county associations being piloted • Funding support package for counties being worked up to take effect from April onwards – working with the CAU in developing this. <p>Officials</p> <ul style="list-style-type: none"> • Officials Education still remains a challenge, we have not recovered yet from the slow start for officials courses following the Olympics, one of the consequences of this was that many of our tutors were Officials at the Olympics and took September off, which we had not anticipated. However we are still trying to meet 	

our budgeted targets and figures below show courses delivered to date and planned during this operational year.

- Course requests are currently buoyant however, we find that many of the requests we receive for courses are for very short timescales and Cheryl has introduced a course request form which enables us to receive all of the information we require and helps us manage expectation with regard to course delivery.
- During December we successfully delivered an Officials Forum, which was held on the 2nd December at Athletics House and we had a good turnout of 42 Officials, discussions for the day centred on Official Education which is undergoing a review for 2013. We also delivered feedback on the COFSecs role as there has been a working group to review this role and their responsibilities. We are planning on delivering this Forum once a year from 2013 at around the same time of year.
- We have just paid a grant to Midland Counties Officials Association towards their annual conference – similar support will be provided to the other two area association events now and in the future.

Event Name	Courses Run
Health & Safety	27
Level 1 Assistant Official	26
Level 2 Endurance	1
Level 2 Field Judge	18
Level 2 Marksman	2
Level 2 Photo Finish	1
Level 2 Starter	8
Level 2 Starters Assistant	6
Level 2 Timekeeper	12
Level 2 Track Judge	15
Risk Assessment	2
	118

Event Name	Courses Run
Health & Safety	13
Level 1 Assistant Official	10
Level 2 Endurance	0
Level 2 Field Judge	7
Level 2 Starter	2
Level 2 Starters Assistant	2
Level 2 Timekeeper	5
Level 2 Track Judge	6
Risk Assessment	0

Coaching & Talent

Our Sport England excel target for this year was 9.25, we have gone over 9.5 and last year we hit 9.3. This is very good, particularly considering the weather and curtailed summer season this year.

	2008	2009	2010	2011	2012
Total number	648	697	731	739	751
Number events	79	79	79	79	79
Average	8.202532	8.822785	9.253165	9.35443	9.506329
Target		8.5	8.75	9	9.25

- Richard Wheater continues in his interim head of coaching and development for UKA and continues in his EA role until further notice.
- RW has commissioned a review of the coach qualification two years after its launch. The terms of reference and timescales for this review will be announced imminently and this work starts in late February for completion in the summer.
- Coach Education has seen uplift in courses and candidates and whilst we are below budget, we are working to bring the courses back on track.

Event Name	Courses Run	Courses Scheduled	Total	Courses Budgeted	Difference
Athletics Coach/CiRF	29	17	46	50	-4
Athletics Leader	32	11	43	40	3
Children's Coach	3	3	6	6	0
Coaching Assistant	48	34	82	85	-3
Elevating Athletics	34	26	60	72	-12
Leadership in Running Fitness	108	42	150	150	0

- We are confident that Elevating Athletics teachers courses will meet budget as we still have funding for some free courses to be utilised and we are working on a number of course leads which will happen during the next three months.
- As you can see from the LiRF numbers, whilst we will meet this target, it is much reduced from the information we were given by Run England / CSP's as the original target was 216 courses however, due to the fact that the CSP's have not recruited as many leaders with their funding as they indicated initially.
- During the E.C.'s monthly one to ones we are reviewing area targets against budgets to see where focus is required to push courses before year end.
- SCUk have produced a review of our coach education programme delivery which will inform future changes in this area of work

Member Engagement

- Following our three Consultation Meetings in December and the decision to communicate a flat fee of £10 for all members for the affiliation year

	<p>13-14, a review is to take place with regard to the affiliation project and what now needs to happen in the short / long term. All Club Secretaries and Associations received a letter from us before Christmas and we have received very little feedback good/bad.</p> <ul style="list-style-type: none"> • The team have worked hard to meet deadlines to ensure mail outs to all clubs and associates have been received pre/post Christmas concerning the affiliation costs and the Regional Council elections in excess of 2500 envelopes have been sent containing relevant information. Improvements to the trinity portal ready for April. • Individual athlete welcome packs are now being finalised for April 1st with commercial partner benefits provided by Sweatshop, AW, Eveque, EA Online Store 	
Comms	<p>Setting The Pace magazine launched for winter 2012-13 and shared with board members. CEO has asked Communications lead to arrange meetings with UKA to look at seeking economies in scale for this kind of thing given the restricted resources we could have in this area moving forward.</p> <p>Publicity and nomination forms posted to clubs. Information live on website at www.englandathletics.org/elections. First news story published (Documents and plan sent to Council chairs for info prior to publication).</p> <p>Publicity around the end of the affiliation consultation process (ending with the event in the South and close of online consultation). Communication of decision letter to club secretaries, email to club secretaries, news story on website, update of information on website. Included notes on the three meetings.</p> <p>In readiness for 2013-17 delivery we need to look at some web upgrades such as a 'mega menu structure' to allow easier navigation of our site (which is complex due to the diverse nature of the sport and work done). See www.johnlewis.com for example of how these work – the drop menus that appear on the headers at the top are 'mega-menus' that allow people to navigate large amounts of content with one click rather than clicking through a series of menu options.</p> <p>Officials magazine launched for winter – this has been shared with National Council members.</p> <p><u>England Athletics website – example traffic</u></p> <p>13% growth of year-on-year website visits to 4 December 2012 13% growth of year-on-year page views to 4 December 2012</p> <p><u>Run England – example traffic</u></p> <p>131% growth of year-on-year website visits to 4 December 2012 (64% growth if standardised for fact RE launched 11 April 2011 – comparing 11 April – 4 Dec 2012 to 11 April – 4 Dec 2011) 209% growth of year-on-year page views to 4 December 2012 (145% growth if standardised for fact RE launched 11 April 2011 – comparing 11 April – 4 Dec 2012 to 11 April – 4 Dec 2011)</p>	

Appendix II
Welsh Athletics – Carol Anthony
Strategic Plan 2013 – 2017

The plan was submitted to Sport Wales in December and presented to the Sport Wales Board and Senior Management Team on 24 January.

The main focus of the discussion with Sport Wales was the implementation model being proposed to support athletics clubs in the community (Athletics Networks), the link with schools and the opportunity presented through running in the community (Run Wales).

We are hopeful of a successful funding outcome as Sport Wales aligns its funding to its four key strategies; Elite Sport, Coaching, Community Sport and Child Poverty.

Welsh Athletics Reporting and KPI's

- The Welsh Athletics Strategic Plan 2013-2017 (WASP) sets out the objectives for the next four years.
- Individual strategies describe the detailed implementation of these objectives.
- Detailed KPI's are set for club membership, active coaches and officials and for performance targets through to 2017. These are documented in the Sport Wales Partnership Agreement Form.
- Senior Management Team (SMT) members report on their areas of responsibility and bi-monthly reports are submitted to the Board and General Council.
- SMT KPI's are defined within these reports.
- SMT members also have responsibility for budget headings relating to their area of responsibility.
- The WASP executive summary contains the following statements:

Welsh Athletics' ambition is now clear, we will:

- Get 100% of schools in Wales engaged in athletics activity
- Double club membership to 13,000 by 2020
- Get 14,000 new adults running 3 times a week by 2017
- Achieve 6 to 8 medals at the Commonwealth Games in 2014 & 2018
- Achieve > 95% score in organisational rating (GSA)

These targets will be achieved by:

1. Offering every child in Wales the opportunity to take part in athletics activities; to run, jump and throw
2. Establishing a vibrant club at the heart of every sporting community in Wales
3. Establishing access to a running group for every adult in Wales
4. Maintaining our position as the leading medal-winning sport at the Commonwealth Games
5. Ensuring customer satisfaction and service underpin our work

- The Welsh Athletics strategic objectives are therefore defined by the statements above, with detailed SMT objectives defined by the individual strategies and summarised in the SMT reports

N.B. The Competitions strategic plan will be established in 2013 to complete the picture for Welsh Athletics

- The Objectives/KPI's for January to March 2013, will therefore need to include the following:
 - Manage the funding process with Sport Wales through to a successful conclusion
 - Manage the funding process with UKA through to a successful conclusion
 - Manage the implementation of the WASP, setting budgets and KPI's for all SMT members
 - Establish plans to communicate the WASP to all stakeholders
 - Establish the terms of reference for the Commercial sub group of the Board (Media, Revenue Generation, Marketing and Communications)
 - Manage the transition to a replacement for the Media and Publicity Officer
 - Work with the Competitions Manager (and UKA) to establish a timeline for the delivery of a strategic plan for competitions

Major Events

1. A submission has been made to host the IPC European Athletics Championships in Swansea in 2014. The Local Organising Committee is comprised of Swansea City Council, Swansea University, Welsh Government, Disability Sport Wales, Welsh Athletics and UKA. The bid was made possible following the withdrawal of Norway. The rival bidders are Turin.
2. The World Trail Running Championships is being held in Wales on 6th July 2013.
3. Discussions are also being held to host the World Mountain Running Championships in 2015.
4. Finally, initial discussions have been held with UKA, as Cardiff looks to bid to host the World Half Marathon Championships in 2016. This will be part of a strategy of embedding road running Championships into the Cardiff Half Marathon. The 2013 event is hosting the British Half Marathon Championships and is also one of five races in the Run Britain Grand Prix series. The aim is to bring a Commonwealth Championships to the 2015 event.

Domestic and International Competitions

Run Wales Series Events are confirmed for 2013 as:

1. Sun 31 December Nos Galan 5km
2. Sun 27 January Lliswerry 8 Mile
3. Sun 10 February Nick Beer 10km
4. **Sun 17 March Welsh Road Relays**

5. Sat 3t March Teifi 10 Mile
6. **Sun 14 April Llandudno 10 Mile**
7. Mon 6 May Cardiff Bay 5 Mile
8. Sun 28 July Magor Marsh 10km
9. **Sun 11 August Fusion 5km Llanelli**
10. Sun 8 September Cardiff 10km
11. **Sun 22 September Admiral Swansea Bay 10km**
12. **Sun 6 October Lloyds TSB Cardiff Half Marathon**

Above in bold denotes Welsh Championship

The Lloyds TSB Cardiff Half Marathon will also host the British Half Marathon Championships

APPENDIX III

Scottish Athletics – Leslie Roy

1. IFAC, jogscotland conference & Annual Dinner

Discussions have taken place with the Chair of European Athletics Coaches Association (Frank Dick) and IFAC 2013 is confirmed for Glasgow in October 2013. Discussions continue regarding the programme content, the objective being to ensure a tight alignment with the wider scottishathletics coach development framework and strategies.

2. Board members recruitment.

With the resignation of Julia Bracewell from the Board of scottishathletics we have agreed to go public with a vacancy – an advert seeking expressions of interest – through the membership (web, Facebook, twitter), and our partnerships / wider communication channels.

3. HR Policy update.

Following a return to work after the New Year a consultation period opened on all scottishathletics HR policies. That consultation continues and with the support of Gravitare HR a number of employee meetings are being held to both listen and engage on any matters concerning staff. This work falls directly out of the Deloitte Audit and ensures all policies are compliant with current legislation and “fit for purpose”. At the conclusion of the consultation, and subject to any revisions, all staff will be issued with new Contracts and finalised versions of all supporting policies and procedures.

4. IT Infrastructure – hardware, software and customer experience.

A number of issues are coming together regarding IT infrastructure that will force us to address them as a priority. The issues include (not exclusively):

- a. Servers beyond the end of their expected life
- b. Software in use that is no longer supported by manufacturer – working, just
- c. Websites (SAL and JS) that function, but our needs are changing ... and they need to change with our different communication needs and approach
- d. Online entry for events and database experiences by members – not the best
- e. The current split of outsourcing jogscotland membership management vs. Scottishathletics managing membership in house

That brings us to an opportunity to undertake a business wide analysis and assessment of our IT needs and approach, and then project manage and invest accordingly. Much of the investment required would be capitalised over a number of years, so budget impact will be important but manageable.

We have commenced this process with a “scoping” meeting with Scottish Enterprise. We hope that they can assist us and guide us through this process – ensuring good practice and “non commercially interested” guidance. A component that will be examined and factored into this work, are links to and integration with UKA systems (e.g. trinity), which currently sit separate to our established systems.

- 5. Scottish Government investment.** A “one off” investment from Scottish Government has been secured after lengthy and drawn out dialogue. This originated from discussions with the Ministers of Sport (Shona Robison) and Justice (Kenny MacAskill) after the Cashback investment was concluded. Comments in the media by Alan Wells among others helped this situation without doubt.
- 6.** Following the meetings, a proposal has been drawn up, which reflects the Ministers expectations to degree, and does fit tightly within the strategic framework of our business. There are now further details being discussed with Scottish Executive staff prior to a contract being signed. The investment is worth £100k between now and the Commonwealth Games in 2014.
- 7. Young Start Funding.** The scottishathletics Development Team have secured an investment of £50k into the training of young volunteers. This supports and helps with underpinning the training out of programmes such as Club Together for volunteers / coaches aged up to 25 years of age. We were able to utilise funds from Cashback in a similar manner previously, so this effectively replaces that – a very positive initiative supporting the next generation of coaches and club volunteers.
- 8. Club Together Programme.** Launched in July 2011 with a deliberate look ahead to 2012 legacy and probably high demands upon Clubs, the club together programme is producing quite simply astonishing results. The programme involves a member of staff (paid) being employed within the clubs concerned (17 at the moment – expanding later this year). That member of staff is not coaching – rather they are recruiting, engaging and arranging training for coaches, volunteers, officials and ultimately helping recruit and retain athletes. Nine months of figures from April 2012 – December 2012 show the impact: 214 new coaches (across 17 clubs), plus a further 398 volunteer helpers, 285 coaches qualified and trained to a higher level and 2000+ athletes recruited to those 17 clubs. Many other sports in Scotland are trying to now follow this programme example – which is simple but has taken huge management time with the clubs concerned. It is really about changing culture within the clubs, which then enables the great ground work to happen.

APPENDIX IV

Athletics Northern Ireland – Roy Corry

Corporate Issues

Finance & Risk

Annual Accounts y/e 30 September 2012

Presented in draft format to the board, loss of £921 compared to budgeted break even.
Budget achievement levels: Income 99.2% Expenses 99.6%

Annual Financial Budgets y/e 30 September 2013

Presented to the board and approved.

Management Accounts Dec 2012 Quarter

Profit & Loss Income £68k Expenses £69k

Budget achievement levels: Income 97.4% Expenses 94.3%

Mary Peters Track Management Contract

Tender submitted awaiting announcement mid-February successful tender

Annual General Meeting

Will be held Wednesday 20 March 2013.

Proposed tenure of board to be approved

Sport NI

Notification of 2013 -2017 funding cycle shows 20% uplift on previous funding.

Managers Reports

Marketing & Comms

Detailed submission received covering IAAF world cross, XC League,TQ10k plus Athletics NI website and database changes & media monitoring.

Administration

Preparations well advanced for the forthcoming track & field season on the back of successful Antrim IAAF XC, Age groups XC & other XC championships.

New administration assistant has settled in well after busy induction.

Athlete & Coach Development

Successful Field Event initiatives continue together with javelin & pole vault workshops. New transitions ref temporary staff changes working well with Laura Kerr & Dean Adams.

Talent Development/Youth Academy & Rising Stars progressing well.

Soft tissue massage being carried out in association with SINI performed at MP track.

Mentoring on UK level is working very well.

Competition performance shows improvement this quarter.

Endurance Testing_on-going at SINI

Coaching & Club Development

Coach education:

UKA Courses continue to be held i.e. CIRF, Coaching Assistant & Athletics Coach.

Two Coach assessment dates arranged for April & May via UKA

UKA Tutors consist of 9 tutors, 2 Regional Trainers & 4 Coach Assistants, currently developing further coach assessor.

Elevating Athletics no addition to primary courses planned for both February & March

Coaching Networks. Attempting to organise Endurance Coaching course April/May in association with George Gandy.

Development Coaches currently coaching on Development initiatives

Development Initiatives include schools XC league, Aviva Startrack schemes, Parallel Success squad operational

Tesco Great school run booked 12 June at Stormont, Belfast

Club Development

Club Mark - 7 clubs accredited meeting KPI's set by SNI for achievement April 2013, further club to be added April.

Club Networks - planned delivery further 3 Fundamental workshops March

Welfare

Welfare Officer appointed on a consultancy basis.

Safeguarding courses on-going

Designated Officer training courses on-going.

Active Communities

Coaches – 6 coaches in situ all being athletics background

All coaches meeting their KPI's

Anti- Doping

Attendance at all UKA Anti-Doping PST

UKA recognised as the leading NGB in promoting AD 7 supporting their athletes.

Competition

IAAF/ McCain UK Challenge Cross Country

Successful event at Antrim and our thanks to UKA's Spencer Barden for his assistance and professional expertise in the assembly of the international and UKA competitors.

National Junior & Senior Cross Country Championships

Successful Junior, Senior & Veterans took place at both Lurgan & Antrim

Congratulations

GB & NI Team's performance at the European Cross Country Championships in Budapest. Very evident by the results that the hard work by the endurance staff and coaching team created a special occasion for the younger team members and more important great team bonding

APPENDIX V

Clubs Representative – Keith May

I attended the England Athletics forum held in London, where over 140 people were present.

Discussion was based around the proposed increase in membership fees. The increases were criticised and for the way they were brought in, without proper consultation and the divisive nature of the increases, having different rates for road runners and track & field athletes.

Many of those attending felt that there should be no increase for this year and some Clubs even indicated that they would not be prepared to collect the membership fees if they were increased.

The positive from the meeting was that the CEO and Chairman apologised for the lack of consultation and promised that this would be addressed in the future. The membership fee was later set at £10 for all athletes. Unfortunately I feel that this has damaged England Athletics' relationship with Clubs and it will take time for confidence and trust to be regained.

APPENDIX VI

Coaching Representative – Mike Harris

1. Coaching structure currently in transition
2. K Tyler's replacement to be announced by April (?)
3. Greater commonality with Home Country structures
4. Realignment of event development – greater overlap with Nat Coach Mentors
5. Coach Development generally progressing well
6. U-Coach a continuing success but ongoing assessment of content and target audience
7. Coach education being reassessed. Logistics, cost, tutor quality all factors. K Tyler said it would take ten years – we are three/four years in
8. Met with Neil Black at UK Indoors – productive discussion touching upon coaching issues.

APPENDIX VII

Officials Representatives – Wendy Haxell

Education

Concerns are still being expressed about cancelled courses.

Education committee are looking at updating courses and also tutor lists.

They are also examining the situation with Health and Safety courses and officials who have not attended one. (It may well be that some of these people are not currently officiating, deletion from Trinity is a problem area and has to be done by the person themselves as I understand it.)

Winter fixtures and upgradings

A number of officials have been added to the ICOG and IOG lists and this has been put on the website. Also some officials have been added to the national list.

New details about management roles, NTD agendas and Jury arrangements have also been put on the website.

A new record of experience will be added and also sent out to all officials with instructions on its use depending on the official's level.

Officials have been selected for the main summer fixtures with development still being part of the programme.

Conference to be held in April with Greg Rutherford as a guest speaker.

Meetings

I attended the TRNG and Home Countries Forum meetings.

Keith Davies, Chris Cohen and I also met to look at the structure of the national list for the future. A proposal document has been circulated for comment and these comments are to go to Malcolm Rogers by 11 March.

Regional Council elections are in process.

I had the opportunity to officiate at the new Emirates arena in Glasgow.

APPENDIX VIII

Off Track Representative – Nigel Rowe

runbritain:

The runbritain website has reached the final stages of testing of new website design and functionality.

New Road/Multi Terrain Licence Standards reviewed and implemented.

Road Race Handbook reviewed and published.

Medical Guidelines have been reviewed and updated.

Grand Prix:

The Grand Prix has increased to six races between March and November with a potential British-only prize pot of £60k across the series and which includes two Welsh, two English and two UK Championships within the same events.

Fact Sheets:

Fact Sheets now incorporated within Race Directors Portal covering;

- Management Structures for Small Events
- Medical Guidance Summary
- Various templates (re-issued numbers, checklist, lost/found children etc.)
- Traffic Management
- Role of Officials
- Risk Assessment
- Toilet Provision
- Distance Selling, Cancellation & Refund Policy
- Legislation
- Accident & Dangerous Incident

Race Organiser:

New software programme based on a mapping system with built in reporting functions at all levels to meet organisers, landowners, athletes, risk assessment and spectators needs.

Race Directors Courses:

- Intermediate course being held in Scunthorpe 2 March
- Further Intermediate Course being planned for London and the South
- Accredited course planned for Birmingham

2012 Review:

- 2013 Licenses issued in 2012
- 331 Races using online entry system in 2012
- 251 Event Adjudicators signed up
- 30,033 Handicaps claimed

Run England:

36,000 members

1,780 groups

Commonwealth Mountain and Ultra Running:

Tender document completed and issued to Commonwealth Associations

UKA Endurance Advisory Group:

Second meeting held with the following topics being discussed;

- Definitions of road, multi terrain and trail
- Role of Referee in road running events
- Age groups and maximum distances
- Health & Safety

There is currently no representative from Northern Ireland.