

**UKMC**  
**Friday 5 December 2014**  
**UKA, Alexander Stadium**

Attendance	Lynn Davies
	Ed Warner
	Niels de Vos
	Kevan Taylor
	Roger Simons
	Wendy Haxell
	Keith May
	Keith Reed
	Nigel Rowe
	Leslie Roy
	Roy Corry
	Peter King
	Carol Anthony
	Sarah Coffey
	Jason Gardener

**Welcome & Apologies**

LD welcomed everyone to the meeting. There were no apologies received.

**Minutes of meeting 4 October 2014**

These were approved as a true record of the meeting, with the small changes highlighted.

**Matters arising from meeting 4 October 2014**

There were no matters arising

**Chairs Report**

EW confirmed that 2017 preparations were well underway with London 2017 Limited and London Championships Limited Boards meeting jointly four times per year. Sally Bolton, Managing Director for London 2017 has been in place since June 2014. The Boards are made up of all the funders for the Championships (GLA, LLDC, UK Sport, London Borough of Newham & UKA), athletes' representatives, Lord Seb Coe (on behalf of IAAF) plus two independent directors.

Lord Seb Coe has put forward his candidature for IAAF President. A copy of his manifesto can be found <http://www.sebcoe2015.org/>. EW confirmed that Lord Seb Coe was funding the campaign himself with some international funding from UK Sport.

Anne Wafula Strike – EW updated the Council on conversations on finding an additional Non Executive Board member with disability/Paralympic sport experience. Having met with one of the recommendations, Anne Wafula Strike, a former wheelchair racer, the UKA Board approved the recommendation to appoint and asked the Council to approve the appointment.

The Council approved the appointment of Anne Wafula Strike to the Board of UKA.

### **CEO Report**

Report taken as read

### **Strategic Priority II – Stage Great Events to engage the public**

NdV reported that the Indoor TV Events are currently running at a deficit (excluding sponsorship), and added that Host City fees to help fund the meetings are being sought from the cities.

The Sainsbury's Anniversary Games is looking likely to be held in the Olympic Stadium, subject to building work being completed on time. The UKA Board discussed the option of a third day and agreed to partner the BPA for a National Paralympic Day with an IPC Athletics Event.

### **Strategic Priority III – Increase Participation to build an Athletic Nation**

Corporate Relays – Market testing is currently underway to hold corporate relays around the Anniversary Games. If this proves positive, it is believed that this event has the potential to drive significant future revenues.

Coaching Workforce Audit by Peter Stanley is still ongoing due to his recent illness.

2020 Vision - Home Country CEO's & Chair are meeting on 7 January to agree a vision for 2020.

### **Strategic Priority IV – Host the Best Ever World Championships to make the country proud**

A commercial strategy for 2017 is being created which will be critical for both UKA & 2017.

Sally Bolton and Ralph Knibbs will be presenting to the UKA Board at their January meeting the staffing strategy for 2017. This will include some of UKA's staff being seconded to 2017 and the remaining positions externally recruited. NdV added that the staffing contribution forms part of UKA's agreement to the funding of London 2017.

## **Strategic Priority V – Aspire to be Britain’s best Olympic & Paralympic sport in how we do everything**

Values sessions have been held with all employees and the final outcomes will be presented to the UKA Board in the New Year.

An all Colleague Day was held at Loughborough on the 4 December which was felt to be very positive.

### **Business Update**

Sponsorship Update – NdV has been looking for a Commercial Agency to sell sponsorship rights for UKA. Six agencies have been approached and a sub group of the UKA Board (NdV, Richard Worth & Terry Colton) will make a recommendation to the Board with an appointment expected early in the New Year.

### **AGM**

The minutes of the AGM meeting held 5 December 2013 were approved.

### **2014 Financial Statements**

Approval of Report and Financial Statements of the company for the year ended 31 March 2014. The Council agreed unanimously.

The Council agreed for future years the Annual Accounts will be discussed at the September/October meeting, with the accounts being approved at the AGM (November/December).

KT confirmed that an Audit Tender process had been carried out during 2014. The Audit Tender Panel looked to appoint auditors for UKA, London Championships and London 2017. Three companies were shortlisted haysmacintyre, EY and Mazars. The Audit Tender Panel recommended the appointment of Mazars. The Council agreed unanimously to the appointment of Mazars as the auditors of the Company and delegated agreement of their remuneration to the Board of Directors.

LD noted that Roger Simons has come to the end of his current term and proposed to the Council to reappoint for a further 2 years to the 2016 AGM. The Council agreed unanimously to reappoint RS for a further 2 years.

### **2014/15 Finance Report**

KT reported to the Council a projected deficit of £1.5m for 2014/15 financial year with target savings from SMG of £0.5m leaving a target deficit of £998k.

## **Home Country Reports**

### **England Athletics Report – Peter King**

Taken as read – see Appendix I

- EA will be entering England teams into the Great Edinburgh Cross Country in the new year as a result of our alliance with NOVA.
- New APPG for Running was launched on 2 December in parliament chaired by Alistair Burt MP and event was attended by over 150 guests from the world of politics, running, corporate and commercial sectors respectively.
- EA continue to progress well against affiliation/registration targets for the year. Currently circa 7,500 (registered athletes) ahead of where EA were this time last year which is pleasing (circa 130,000 total) and are on a par with the number of member clubs and bodies who have affiliated with EA (1,530). EA have received very little response from member clubs regarding the fee increase effective from 1 April next year
- PK & EW attended Sport England lunch with CEO Jennie Price

WH & KM raised concern over the number of education courses cancelled due to lack of numbers. A discussion took place and agreed HCAF's should look at all advertised courses going ahead with any financial costs covered. If a course is advertised then it should go ahead irrelevant of the number of attendees.

### **Scottish Athletics – Lesley Roy**

Taken as read – see Appendix II

- Scotland will be able to field a team at the Indoor International taking place at the Emirates Arena on 24 January 2015. This will allow a Scotland Team to have its own Anniversary Games against teams from GB & NI, France and Germany.
- Cross Country season once again continues to see an increase in club entries with large numbers entering and participating in events so far this season. SA also had over 100 athletes travelling to Liverpool for the British Cross Challenge and Euro Trials. Six athletes have been selected for the European Cross Country in Bulgaria.
- Club Together was one of the major components of preparing Scottish clubs to be ready for the Commonwealth Games “surge” of interest in athletics.

### **Welsh Athletics – Carol Anthony**

Taken as read – see Appendix III

- Looking beyond the Commonwealth Games, there were some great international representations from Welsh athletes. David Omoregie who won bronze at the IAAF World Junior Championships in the 110m hurdles. This followed his European Junior record earlier in the season. Other GB representation came from Dewi Griffiths and Charlie Hulson at the European Cross Country Championships, Ben Gregory and Curtis

Matthew at the Combined Events International and from Brett Morse, Lee Doran, Rachel Johncock and Seren Bundy-Davies at the European Team Championships.

- Cardiff Half Marathon - Wales' biggest mass participation sporting event with over 22,000 entrants across the whole weekend and more than £2.4m raised for charity in 2014.
- Club membership has grown by over 10% per year for the last 2 years (11.3% in 2013, **14% in 2014**) .This growth target will realise WA ambition of doubling club membership by 2020.
- **13.4%** of adult population in Wales runs once a week (15.9% male, 11% female) compared to 6.9% in 2009
- The Local Organising Committees for the 2015 World Mountain Running Championships and the 2016 IAAF World Half Marathon Championships continue to make good progress.

### **Athletics Northern Ireland – Roy Corry**

Taken as read – see Appendix IV

- On 19 November NI and Ulster U18, U20 and Senior athletes attended the Athletics NI Awards held in Belfast. Jason Gardener, MBE attended to present the awards and talk to the athletes and audience about his experiences and current work in British Athletics.
- Northern Ireland Sports Council have cut funding from 2015/16 by 11%

### **Volunteer Representatives**

#### **Officials Representative – Wendy Haxell**

Taken as read – see Appendix V

- The list of officials who operate at Level 5 meetings is now finalised. The list was established so that all people on the list had at least 2 level 5 meetings. The list is reviewable annually.

WH raised concern over the welfare of officials in the change to maximum claims for expenses at 250 miles. NdV confirmed he would look at this with Cherry Alexander.

WH also asked regarding the change to the hotel room policy with effect from April 2015 which saw officials sharing rather than single rooms. NdV confirmed he would investigate the background to the changes, but added that UKA staff at events also shared rooms. WH said Cherry Alexander had confirmed the policy would be reviewed in October 2015.

#### **Off Track Representative – Nigel Rowe**

Taken as read – see Appendix VI

- IAU World 100km Championships, Doha – Ellie Greenwood was crowned World 100km champion, Joanna Zakrzewski was 3rd. GB&NI Women's Team won Gold. The Men's Team won Bronze
- NCAA Cross Country Championships, Terre Haute, USA – Kate Avery became the first Briton since 1989 to win an NCAA Cross Country title.

NR raised concerns over fixture planning for the Road Relays in 2015 and the clash of date with the Cardiff Half Marathon, with the clash happening in 2014 also. The Council discussed NR's concern and agreed to allow to double permit on the same weekend for this event.

### **Coaches Representative – Keith Reed**

Taken as read – see Appendix VII

- Peter Stanley moved to the new role of 'Head of Field & Combined Events'. At this same time Stephen Maguire also took up the new position of 'Head of Power', this is essentially speed and hurdles including relays; they have both joined Barry Fudge, who is the 'Head of Endurance'
- In Peter's role he will continue to chair the Coach Education Steering Group. This will continue to make recommendations to the CEO Forum for ratification to drive the Coach Education System

### **Clubs Representatives – Keith May**

Taken as read – see Appendix VIII

- The UKYDL had its first AGM in November and there were proposals from clubs putting forward changes to the league. None of the propositions were successful and the league will continue in a similar format for 2015.
- The proposed changing of the age groups from 2016 will have an impact on the structure of the league and it is essential that the league management come up with proposals well ahead of the AGM for 2015 so that Clubs can be fully consulted.

### **Any Other Business**

- Dates for 2015  
The dates for 2015 meetings were confirmed as:
  - Friday 20 February – 4pm
  - Sunday 5 July – 9.30am
  - Friday 25 September – 10am
  - Friday 4 December – 10am

### **2015 Elections**

KT provided a paper highlighting the 5 positions vacant at the 2015 AGM. He added that nominations for the positions would start during Summer 2015. EW to consider who will be on the athletics appointments panel.

NR & WH confirmed they were happy to stand for re-election.

RS gave his apologies for the meeting on 20 February.

### **Date of next meeting**

Friday 20 February – 4pm Crowne Plaza, Birmingham

# APPENDICES

## **UKMC Reporting Template – England Athletics December Report 2014**

### **1.1 KPI 1: Win more medals to inspire the public**

- We have formed, as part of the below changes, a new Coaching & Athlete Development department headed up by Martin Rush incorporating competition and teams alongside coach development to ensure all three strands of work are inextricably joined up to one another.
- We have now concluded negotiations with UKA and Sport England regarding WSP responsibilities and the TUPE of coaching development staff has been concluded as planned. Martin Rush and the Event Group Leads for coach development are now employed again by EA and EA has assumed greater responsibility for delivery of the related talent outcomes as a result of these changes. Continued close collaboration with the other HCAFs and UKA is assured.
- We will be taking an England team to the 2015 Commonwealth Youth Games in Samoa in partnership with Commonwealth Games England. We plan to take 20 odd in this team.
- We are in the process of recruiting a national road running events coordinator to work alongside Andy Day and the competition/athlete development team to lead this respective area of work. Interviews will be held in early December
- We will be entering England teams into the Great Edinburgh Cross Country in the new-year as a result of our alliance with NOVA.

### **1.2 KPI 2: Stage Great Events to engage the public**

- We have announced details of our 2015 England road race championships
- Applications for entry to the EA 2015 Indoor track and field championships are now being taken. These will be held again in Sheffield after a successful 2014.
- England Athletics will hold a standalone senior track and field champs during 2015 working in partnership with the CAU to help and support them to raise the profile of their event. Andy Day is leading this work. The county association chairs working group has met again and dates have been set for 2015 for such meetings. CJ and AD have also met with the 3 area association chairs to discuss 2015 and we are also going to meet with the respective leagues to discuss partnership working in the near future. Competition registration compliance checks with ERRA and ECCA yielded some positive results.
- We also supported the recent Great Club Run concept for a second year running.

### **1.3 KPI 3: Increase participation to build an athletic nation**

- Head of Running Participation interviews to be held on 12<sup>th</sup> December in Birmingham. A Birmingham city activator is in now in place, meaning we have 7 city activation projects live now live across England. Active People survey results come out on 10<sup>th</sup> December. The EA participation advisory group met in London on 18<sup>th</sup> November chaired by new NED Steve Grainger.

- New APPG for Running was launched on 2<sup>nd</sup> December in parliament chaired by Alistair Burt MP and was attended by over 150 guests from the world of politics, running, corporate and commercial sectors respectively.
- We are working closely with Sport England on the new nationwide women's campaign "This Girl Can" which goes live in January 2015. This has huge potential for running in England.
- A statement re Athletics Network funding for 15-16 is being prepared to provide clarity over this area of work for the next 12 months. Networks continue to be important in terms of developing the sport however there has been some ambiguity around funding. We will continue to invest in networks for specifically Satellite Club project delivery but resources are low. This will be discussed at the spring consultation programme as well as the theme is club support. Club development will also be integrated into the discussions around the England future delivery plan beyond 2017 alongside schools development and matters that are currently under resourced through the 13-17 WSP funding plan.
- We continue to progress well against affiliation/registration targets for the year. We are currently circa 7,500 (registered athletes) ahead of where we were this time last year which is pleasing (circa 130,000 total) and are on a par with the number of member clubs and bodies who have affiliated with EA (1,530). We have received very little response from member clubs regarding the fee increase effective from April 1<sup>st</sup> next year
- EA (and other HCAFs) will also take ownership of tutor training for coach and leader education from April 1<sup>st</sup> as part of these changes and we are developing an implementation plan now. We are on course to deliver education and training to 5,000 coaches and leaders during this fiscal year in line with our 12 month plan.
- Our relationship with ESAA continues to be strong and we will be jointly attended the national school sport conference in February 2015 to promote our respective programmes for schools including the new ESAA awards scheme and our new Teaching Athletics syllabus to school teachers (developed in partnership with the other HCAFs)
- The recently announced changes to the existing coach education course syllabus are now in effect and the UKA education steering group will ensure these changes are reviewed in the coming weeks and months. We are optimistic that these recent changes will impact on the number of qualified and licensed coaches coming through the system.
- Further monthly club visits from the CEO include Formula One in Nottingham and Keighley Harriers in early 2015 together with City of Norwich, Holland Sports and Milton Keynes AC. These visits have proved insightful for both the CEO and other staff that have joined him.
- We have recently invested in a series of marked recreational running routes in Liverpool and Nottingham. We project to spend our allocated capital resources for the 14-15 delivery year. We are oversubscribed by applications this year and will roll some over into 2015.
- The London regional awards evening was held on 26<sup>th</sup> November to mark the end of the 2014 volunteer awards programme. Thank you to all 9 regional councils for their support and input to the selection and hosting process. Feedback from the National Event/HOF has been positive.
- Council Elections will take place in the Spring 2015 and Dean Hardman and Lynette Smith are working together to implement this process. We are working alongside Sporting Equals to try and encourage a broader representation in the elections than has been previously realised. EA is also sponsoring the inaugural National BME Sports Awards in February 2015.

- The SEAOA and North of England Athletics Officials Association recently held their annual conferences. EA supported these as they do with the Midlands too. We are on track to deliver education courses for 1500 officials in this operational year

#### **1.4 KPI 4: Host the 'best ever' World Championships to make the country proud**

We continue to work alongside the GLA and British Athletics to deliver a local legacy from the 2017 world championships. Plans are still being materialised however income to deliver additional work has yet to be defined.

## **Scottishathletics**

### **Report to UKMC December 2014**

#### **UKMC Reporting Template**

##### **KPI 1: Win more medals to inspire the public**

It is great that once again Scotland will be able to field a team at the Indoor International taking place at the Emirates Arena on 24 January 2015. This will allow a Scotland Team to have its own Anniversary Games against teams from GB & NI, France and Germany. In 2014 this event was a spur towards the Commonwealth Games so in 2015 hopefully this will allow athletes to build towards World Championship selection, as well as being an indoor “6 Month Anniversary Games”.

The stated commitment by all parties (UKA / Glasgow Council / Event Scotland / scottishathletics) to jointly bid to host the 2019 Indoor European Athletics Championships at the Emirates Arena, Glasgow, is welcomed, and regular high class indoor International events in the city building up to 2019 is a key element of preparation and “case building”.

##### **KPI 2: Stage Great Events to engage the public**

Our Cross Country season once again continues to see an increase in club entries with large numbers not only entering and participating in events so far this season we also had over 100 athletes travelling to Liverpool for the British Cross Challenge and Euro Trials.

We are currently in discussions with sportscotland around feedback we have provided in relation to their facilities Strategy. As a result of the feedback, the strategy has been tweaked to maintain the desire for a National Centre (doubling up as a regional centre also), but reduce the stress on that being specifically at Heriot Watt University – where there is the ongoing development of the “National Performance Centre for Sport”.

City of Edinburgh Council are looking to redevelop Meadowbank stadium and sports centre. This has implications for athletics – and we have linked this directly to options that we have tried to get on the table for the National Performance Centre for Sport. The need for upgraded (modernised) indoor and outdoor facilities in Edinburgh/ the East is a clear recommendation within the Facility Strategy. The board of scottishathletics welcomed the in principle commitment to redevelop and upgrade Meadowbank.

### **KPI 3: Increase participation to build an athletic nation**

Increasing participation as previously mentioned is 'key' to our legacy and we continue to do this through the Club Together programme. The figures continue to astonish through Club Together – number of athletes joining clubs, numbers of new coaches, officials and volunteers at club level, and perhaps most significantly of all, the retention rates for athletes and coaches / volunteers – incredibly high at over 80%. Club Together forms the basis of the “Development” strand of the new strategic plan – which in turn has formed the basis of a bid to sportscotland for investment for the next 4 year cycle. This has now been presented to sportscotland and we await details of future investment in the New Year.

Club Together was one of the major components of preparing our clubs to be ready for the Commonwealth Games “surge” of interest in athletics. The experiences from 2012 ensured that we were better placed, and the (early days) feedback has been that demand has been high, but clubs have had the structure and capacity to cope.

Supporting Club Together and all our work with Clubs, we held a hugely successful “Club Leaders Conference” at Hampden Park (the “home of athletics in 2014”!). this event targeted those individuals in clubs who lead the governance, the planning, the business aspects of the clubs (rather than the coaching fraternity), and the day addressed topics such as legal status and structure of clubs, Gift Aid, Charitable structures, para-athletics integration at club level, digital media use by clubs, membership databases etc. The topics sound a bit heavy – the day was far from that, and feedback has been excellent. If clubs are businesses ..... we have a role to play as the industry lead body in supporting them with all aspects of business development.

The Mondo surface from the track at Hampden Park has now been transferred to Grangemouth Stadium and that track has now opened for training following the refurbishment. The warm-up track will be put down at Crownpoint in Glasgow in the spring giving three Mondo surfaces in Scotland (Kilmarnock opened in 2012).

### **KPI 4: Host the ‘best ever’ World Championships to make the country proud**

With Glasgow 2014 behind us, the opportunity for a 3<sup>rd</sup> “Home Games” in 2017 now becomes an important focus. This will apply to athletes seeking to compete, but equally to the business, to our clubs, and to our members. Scottishathletics remains committed to supporting the delivery of this event – through officials, staff, volunteers etc. as required.

Leslie Roy  
December 2014

## **Welsh Athletics UKMC Report December 2014**

### **1. Introduction**

Ahead of the Welsh Athletics AGM in October, our annual report was published highlighting the breadth of work across athletics in Wales in 2014.

A PDF of this report is attached for the UKMC.

### **2. The four strategic priorities**

#### **2.1 KPI 1: Win more medals to inspire the public**

Last time, we reported on the Commonwealth Games, but looking beyond the Games, there were some great international representations from Welsh athletes.

The pick of them was David Omoregie who won bronze at the IAAF World Junior Championships in the 110m hurdles. This followed his European Junior record earlier in the season.

Other GB representation came from Dewi Griffiths and Charlie Hulson at the European Cross Country Championships, Ben Gregory and Curtis Matthew at the Combined Events International and from Brett Morse, Lee Doran, Rachel Johncock and Seren Bundy-Davies at the European Team Championships.

On a domestic level, there were 4 UK National Senior Champions in 2014 – Sally Peake in the pole vault, Heather Lewis in the 5k Walk, Curtis Matthew in the Decathlon and Lee Doran in the Javelin.

There were also another 9 minor medallists at senior level, indoors and out combined. At U20 / U23 level there were a record 21 National Championship medallists (indoors and out) including 7 National Champions. There is certainly scope to be optimistic about things to come and to be reassured that many of the initiatives that are currently running are helping to nurture the talent of the future.

## 2.2 KPI 2: Stage Great Events to engage the public

### Cardiff Half Marathon at a Glance



The Cardiff Half Marathon is Wales' biggest mass participation sporting event and the second largest half marathon race in the UK behind the Great North Run.

Race entries for the main race and the Festival of Running continue to grow year on year. For the Half Marathon there has been an increase in entrants from 19,000 to 21,124. There were 16,323 finishers in 2014, a rise of 15%.

The world-class course devised by double Olympic marathon runner Steve Brace takes athletes on a fast, flat tour of some of Cardiff's most renowned sites. 2014 was the first year that the race finished outside The Royal Welsh College of Music and Drama, providing an iconic backdrop.

Crowd support continues to grow, with an estimated 50,000 people lining the streets to cheer on the athletes.

The Cardiff Half Marathon is no longer just a race, it has become one of the most important dates on the Welsh sporting calendar that includes international rugby and football, top class football and Test cricket.

- Wales' biggest mass participation sporting event
- Over 22,000 entrants across the whole weekend
- Cardiff Half Marathon is the flagship event of major events company Run 4 Wales
- Course record of 61:51
- Incorporates the Welsh Half Marathon and British Half Marathon Championships
- Backed by Welsh Government, Cardiff Council and Vale Of Glamorgan Council
- 2015 will be the 13th running of the event
- More than £2.4million was raised for charity in 2014
- Over 50,000 spectators



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## 2.3 KPI 3: Increase participation to build an athletic nation

Club membership has grown by over 10% per year for the last 2 years (11.3% in 2013, **14% in 2014**). This growth target will realise our ambition of doubling club membership by 2020.

In line with these targets, club membership has exceeded **8,000** for the first time (8061 November 2014).

There are presently **87** affiliated athletics clubs in Wales delivering activities throughout the week. The majority of clubs across Wales are thriving with a number of clubs establishing academy sessions and satellite activity to provide more local, accessible opportunities.

There are over **700** licensed athletics coaches and leaders operating within these clubs.

There are circa **650** licensed officials supporting competition and events throughout the year.

**13.4%** of adult population in Wales runs once a week (15.9% male, 11% female) compared to 6.9% in 2009

#### **2.4 KPI 4: Host the 'best ever' World Championships to make the country proud**

The Local Organising Committees for the 2015 World Mountain Running Championships and the 2016 IAAF World Half Marathon Championships continue to make good progress.

### **3. The 2 Key 'Philosophies'**

#### **3.1 All strategic decisions should be driven by the support of the Athlete Development Model.**

Agreed.

#### **3.2 To be Britain's best Olympic and Paralympic sport in everything we do.**

Agreed.

## Athletics Northern Ireland – HCAF Report November 2014

### Figures 1 October to 26 November 2014

#### KPI 2.1: Win more medals to inspire the public

There are 8 coaches on a mentoring process linking local coaches to mentors/coaches in UK. Opportunities exist for coaches to meet and discuss plan and receive feedback on coaching processes. An example of how this process has worked is a coach linking up with a British athletics employed coach to attend altitude training camp.

#### Coaching Courses 1 Oct - 26 Nov 2014

Course Name	Number of Courses	Number of Participants
Coaching Assistant	1	14
Leader in Running and Fitness	2	46
Athletics Coach	0	0
Coaching in Running & Fitness	2	30
Elevating Athletics Primary	0	0
Leading Athletics	0	0
Jumps Coaching Network	1	13
Sprints & Hurdles Coaching Network	1	16
365 Workshop	2	34

#### Athlete Interaction with Media & Public

Northern Ireland Athlete, Gladys Ganiel, attended a photo call in her capacity as the official ambassador for the Flahavan's Porridge Athletics NI Primary School Cross Country League. Images were distributed to the press throughout Northern Ireland the week beginning 13 October. Gladys continues to support the League through posts on social media and will attend the final scheduled to take place on 11 February 2015.

On Wednesday 19 November NI and Ulster U18, U20 and Senior athletes attended the Athletics NI Awards held in Belfast. They interacted with the public and VIP guests, official photos were distributed to the press the week beginning 24 November. Athletes included NI record breakers Amy Foster, Andrew Barkley and Megan Marrs. Jason Gardener, MBE attended to present the awards and talk to the athletes and audience about his experiences and current work in British Athletics.

**KPI 2 & 3 – Stage Great Events to engage the public/ Increase participation to build an athletic nation**

<b>KPI</b>	<b>Event Name</b>	<b>Participants</b>	<b>Discipline</b>	<b>Overall Figures</b>	<b>Male</b>	<b>Female</b>
2- stage regional/national events	NI & Ulster Even Age Group Championships	U10-U18 club and school athletes	Cross Country	<b>775</b>	423	352
2- stage regional/national events	NI & Ulster Uneven Age Group Championships & Novice Championships	U11-U19 club and school athletes, senior eligible novices	Cross Country	<b>885</b>	Age Group = 414 Sr = 102	Age Group = 331 Sr = 38
3 - Increase participation	Athletics NI Primary School Cross Country League, Round 1	Primary Schools	Cross Country	<b>1677</b>	823	854
3 - Increase participation	Bobby Rea Cross Country	Senior HC club athletes	Cross Country	<b>237</b>	128	109
3 - Increase participation	Athletics NI Cross Country League EXC Bobby Rea	Senior HC club athletes	Cross Country	<b>867</b>	522	345
<b>Total Participations</b>				<b>4441</b>	<b>2412</b>	<b>2029</b>

**KPI 3 cont. – Athlete Membership to Athletics Northern Ireland**

<b>Athletes Registered</b>	<b>Male</b>	<b>Female</b>	
<b>U13</b>	225	220	
<b>14-15</b>	199	276	
<b>Age 16+</b>	2164	1905	
<b>Total</b>	<b>2588</b>	<b>2401</b>	<b>4989</b>

Since 1 April 2014

**KPI 4: Host the ‘best ever’ World Championships to make the country proud  
Athletics Northern Ireland proposes the following internationals subject to funding:**

Commonwealth Games Warm-up Jul 2014- Mary Peters Track, Belfast.

Pre-World Championships international 2017.

## **Report by Wendy Haxell, Technical Officials representative UKA Members Council Meeting December 2014**

### **Level 5 meetings**

The list of officials who operate at these meetings now finalised but with some officials not happy. The list was established so that all people on that list had at least 2 level 5 meetings. The number on the list was calculated and then that number was allocated.... This number may be adjusted in the light of this season and the list is reviewable annually.

Details of all structure will be in the appendices of the new rule book. Rules review is ongoing with Roger Simons leading.

Officials continue to be monitored and graded at these and other national meetings. Following the IMO list there have been comments from officials and to that effect the assessment of officials may need to be more rigorous in order to review the list and remove or add for the following year.

### **Level 4 and 3 meetings**

The list for people for this level remains as the non-IMO list but some IMO may be used when necessary.

New people have been upgraded and added to the list last week. They will be sent the summer availability which is out and will be dealt with in January.

### **Regional meetings**

Upgradings continue so that new officials are included in the regional structure. Some of these officials also get the opportunity of working in an ancillary capacity at national meetings when their TRNG nominate them.

### **Club meetings**

Clubs still need to encourage their officials to continue up the gradings after they have been on the level 2 courses.

ROE These forms will continue in the new format with more instructions on completing them for lower graded officials as they replace the log book when they complete all the columns in full. It may be an item in the National conference next April.

A survey of tutors was to have been carried out with the aim of tidying up the list. The Education committee are still looking at this.

Because the COFSECS often know when courses are needed they would appreciate the list so that they can organise more for course cover. Too often the request to tutor comes out too late. Courses are still being cancelled and so the necessary officials are being lost. The COFsec forum meeting was cancelled (should have been tomorrow).

Tutors need to be aware of all the changes to the forms and how upgradings are done and who by. Numerous enquiries are handled because people are unclear as to where to send their forms. Many of the officials would like an easy to use web site which contains the information in an easily accessed manner. Some things can only be found on the England website and not British athletics site. The ROE form on the England site is not compatible with filtering and sorting but the one on the UKA site is.

Level2 Generic and H/S may be on line with self-assessment within the next few months. The discipline specific is being updated as well for tutors to deliver.

Level 3 courses were held in Birmingham this autumn and the CMA course. Tutors have been asked to update material each year so that it is an ongoing process.

It was felt that the website could have a section with useful forms and diagrams.... Many people have their own versions and it would be a good idea to standardise this with copies available for download. This is being investigated.

The website is still not being updated.

Twelve new CMAs were given this Autumn. This means that the management list is now quite large and not everyone will get a management role each year.

There is still the problem of clashing meetings. Selections for the indoor meetings have proven this.

## **Welfare issues**

### **The new policy and procedure issued to officials has caused much consternation.**

I wrote to Niels immediately about it. At peer group last week there was some views expressed. It is felt that we should be Recruiting, Retaining and Rewarding. It was generally felt that you would lose officials and certainly not recruit as easily. Also the way the policy works means that not all officials are being treated equally which was why I wrote in. I have since had long discussions with Cherry.

A statement has been issued that U16's cannot qualify as level 2 officials. This is part of the H&S strategy. They get them automatically when they are 16 but what is not clear is whether they have to get a DBS straight away.

Other questions have been raised which officials need answers to....

Who ratifies records? At the moment TAG receives all the information but do not know if the BOARD should be the ratifying authority.

**Wendy Haxell**  
**December 2014**

## **UK Members Council December Report:**

### **Off Track:**

#### **1.1 KPI 1: Win more medals to inspire the public**

##### **IAU World 100km Championships, Doha – Friday 21 November**

Ellie Greenwood was crowned World 100km champion, Joanna Zakrzewski was 3<sup>rd</sup>. GB&NI Women's Team won Gold. The Men's Team won Bronze.

**2015 Events** to look forward to the World Mountain Running Championships in Conwy 12-20 September

#### **1.2 KPI 2: Stage Great Events to engage the public**

##### ***2014 runbritain Grand Prix final standings.***

###### **Men:**

1. Scott Overall 1398 points
2. Nicholas Torry 1183 points
3. John Mc Donnell 1156 points

###### **Women:**

- Emma Steptoe 991 points  
Emily Wick 981 points  
Rachel Felton 975 points

##### **NCAA Cross Country Championships, Terre Haute, USA – Saturday 22 November**

Kate Avery became the first Britain since 1989 to win an NCAA Cross Country title.

##### ***2014 British Athletics Cross Challenge Series, Fixtures:***

Liverpool 29 November 2014 (results awaited at time of writing report)

##### **British & Irish Masters Cross Country Championships, Wollaton Park, Nottingham – Saturday 22 November**

Ben Reynolds led home and England clean sweep in the 50-54 age group. Guy Bracken was 2<sup>nd</sup> and Paul Butcher 3<sup>rd</sup>.

Clare Elms won the women's event in the same age group and the England Team won the Gold.

### **KPI 3: Increase participation to build athletic nation**

Active People's Survey latest update due to be announced mid December.  
Various initiatives implemented by all Home Countries.

## **2. The Key "Philosophies"**

**2.1 All strategic decisions should be driven by the support of the Athlete Development Model.**

<b>ITEM</b>	<b>2013</b>	<b>2014 Feb</b>	<b>2014 June</b>	<b>2014 Oct</b>	<b>2014 Dec</b>
Licensed Events	2,115	659	1,235	1,603	1,670*
Races with online entry	359	139	322	417	494
Online Entrants	66,403	18,980	49,810	73,750	82,982
Total Maximum Field Size	190,030	84,959	174,371	212,081	213,652
Usable Data	88,627	93,291	105,987	115,408	120,871
Event Adjudicators on Trinity	299	295	303	298	303
Event Adjudicators roles covered	312	319	327	324	329

\*2390 when you take into account multiple events (2013-2,115)

**Nigel Rowe**

**30 November 2014**

**UK Members Council**  
**Coaching Report**  
**December 2014**

**KPI 1: Win more medals to inspire the public**

Since the end of the summer season most coaches take stock of where they are going with their athletes, coaching methods etc. and start the planning phase for 2015. This is different for the individual disciplines but there is still the need to plan. Optimism should be high as we are just two years away from the World Championships in 2017. As always funding is a major focus with winners and losers but it is hoped that all athletes and coaches will maintain motivated with or without funding. From a coach perspective the National Coach Development Programme (NCDP) is extremely useful and should continue to be supported with a clear talent identification programme put in place for coaches who are achieving results. It is hoped that our athletes will do well in 2015 following the success of the past two years and the role of our coaches is key to this.

**KPI 2: Stage great events to engage the public**

Events held in the UK last year had mixed attendances apart from the Commonwealth Games. We need to ensure that coaches encourage their athletes to take part in events like the British Championships in order that the event is seen to be well supported. This is particularly the case with the really well known athletes who will attract the crowds. The initiative to attract club athletes and coaches along to major events as spectators is excellent and should be encouraged. We need to ensure clubs take up the opportunity by not having competitions on those weekends. This may be very difficult until the competition calendar can be rationalised. The opportunities with the use of the Olympic stadium in 2015 must be optimised whilst still keeping opportunity for club members to attend. There is nothing like seeing top class athletics in a magnificent stadium to inspire athletes and coaches. We need also look at regional championships and British league matches to make them more spectator friendly. I am sure at the moment the average athlete spectators are not aware they are even being held.

**KPI 3: Increase participation to build an athletic nation**

It is likely that the next Active People survey will show a further increase in numbers participating in athletics which is good news. This is good for the sport and shows promise for future funding. We need to also look at the way that our athletes are coached at all levels. There appears to be a new desire for new runners to get coaching and we have a lot of new people who have qualified at Leadership in Running Fitness who could provide this, particularly if they went on to qualify as a Coach in Running Fitness (CIRF).

There are a number of changes proposed which has been formulated to address the short and longer term challenges facing clubs in developing greater coaching numbers and capacity to deliver for their athletes. There are currently a number of issues we face at the Athletics Coach qualification, as we are not qualifying enough coaches (currently the pass

rate is circa 30-40% max whereas at Coaching Assistant the pass rate is between 70-80% on average.

It is felt that the current AC content was excellent but that it was aimed at the wrong audience and that it was too complex and too focused on how to coach when the reality is that most volunteers want to specialise earlier and clubs need capacity and more qualified coaches to deal with demand. Most clubs operate a multi-event approach to youth development and then start to specialise at the ages of 13/14. It was also felt that Coaching Assistant covers the run, jump and throw elements well and that some of this content is duplicated unnecessarily at Athletics Coach level. Moving to event modules earlier at AC level could be achieved and would help clubs.

The general consensus is that the overall changes will be positive however who knows about them? We need a wide ranging communications plan to be put in place to address this as there are some good news stories in this lot that people should know about so they know what they are getting into when they register for course attendance. A greater use of online technology will be introduced although this must be flexible to cope with people that are not strong on IT.

#### **KPI 4: Host the `best ever` World Championships to make the country proud**

As I said last time we are over two years away and the reality is now looming. There should be no doubt that we are more than capable to putting on the best ever World Champs there has ever been and we certainly have the expertise to do so in officiating and event management. I hope that recent changes to the way officials are selected for televised events will not affect the motivation of key people who work as national officials but are now on the new IMO list. The danger is that a lot of these people are also coaches and administrators within clubs and their discontent is not going to help one bit. I hope this does not turn out to be the case. We need to embrace the whole sport and make everyone feel it is an event for them. I hope this can be done.

#### **Key Philosophies**

##### **1. All strategic decisions should be driven by the support of the Athlete Development Model (ADM)**

At the beginning of September Peter Stanley moved to the new role of 'Head of Field & Combined Events'. At this same time Stephen Maguire also took up the new position of 'Head of Power', this is essentially speed and hurdles including relays; they have both joined Barry Fudge, who is the 'Head of Endurance'.

In its simplest form the three of them will set strategy to be delivered by the Home Countries to guide progression of performance through fundamental development to world levels.

As part of Peter's role he will continue to chair the Coach Education Steering Group. This will continue to make recommendations to the CEO Forum for ratification to drive the Coach education System.

Each Home Country will be responsible for delivering the quality and quantity of the courses required at 'Local' levels. British Athletics will continue to strategize, monitor, quality assure and assess tutors, training and tutoring. As you are aware each Home County (H.C) has its own Education Manager/Co-ordinator, as well as a 'Head Coach'. England Athletics, due to its size will have a 'Head of Coaching and Athlete Development' and a 'Coach Development & Education Manager'. This second role will manage delivery of the formal coach education courses but will also be responsible for the 'Local CDP' – informal activities aligned with the CCSOs and the NCDP.

The Coach Education Steering Group will be meeting on the 3<sup>rd</sup> December to continue the momentum and initiate a set of recommendations based on data harvested from the Audit/Census. Peter has also put in place some additional analysis to be carried out by SCUUK. This is to allow informed decisions to be made to target local issues within coaching levels.

All the modules for each of the event Group Awards are now completed and have been uploaded on uLearn. The Speed & Hurdles, Endurance and Jumps Integration Days have been launched and the Throws Integration Day will be in February or March, determined by the Activities Calendar.

There has been a pronounced acceleration of progress through the new Diary Structure within CiRF and Athletics Coach. The use of Pebble Pad and diary support has influenced the number of engagements. It is still too early to confirm if this will produce the throughput desired but the early contact signs are both continuous and progressive, with momentum being maintained.

NCDP continues to be influential and is still being led by the Event Group Leads, who have all been transferred from British Athletics to England Athletics status. They will continue to work with and support the other H.C.s. This complies with the earlier demarcation of strategy being set by British Athletics and delivery to be the responsibility of the Home Nations.

## **2. To be Britain`s best Olympic and Paralympic sport in everything we do.**

We are continuing along this path and the time to 2016 is short. It is hoped that we can take strong teams to Rio in both events to follow on the legacy of London. As always the challenge is to get everyone in the sport working together for the same goals without unnecessary squabbling. Finances will always be an issue but money needs to be spent more wisely.

**Keith Reed**  
**Coaching Representative**  
**December 2014**

**CLUB REPRESENTATIVE REPORT  
UKMC 6 DECEMBER 2014**

Competition

Participation in cross country events seems to on the increase with many events having significantly higher number of competitors across all age groups. It is good to see this side of the sport gaining in popularity and hopefully this will continue.

The UKYDL had its first AGM recently and there were proposals from clubs putting forward changes to the league. None of the propositions were successful and the league will continue in a similar format for 2015. The proposed changing of the age groups from 2016 will have an impact on the structure of the league and it is essential that the league management come up with proposals well ahead of the AGM for 2015 so that Clubs can be fully consulted.

Keith May  
6 December 2014