

**UKMC**  
**Friday 29 November 2013**  
**UKA, Alexander Stadium**

Attendance           Lynn Davies  
                          Mike Harris  
                          Roy Corry  
                          Carol Anthony  
                          Roger Simons  
                          Leslie Roy  
                          Wendy Haxell  
                          Chris Jones  
                          Kevan Taylor  
                          Carole Anthony  
                          Ed Warner  
                          Bill Adcocks  
                          Keith Reed  
                          Peter King  
                          Nigel Rowe  
                          Sarah Hall

Apologies:           Niels de Vos (attending European Athletics G5 Meeting)  
                          Keith May

**Welcome & Apologies**

Apologies received from NdV& KM. LD apologised for NdV not being at the meeting as he is currently out in Strasbourg at a European Athletics G5 meeting. LD gave a warm welcome to Keith Reed who is replacing MH as the Coaching representative.

Congratulations were noted on the winning bids in Monaco

- Cardiff on World Half Marathon
- Birmingham on World Indoor Championships

Congratulation to UKA TV Events Team for winning International Sports Event Management award for the Sainsbury's Anniversary Games.

Congratulations to Linda Turner who has become the ITO Technical Delegate, the first woman in the UK to achieve this.

Congratulations to all other International Official appointments which was circulated to the Council for information.

**Minutes of the minutes 5 October 2013**

The minutes of the meeting 5 October were approved as a true record.

### **Matters arising from meeting 5 October 2013**

Matters arising were covered on the agenda.

RS said the YDL Review Meeting will take place on Saturday 30 November and this will provide feedback on the format going forward. The meeting will also act as the AGM.

MH raised concern over notifications to clubs on the rule changes in weights on Javelin, Shot (etc).

### **UKA Update**

#### **London 2017**

UKA has set up a separate subsidiary to UKA for the IAAF 2017 Championships with a second subsidiary company being set up for the IPC Championships. EW explained the reason for the separate underwriting arrangements for each event. . The Boards for the IAAF and IPC Championships will include a number of the same Board members plus an additional two for each who will only be directors for one of the Events – for example Athletes' representatives

The recruitment of a Managing Director to manage both the Championships will start in January 2014 with an anticipated starting date of Q3 2014. This will be carried out through a recruitment agency.

Ticketing Strategy and a 'Gold Club' is being developed with the support of Paul Williamson (Ex Head of Ticketing at LOCOG) & Jon Ridgeon. It is the intention that the Ticketing plan gives priority to athletics clubs & fans. EW explained Jon Ridgeon is looking at a premium ticketing plan which will increase income and hopefully will go towards the funding of the Prize fund which UKA are responsible for and was part of the bid conditions

#### **Commercial**

EW announced that Sainsbury's was moving in the right direction, however nothing has been confirmed. He explained that UKA are currently looking at Event Partners through to 2017.

Conversations are still ongoing with other potential sponsors for other UKA rights (e.g. Teams).

LR asked if the HCAF support would continue, EW said that it would put them in a good position to discuss with NdV.

## Events

London Diamond League will likely move to Glasgow in 2014, but until Contracts are signed no definite announcement will be made.

EW said that an Anniversary Games was likely to take place on 20 July in Horse Guard Parade as a one off event.

## Performance – Head Coach

EW said that following a Board presentation by Neil Black, the Board agreed to support the recommendation of Neil to recruit 3 Event Leads rather than one Head Coach. The Event Leads would be Endurance, Sprints & Hurdles and Jumps & Throws. Neil would still be the key person at major events and lead the team.

Nike Challenge - MH asked regarding the proposed “Nike Challenge” and the already congested calendar. EW said Nike were very aware of the need to fit into the events calendar.

## AGM

The minutes of the AGM meeting held 30 November 2012 were approved.

## **2013 Financial Statements**

Approval of Report and Financial Statements of the company for the year ended 31 March 2013. The Council agreed unanimously.

Appointment of haysmacintyre as the auditors of the Company for the year to 31 March 2014 and delegate agreement of their remuneration to the Board of Directors. The Council agreed unanimously. KT added that haysmacintyre have been given notice that the audit would be going out to tender in the second half of 2014

## Election results

KT confirmed that 902 votes had been cast for the position of Coaches Representative with 3 invalid. The votes were recorded as Keith Reed 476; Mike Harris 423.

LD congratulated KR on his election to the Council and gave thanks to MH for the time and commitment he gave to the Council over his term.

There were no other nominations for the position of Club Representatives and KM was confirmed. This leaves two positions on the Council vacant

LD thanked BA and MH for their time and commitment to the Council throughout their terms of office.

LD added that Roger Simons had come to the end of his two year term and proposed to the Council to extend for a further 12 months. The Council agreed unanimously to extend RS for a further 12 months.

LR asked why RS has only been extended for 12 months. LD said that the Articles of Association didn't allow extending further. After 12 months RS can be re appointed and this will be reviewed at the AGM in 2014.

#### Articles of Association

KT presented the changes to the Articles of Association and the late inclusion of UK Sport into the "Interpretations". The updated Articles of Association were approved by the Council.

#### 2013/14 Financial Summary

KT presented the 2013/14 Financial Summary to the Council.

RC asked regarding a break even budget as the summary showed a surplus. KT said that over the next 3 years an equivalent deficit has been forecast, with 2014/15.

BA asked about the track protection costs in the Olympic Stadium. KT responded to confirm that this had been included in the 2013/14 financial year and covered in the surplus forecast.

LD asked the Council if they felt that it was value for money on the expenditure. The Council considered the performance of UKA was value for money particularly in difficult times.

#### Election Regulations

The Council discussed the Election Regulations and raised the following points:

Meanings - add Limited to Athletics Northern Ireland and Welsh Athletics

Eligibility to Vote - concern over 'any person' voting for the President and Vice President positions. It was agreed that all members of Council should provide feedback to KT and the Regulations would be discussed further at the February meeting with a view to finalising the new Regulations.

Clarification is also required on Road Runners and Senior Official. **Action:** KT to co-ordinate feedback from members of Council

Elections for UKMC Members – Due to poor support from clubs to vote in these elections LR suggested that the two club representatives should include geographical representatives (i.e. North & South). LD suggested an article in Athletics Weekly explaining the role of the Council.

## **Home Country Athletics Federation Reports**

New format of the reports aligns to UKA Strategic Objectives:

- **Win more medals to inspire the public**
- **Stage Great Events to engage the public**
- **Increase participation to build an athletic nation**
- **Host the 'best ever' World Championships to make the country proud**

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

Report Taken as read - (see Appendix I attached)

PK said that the Moore Stephens report is still awaited. The initial feedback is that the visit was satisfactory. KT added that the report is expected in December with feedback to Moore Stephens and Sport England due in January.

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

Report taken as read - (see Appendix II attached)

### **Scottish Athletics – Leslie Roy**

Report taken as read - (see Appendix III attached)

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

Report taken as read - (see Appendix IV attached)

The Council discussed the increased participation requested by all the Home Country Athletics Federations since the Olympics. LD suggested having a future Agenda topic on legacy since 2012.

## **Volunteer Representatives**

### **Officials – Wendy Haxell**

Report taken as read - (see Appendix V attached)

WH said the Officials reports will be based around different levels of meetings.

### **Off Track – Nigel Rowe**

Report taken as read - (see Appendix VI attached)

Clubs report – Bill Adcocks

Report taken as read - (see Appendix VII attached)

Keith May

Report taken as read - (see Appendix VIII attached)

Coaching report – Mike Harris

Report taken as read - (see Appendix IX attached)

Clubs & Coaching volunteer representatives should encourage feedback from Home Countries to get any issues that they may be having. **Action:** WAL/SAL/EA & ANI to provide contact details to SH.

Any Other Business

SH to have Council papers available in a folder on the day of the meeting.

WH said that a survey of clubs regarding the number of officials is being carried out and will be split into levels.

**Date of next meeting**

Friday 14 February – 4pm Crowne Plaza, Birmingham (followed by dinner on Friday evening)

REPORTS  
APPENDICES I – IX

## **Appendix I**

### **England Athletics Report 2013**

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

- The LCDP winter programme is in full swing with area coaching conferences having been delivered to circa 400 coaches across the 4 delivery areas.
- The 2013 Women's UK Coaching conference was held on 19 October for 85 coaches and the coach education review programme continues with a project steering group in place to support Peter Stanley to implement agreed changes to the education system.
- Regular meetings have been introduced between Neil Black and Peter Stanley where they have guided the Performance coaches and Event Group Leads to initiate a partnership approach to Event Development including 'Futures' athlete/coach and AASE athlete/coach teams. This has been challenging given the recent changes in the BA performance department.
- The 5 Event Group Leads (all former EA National Coach Mentor event leads) have composed strategies for all event groups and presented them to the Performance Department of BA.
- The 2013 UK women's coaching conference was held for circa 85 coaches on 19 October as part of our continued focus on addressing the imbalance in high ranking coaches in England and the UK. Feedback has been positive from this event thus far.
- We have held NCM/EGL meetings to develop the structure and explain the working principles which will bridge England Athletics NCMs through to the British athletics EGLs and then onto the BA performance coaches. We have further aligned the NCDP with the LCDP to ensure Development through coaching from 'grass roots' remains our priority to impact on the sport. Geographical centres for Disabled athletes have been programmed to allow continuity of coaching and inclusivity.
- Commonwealth Games
  1. Full review of Long list completed
  2. Team Leaders workshop attended
  3. Staff ticketing policy completed
  4. Volunteering policy completed

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

- 10 Mile Championships formed part of the Great South Run on 27 October
- 2014 Championship Programme Agreed
  - A full programme of events for T & F agreed and announced
  - BMC event agreed in with Senior CE's
  - Tom Pink again in with Age Group CE's
  - Age Group indoor Championships moves to Sheffield , for the first time



## Teams

- Toronto Marathon team 25<sup>th</sup>
- Indoor Track & Field schedule confirmed
- 25 September. England Junior and Under 17 teams clean sweep at the Home International Aberfoyle, Scotland. See report on Website
- 1 October. England team at Hocfelln Mountain race Bavaria See report on Website
- 7 October. England Under 23 development team take 2 top ten places in 10k Slovenia .See report on Website
- Queens Baton Relay – city bids closed on 31 October. A decision will then be made on the venues. We will be planning our activity/ coverage on the back of the decision made there. But also look at how we then engage places not part of that in wider activity.
- Participation discussion/ conference taking place on 4 December at Sport England focused on CG – the above will shape our thinking but we will look to maximise the opportunities that this presents.
- BBC5 live will be doing a once a week magazine programme in conjunction with BBC Scotland. May be opportunities there for us that we are now exploring.
- Team announcement – dates to be confirmed. AD and PS already in touch with Claire Furlong (who is leading on games time coverage) on this. Importance of athletes (all sports) not breaking embargoes was stressed so this needs incorporating in them being told – both those selected and those not in.
- CGE attended our Hall Of Fame evening and were very complementary about it. Circa 400 people attended our annual awards/HOF evening in late October and 7 of the 9 regional awards evenings have so far taken place across England.

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

- 118,000 registered athletes with EA this year so far against a year end target of 128,000. We have exceeded the highest previous number of club and member body affiliations to EA
- Run Group meeting number 2 has been held in London and we launched our overview of the Recreational athletics/running plan for England together with the market maker funding pot supported by Sport England to deliver “in-direct” impact on running participation. We also disclosed the latest set of insight reporting from the running market. There have been 5.9m people who have run during the last 12 months according to data we now have which means our challenge is as much about getting people back into regular running as it is converting in-actives to actives. Details are included with this board pack. We have so far delivered 27,000 new weekly participants towards our annual direct delivery target of 36,000 for the operational year. APS figures are due out on 15 December. The focus of the staff annual conference will be participation on 9 December.
- We have recruited further activators in Barnet through a partnership with Saracens and are also now working on recruitment of a new activator with West Ham Utd. Further activators have been recruited in Manchester and extensions to activator positions in Norwich/Ipswich and Kent as individual examples of our targeted

activation approach across England. Traction in some of the priority cities continues to be a challenge as it is for many other sports given the economic pressures and issues faced by local authorities. We are seeking other delivery models in such cases.

- We continue to be pleasantly surprised by the positive picture in terms of facility development at a local level – this is referenced in the facility strand of this report. We have invested in clubhouse improvements in Southend in partnership with SE and the athletics club in addition to the 4 other projects reported in last month's board pack. We have also secured 100k towards an innovative modular clubhouse pilot in the SW to test alternative approaches in rural areas.
- £300K refurbishment of Fox Hollies (Birmingham) now complete
- £380K compact facility at Stoke Newington School has now been officially opened
- Nottingham City Council have secured funding through Sport England's Iconic facilities fund to develop the facility at "Harvey Hadden" Stadium
- We have awarded £75K to facilities in Nottingham, Sheffield and Manchester
- We are in advanced discussions with Sport England over a potential £300K investment in floodlighting projects across the country
- Sport England have also awarded us a £100K modular clubhouse facility that is earmarked for a Dorset based project

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

- We have now recruited our 17<sup>th</sup> activator in London as part of the RUN! city activation project which was initiated in the build towards 2012 and which will be extended through to 2017 in delivering sustained participation legacy. Further activation projects are being initiated in Manchester, Bristol, Leeds, Nottingham, Leicester and Sheffield along the same lines.

## **Appendix II**

### **Welsh Athletics Report**

#### **1. Introduction**

##### **Launching the Legacy**

The past year has seen athletics in Wales flourish. The golden opportunity presented by the London Olympics and Paralympics has been translated into a clear plan for athletics to develop. We now launch the legacy for a vibrant and sustainable future.

Earlier this year we published the Welsh Athletics Strategic Plan, 2013-2017. This ambitious document outlines the strategies to increase participation, provide a pathway of opportunities, to produce international athletes and a world class coaching system, engaging with clubs, schools, local authorities, community groups and other sports development partners.

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

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

In terms of Great Britain representation, Wales had a fabulous year in 2013 with a total of 17 different athletes and three coaches achieving their British colours.

It all started at the combined events indoor international in Valencia where the three medallists from the UK indoor Championships were in action. This was followed by Michael Ward's (Paul Darney) well deserved selection as part the British U20 team at the World Cross Country Championships in Poland, while Bethan Davies contested the European Race Walking Cup. There were four Welsh junior athletes who gained their honours at the Loughborough International – Dewi Hammond (4x100m), Owen Smith (4x400m), Ryan Lee (Dave Norton) (4x400m) and Aidan Reynolds (javelin).

At the European Team Championships in Gateshead, seasoned internationals Brett Morse (Discus), Dai Greene (400mH), Lee Doran (Javelin) and Rhys Williams (4x400m) were all in action, while Scott Simpson was selected as a team coach for the event.

At the European U23 Championships in Tampere, Rachel Johncock placed 5<sup>th</sup> in the 100m and took a wonderful silver in the 4x100m while wearing the British vest and at the U20 equivalent in Rieti, David Omoregie placed 5<sup>th</sup> in the 110mH with a huge personal best and Elliot Slade (Arwyn Davies) also picked up a British vest. At the European combined events cup, there were representative honours for Francis Baker and his coach, Gareth Lease, while another coach-athlete partnership also wore their British colours with pride, when Adele Nicoll and Andy Brittan attended the World Youth Championships in Donetsk and Adele placed a very respectable 11<sup>th</sup>. The final British international event of the year saw three Welsh athletes contest the World Championships in Moscow – Brett Morse (discus) and both Dai Greene and Rhys Williams in the 400mH, while Andy Brittan was once again called upon to be the British team coach for throws.

During this year the quality and breadth of coach development activities in Wales has been outstanding, including presentations from world-leading coaches from the UK and the US.

In March 2013 following a series of workshops Welsh Athletics launched a new initiative, a National Development Programme to help support Wales' highest achieving coach-athlete partnerships. The ethos behind the NDP is to bring the athletes, their personal coaches and the Welsh Athletics Performance Team together to learn from each other and to promote best practice in every event. In addition, the opportunity the NDP provides in educating athletes and coaches is pivotal in developing the talent from within Wales.

Another highlight was the fantastic series of coach development opportunities Welsh Athletics was able to provide with Dan Pfaff. Looking forward the themes for the informal coach education this year are planning, preparation and keeping athletes healthy.

The programme of Regional Development Days and a National Development Day will be repeated in the spring of 2014.

All in all, quite a remarkable year!

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

2013 began with an intensive period for the both Cross Country and Indoor Championship programmes. The Cardiff Cross Challenge incorporating the Welsh Universities Championships, battled some snowy conditions, making for a 'winter wonderland' spectacular.

The Indoor season saw the continued success of the Cardiff Met Grand Prix meetings and the Welsh Championship for various ages. The events provide a vital springboard to UK National level competitions and the Indoor Celtic Cup. This year's edition was a head-to-head Wales versus England in the under 20s age group. The match was a fantastic climax to the indoor season with some brilliant performances and can really build as an opportunity for 2014.

The cross country season concluded with the joint home countries and SIAB cross country International in March. In the stunning setting of the Dinefwr Estate, this event provided a fitting show piece for the discipline.

The gap between the summer and winter season is always closing and road running scene normally bridges the gap, if any. The first outdoor track event was the newly adapted Welsh Senior League. The outdoor track championships and major events showed a good spread in locations throughout Wales, with events in each of the four regions. The support of these championships was continually high with quality of performances to match. The second annual Welsh Athletics International was held on the 31 July, supported by seven international teams and guests. In a very successful evening the performances were matched and great to see the Welsh senior team come out as overall winners. This led on to the delivery three days later of the Celtic Games International held at the newly renovated Eirias Park, Colwyn Bay. The venue greeted the three international teams of Wales, Ireland and Scotland in the U18 & U16 age groups.

The landscape for 2014 is exciting with the build-up into the 2014 Commonwealth Games.

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

The Athletics Networks – Club Development Plan, identifies five primary objectives;

- Create a thriving club at the heart of every Athletics Network.
- Double club membership.
- Double the number of active volunteers.
- Give every child the opportunity to take part in athletics, the opportunity to run, jump and throw.
- Work in partnership to provide a full pathway of local athletics opportunities.

With each of these objectives we have been able to identify key areas of work which has given a new focus and purpose to our activities. We have identified a number of key clubs and, through a phased approach, will work to provide additional support and services. Our aim to double club membership by 2020 represents a 10% annual growth per year, and in order to achieve this increase in membership it is clear that we will need an army of active volunteers delivering the sport at all levels.

We aim to offer further support schools athletics and the school districts in a more coordinated fashion, in order to extend the opportunities for young people of school age.

We are in a position now, with a full complement of Club Network Officers, supporting a focussed number of clubs and engaging with a series of key partners we are in a strong position to deliver on our objectives.

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

On 15 November, Cardiff was awarded the prestigious honour of hosting the 2016 IAAF World Half Marathon Championships.

This event presents a huge opportunity for Welsh Athletics, working closely with British Athletics in the run-up to 2017. For Cardiff Council and the Welsh Government, both key partners in the bid, the event presents a global opportunity to promote the city region and to enhance the reputation of Wales.

There is a clear opportunity to build participation in running around the event, as the stimulus provided to athletics from hosting events in the UK is proven.

This event adds to the other major events already scheduled in Wales;

- IPC European Athletics Championships, Swansea 2014
- World Mountain Running Championships, Conwy 2015
- World Half Marathon Championships, Cardiff 2016

And provides an unprecedented opportunity for the sport over the next 5 years, with the following events also being hosted in the UK;

- Commonwealth Games, Glasgow 2014
- IAAF World Track and Field Championships, London 2017
- IAAF World Indoor Track and Field Championships, Birmingham 2018

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

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

This is a key starting point for our current competitions review.

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

In defining the ambition for Welsh Athletics, the Leadership Team has also sought to explore the characteristics of a high performing team, with a view to improving the overall effectiveness of leadership within Welsh Athletics.

The following projects give a flavour of the process of continuous improvement;

- Governance Self Assurance
- Preliminary level Equality Standard
- Organisational Self Assessment
- Welsh Schools Athletic Association Review
- Competitions Review
- Athletics as a top 10 sport in Wales

### **Appendix III**

#### **Scottish Athletics Report**

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

Consistent with our published (April 2012) Selection Policy, scottishathletics, working closely with Commonwealth games Scotland have selected and announced the first 23 athletes for Team Scotland for the XX Commonwealth Games in Glasgow summer 2014. This early selection is designed to enable athletes and coaches to prepare effectively through the winter in the knowledge of selection, and most importantly to the “peak” at the Games (rather than chasing qualifying times early season etc). The approach is different, but consistent with our performance goal of working with athletes and coaches to “perform on the day; perform when it matters”.

The weekend of 24-26 October was very busy with the IFAC conference in Glasgow along with the launch of the National Youth Academy. The coaching conference was just part of a routeway of training for coaches that has been ongoing throughout the year. (note – IFAC 2014 will not be hosted in Scotland).

The National Youth Academy is to ensure that our best teenagers continue to develop in the sport as they progress towards senior status. To be considered for the National Youth Academy an U17 athlete must have achieved the UK Power of 10 standard in applicable events on the National Rankings.

The targets for the programme are to:

- increase the retention of our best age group athletes into the senior ranks
- increased representation on GB U18,U20 and U23 teams en route to CWG 2018 and beyond
- greater number of young athletes on CWG 2018 team and beyond along with more medals.

The benefits of the programme will be include Coach, Athlete and Parent Education opportunities, Understanding Talent workshops, Performance and Lifestyle workshops, Physiotherapy/conditioning/functional movement screening, subsidised training camp opportunities.

scottishathletics have recently appointed five National Coach Mentors, the start of an ‘Impact 2018 Event Development Programme’ with improving knowledge in our coaches at its heart. The roles will cover throws, sprints, endurance, jumps and para sport and are part time roles.

The roles are very much about getting into clubs and developing these areas in the long term. The mentors will speak to clubs, assess their needs, and through that, help the coaches working on the ground. The goal is for knowledge and best practice to filter down and enhance the work already taking place within clubs. This programme is to supplement and support coach and event development.

The challenge for the sport is that 100 new athletes = approximately 10 coaches. The potential buzz around the 2014 Commonwealth Games and with athletics at the forefront of that excitement there are major challenges around club structures, volunteering and coaching, in ensuring clubs can recruit more athletes and provide a quality experience. In

recognition of this scottishathletics have developed a guide for clubs to help them through this process – ‘Glasgow 2014 Your Legacy – support booklet for Scottish Athletics Clubs’. The focus is very much on recruiting coaches and volunteers, effective coaching structures as well as creating a pathway for potential athletes.

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

We have three events in 2014 (almost confirmed) that provide a unique opportunity in this regard. We start with the Glasgow Indoor International – this year (2014) for the first time a Scottish team competes. That is logical as we build the profile in the build up to Team Scotland competing in the Commonwealth Games in Glasgow of course.

We then anticipate confirmation of the Diamond League coming to Hampden Park ahead of the CGs. That will be a one-off unique experience – Hampden will only have the track on a temporary basis, so it can never happen again. The opportunity for those Scots (member of clubs etc) who failed to get tickets for the Commonwealth Games having an early opportunity to purchase tickets for a Glasgow DL – great PR chance for the sport and a strong basis to fill Hampden again!

Then the Commonwealth Games itself. Sold out. Full. The Hampden Roar – legendary already, coming to an athletics event near you! It has the potential to be stunning, and should contribute to maintaining big event fever and enthusiasm ahead of 2017.

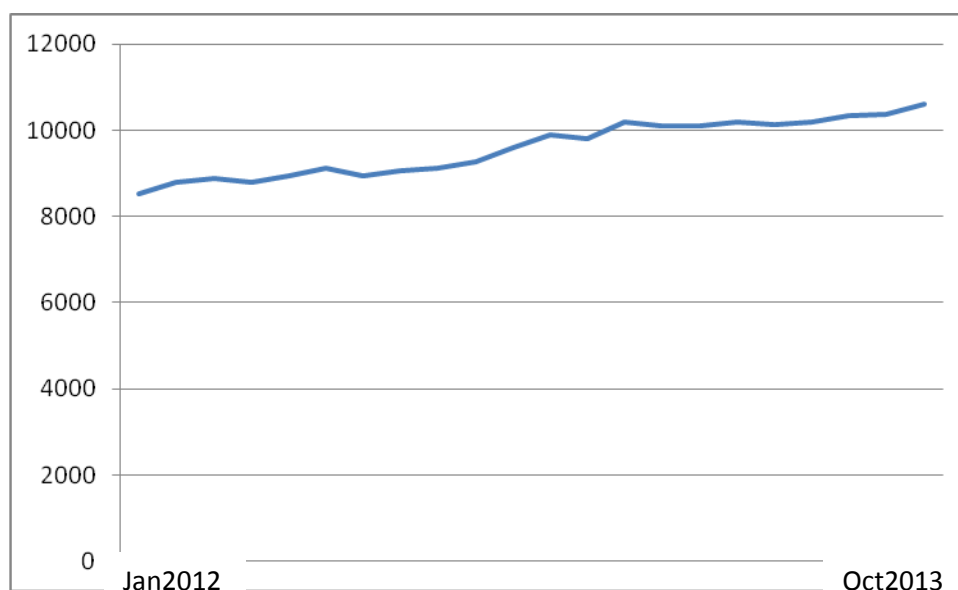
## **KPI 3: Increase participation to build an athletic nation**

The NVT club together scheme was launched in early 2012 with part-time Club Together Officers appointed to impact within the club - grow the volunteers and coaches, take on the tasks that the volunteer members haven't been able to do! Initially this was across 17 clubs in Scotland but there are a further 10 in the pipeline now, another factor in the growth of entries.

A key feature of the Club Together programme is not just recruitment of athletes and coaches / volunteers (huge), but their retention 12 months later. Very high – 70% for athletes, above 90% for volunteers and coaches. Why? Because of a personal touch, as well as better structures within those clubs (as part of the programme)!

Simply put, all data is positive and heading in the right direction!  
Membership:





The above graph demonstrates a steady trend in membership increase. Much of this attributable to junior increases (but not exclusively). The graph steepens around the time of the Olympics, and we are anticipating and preparing for a similar or steeper increase around / post the Glasgow Games.

Event entries (record levels across all disciplines and age groups) support that membership growth. As we enter another Cross Country Season it has been great to see a record entry from clubs at the scottishathletics National XC Relay Championships and also at the National Short Course Cross Country Championships across all age groups.

Almost 1700 athletes entered the cross country relays at the end of October with team breakdowns as follows: Men 163, women 99, Young males 127 and young females 121. The rise in girls numbers is heartening with 54 teams having entered at the same venue in 2004 and only 32 teams in 2000.

The overall number of athletes 1693 is the highest since it entered its current format 20 years ago.

The summer season just ended had increased entries across all Track and Field Championships with the impact of the 2012 Olympics and the forthcoming 2014 Commonwealth Games being factors.

Jogscotland continues from strength to strength. Membership numbers circa 28000. New approaches to jogscotland branded events, promotion, and partnership. A new partnership with SAMH (Scottish Association of Mental Health) launched – extremely positive and beneficial in mutual terms. Increased practical links between jogscotland groups and clubs – jogscotland groups are a good source of volunteers and leaders within clubs – and bring family members along (children = recruitment into athletics).

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

Scottishathletics seeks to support and impact positively on the 2017 WC – both in terms of high representation by Scottish athletes, and also in support of the wider event delivery function. The Glasgow Commonwealth Games has resulted in a high number of officials being trained to TOECS L2 – which can only be a positive in the lead up to 2017.

We look forward to further engagement on specifics of HCAF engagement and delivery roles in the build up to 2017.

### **The 2 Key 'Philosophies'**

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

This reflected in our strategic plan and priorities on a year by year basis. As a principle it is built in and integrated.

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

This is a subjective assessment of course! What we can be clear upon is that scottishathletics and athletics in Scotland is both practically and in perception terms going through a revival, and that is being recognised by the media, by partners.

Our key partners in sportscotland (their investment makes them key partners!) recognise the progress, and this is demonstrated by the frequency with which we are now (a) held up as a good example Governing Body, and (b) asked to present and speak to other governing bodies – leadership opportunities. That is pleasing, but not a basis for any complacency!

Our relationships with Commonwealth Games Scotland are equally positive – open and honest of course, but respected and on a strong footing.

Most importantly, how would our members rate us? Well, judging by informal feedback, the lack of complaints and issues (e.g. at the AGM – none), our members are more satisfied than in recent years. That would not account for everyone of course, but the focus we have to clubs and club development is a strong aspect of this – we seek to benefit opportunities across all levels of the sport, and we can evidence impact across all levels.

Perhaps the biggest message – our communication has improved hugely, (web/ social media / press), and our members now have the opportunity to more easily know what is going on, why, and how.

We are therefore playing our part in delivering..... but it's only a part, and there is a long way to go.

## Appendix IV

### Athletics Northern Ireland Figures 1 July to Present

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

Athletes from Northern Ireland have achieved the following performances:

- 4 medals at the IPC world championships,
- 2 medals at the European Youth Olympic Festival,
- 4<sup>th</sup> place at the European Junior Champs,
- 25<sup>th</sup> World youth champs,
- 16<sup>th</sup> European U23,
- 5<sup>th</sup> World University games and 21<sup>st</sup> World Championships

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 July – 30 Nov 2013

Course Name	Number of Courses	Number of Participants
Coaching Assistant	1	10
Leader in Running and Fitness	3	71
Athletics Coach	1	7
Coaching in Running & Fitness	1	9
Elevating Athletics Primary	1	20
Athletics NI Conference	1	80

#### Athlete Interaction with Media & Public

##### Jason Smyth (Paralympian)

##### September 2013

Special guest at the launch of the 2014 Deep RiverRock Belfast City Marathon.

##### October 2013

Appointed first ever Sporting Ambassador for Sport Northern Ireland.  
 Launched the Sport Northern Ireland “Sporting Ambassadors” programme..

**November 2013**

Launched the North West Coaching Awards arranged by the North West Coaching Network and supported by Sport Northern Ireland.

**Michael McKillop (Paralympian)**

**September 2013**

Special guest at the New Belfast Installation Dinner  
 Appointed a Mentor for the Sky Sports Living for Sport Programme

**October 2013**

Guest of Honour at the Glengormley High School Prize Giving

**November 2013**

Attended St Louis Girls School, Belfast in his capacity as Sky Sports Living for Sport Programme Mentor

**Aileen Reid (2013 Belfast City Half Marathon Winner)**

**October 2013**

Launched the Athletics NI Primary Schools Cross Country League Sponsored by Flahavan’s Porridge.

**Ryan McDermott (U23 Irish Cross Country Champion)**

**November 2013**

Launched the Antrim IAAF International Cross Country

**Breege Connolly (International Athlete)**

Launched the Podium 4 Sport Seeley Cup 10K incorporating the NI 10K Championships.

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

KPI	Event Name	Participants	Discipline	Overall Figures	Males	Females
2- stage regional/national events	NI & Ulster Juvenile Champs	HC Clubs	XC	<b>1522</b>	<b>800</b>	722
2- stage regional/national events	NI & Ulster Novice Cross Country	HC Clubs	XC	<b>168</b>	105	63
3 - Increase participation	World Police & Fire Games (Track & Field)	Senior Participation	T&F	<b>700</b>	400	300
3 - Increase participation	Belfast City Half Marathon	Senior Participation	RR	<b>3800</b>	2351	1449
3 - Increase participation	Athletics NI Cross Country League (R1-3)	Senior Participation	XC	<b>450</b>	234	216

3 - Increase participation	Athletics NI Primary Schools XC League (R1)	Primary School	XC	1083	581	502
----------------------------	---	----------------	----	------	-----	-----

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

<b>Athletes Registered</b>	<b>Male</b>	<b>Female</b>	
<b>Age 13-15</b>	281	346	
<b>Age 16+</b>	1717	1351	
<b>Total</b>	<b>1998</b>	<b>1697</b>	<b>3695</b>

Athletics Northern Ireland requires clubs to register athletes participating in events outside of clubs from the age of 13+ (turning 13 before 31 December in the registration year).

13-15 year olds are a reduced price to senior athletes, taken as turning 16 or over by 31 December. Athletes under the age of 13 are not currently required to register however a free of charge registration system is being phased in for U13s.

### **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.

Potential bid for European Cross Country Championships subject to funding and support

## **Appendix V**

### **Technical Officials representative**

#### **Level 5 meetings**

At present the list of officials who operate at these meetings is being examined. There are sufficient officials so the aim now is to make sure that there is more consistency in officiating at this level. The aim is to have quality but at the same time allow for the development of newcomers.

What problems are there - We may end up with too many officials and those would not have enough top level meetings to keep their standards up. Discussions need to take place at TRNGs

How can we solve them - monitor the lists annually and prune

What development do we need - to continue with our development younger officials for the future in managerial roles.

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

These will still be manned by experienced officials but allow for those officials who perform best when not in the rarified atmosphere of television.

**Regional meetings** will be covered by those on the regional lists. These lists are constantly monitored and new officials added as they achieve the level 2 c status. This requires a report and experience at a number of meetings.

Level 3 courses are now held once a year in Birmingham thus consolidating manpower, resources and costs.

Competition Management courses are also run once a year and the material for this is reviewed every year with the authors updating the material for the office.

**Lower level meetings** require a mix of experienced and newer officials. The problem lies in the need for officials to gain the level 2b status in order to be able to lead long throw events. My last report highlighted this and I hope that a survey of clubs will ascertain how much of a problem this is.

Course for officials at level 2 are ongoing but in a recent e mail the Cofsecs were told that they had to give a 3 month notice of the requirement of a course. We had been promised more flexibility and this seems to be the opposite and has caused great discussion within our region.

Whilst these courses are on going we need to investigate the numbers that take the course and proceed to qualification and at what level.

Level 2 courses are at present under review but the log book has been restyled so that there is less paper used and the documentation required for upgrading is contained within the Annual Record of Experience.

What problems are there ... not enough 2a officials move on to 2b

How can we solve this....make clubs more aware of their need to promote their officials to 2b level as it helps them with the manning of their league meetings. Need to have greater liaison with clubs working through the Home Countries.

What development do we need.....More club awareness

More consistency in COFSEC work (we have some areas where COFSECS are not as active... it may be that some counties could combine and spread the workload)

The ROE was used for the first time this Autumn and needs a few adjustments made which I will be bringing to the notice of the Home Countries Officials Forum which meets just before this meeting.

Another problem which affects all officials is the introduction of the single copy DBS. Numerous officials have applied for their DBS but not received their licence because they have not followed the instructions and sent the original copy to Welfare.

I recently attended a meeting where the NTDs are asked to discuss and review the meetings held this summer. These reports show shortcomings in the organisation of certain meetings (although it must be noted that the UKA organised meetings went well). For the other meetings to improve a review may be necessary. These NTD reports cover many areas including the communication and liaison between the people who make the meetings work.

What problems are there .... Lack of communication of up to date data of each event to officials

How can we solve them ... we don't like to nag but might have to !!!

What development do we need - A more consistent formatted approach to delivery of meetings.

**Wendy Haxell 2013**

## Appendix VI

### UKA Members Council November 2013 Report

*Off Track:*

#### runbritain:

Licenses issued	2,091
Organisers using online entry system	355
Entrants using online entry system	64,761
Event adjudicators	300
Event adjudicators roles (some adjudicators cover more than one region)	311
Handicap scores claimed	38,000

- Engagement with Mid Devon SAG in respect of licensing.

#### ***Grand Prix next events are;***

- Leeds Abbey Dash on 17 November

#### ***Current Standings:***

##### **Men:**

1. Nicholas Torry V35 1288 points
2. Dave Webb SEN 1094 points
3. Paul Martelletti SEN 969 points

##### **Women:**

1. Katrina Wooton SEN 1047 points
2. Andrea Whitcombe V40 990 points
3. Emma D'Alton V35 970 points

#### **Rules Revision:**

Proposals have now been agreed and will be included in the rule book revision of April 2014 and /or added into 2014 Licence Standards.

#### **Performance Standards:**

Awaiting data from Peter Stanley

Nigel Rowe

15 November 2013



## Appendix VII

### Clubs Report

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

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

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

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

It is difficult to report under the above KPI's as at Club level in most instances we are far away from these objectives. Interest in them will vary from club to club and will range from mildly warm to out and out cold. Just as the Governing body has the KPI's as its main focus; in clubs the focus may well be one of survival to "getting the team out on Saturday". Even for good and successful clubs being run by "unpaid workers" or as there are commonly known "volunteers" time, resources, manpower and finance may well be ongoing areas of concern so their KPI's would be somewhat different.

Clubs for the most part will not be directly concerned with KPI 1. They may well have medals on their agenda and within their teams there may well be individuals whose aspirations are to rise up the ladder of performance and that may or may not impact on the club performances.

KPI2 as a general objective will centre around the promotion of events which the club is either promoting and/or in which its teams will be taking part in. These will range from track and field meetings, leagues and open, to road races and relays and cross country events. The public are not a concern for events in which clubs are involved. The public at such events will consist of parents, families and friends and other athletes.

KPI3 has wide implications for clubs. Many clubs have been formed on the back of successive running booms and tend to cater for senior/master age groups only. Very often some of these may be coming back into the sport after "dropping out" in their late teens or early 20's

Coming into the winter season there appears to be an increase in numbers in the area and National Road and Cross Country Relays at all age levels and cross country numbers across the many leagues are also seeing record numbers.

England Athletics have recently identified competing non registered members of clubs and on the 31 October 2013 it was noted that 22 Clubs had 30+ athletes who were competing regularly without being registered with England Athletics, this amounted to 1280 athletes. All of the Clubs in question have been contacted and data provided to them upon request. EA are working with the clubs to register these athletes or amend EA's records i.e. they may not be a member of the club this year however have continued to compete.

To put this into context, there are have 1162 Clubs affiliated with 117,619 registered athletes, but only clubs involved in track and field have been surveyed at this point in time,

about 50%. It appears that clubs are registering their athletes but as the need may be seen to be greater for track and field a far different picture may emerge with more investigation.

KPI 4 has no direct relevance to clubs although some members may be involved in some way in the fixtures. Club members do get excited when major events are held in this country and so want the events to be top class and generally think that the Governing body are doing a great job in this respect.

Bill Adcocks  
Clubs Rep  
November 2013

## **Appendix VIII**

### **CLUB REPRESENTATIVE REPORT**

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

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

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

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

**KPI 1:** Since the Olympics in 2012 Clubs in the South East of England are in general experiencing an increase in youngsters wanting to be involved in the sport. This however has presented problems in that many Clubs are unable to accommodate this demand due to not having enough coaches and in some cases a lack of facilities in which to train (i.e. Clubs that use a Sports Hall in the winter are limited by how many people the Sports Hall can safely accommodate). This has led to many Clubs having to have a “waiting list”, which in turn can lead to youngsters drifting to other sports. Some Clubs have set up ‘Academies’, training on a separate day/night to the main Club and the participants are usually not actually Club members, but in time would possibly progress to the Club.

**KPI 2:** There was a change in Club competition this year with the introduction of the YDL. After the first season there have been many comments with regard to format, length of meetings, distances having to be travelled by Clubs etc. Clubs have had the opportunity to complete a questionnaire with regard to next year’s format and there is a meeting on 30 November for further consultation. Obviously as with many aspects of the sport, no one format will suit everyone, but hopefully the league format for next year will move the league forward into what is suitable for the majority of Clubs.

**KPI 3:** There has, I think, been an increase in numbers of volunteers taking either coaching and/or officials courses. My concern is that with regard to the official courses, that although there seems to be a large number of attendees at these courses the number who go on to complete the necessary paperwork and complete their log books and get their officials license is relatively low. I do not at present have the necessary information with regard to actual numbers, but I hope to be able to report back at a future meeting. Hopefully my concerns will be ill founded.

**KPI 4:** The hosting of World Championships can only be good for the sport in that it highlights the sport in the eyes of the public. The major concern, I have already mentioned above, is that Clubs may not be able to accommodate the possible influx of youngsters.

Keith May  
21 November 2013

## Appendix IX

### Coaching Report

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

Event Group Leads (EGL's) have produced event group strategies which cover the Whole Sport Plan (WSP) for the period 2013 – 17. These include significant emphasis on coach development.

For example, the endurance strategy has the mission statement;

“Create the environment for endurance athletes and coaches to reach their potential and achieve their goals”

and the targets include completion of coach education materials and minimum rating levels for coach support satisfaction. Plans to achieve these targets include using the NCDP to provide coaches with the ability to coach athletes to international level, identify individual coaches to be mentored in preparation for international level coaching, etc.

The LCDP/NCDP programme continues to progress with more coaches transferring from LCDP to NCDP than ever before.

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

Only a slight impact on coaching here although the ability for a coach to attend major events either with their athletes or as part of the learning process is far easier now than some years ago. The bolt-on of Master class-type events alongside major meetings is also beneficial.

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

This KPI goes right back to the heart of the sport i.e. the clubs. Coaches are often the first person a new participant meets so the experience needs to be a good one. At this level, coaches often have dual roles as club officials but it is vital that, as they progress, they can specialise and don't become burdened with too many club responsibilities.

From a NGB perspective, it is important to have knowledge of the number of active coaches in the sport/at each club/across all events/across regions etc. The Home Countries are the facilitators of gathering such information. Future reports should include such statistics.

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

From a coaching perspective, home championships have little consequence to them, other than maybe having a more motivated athlete and increased opportunity to attend.

There is the opportunity to use these champs for coach development i.e. inviting all those on the NCDP to attend or even be part of the pre-champs preparation such as attendance at holding camps etc.

### **Key Philosophies**

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

The coaching pathway should follow the ADM and should allow every coach to achieve their maximum effectiveness at whatever level and in whatever environment they choose. An effective coach education system reflects this.

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

From a coaching perspective, it is debatable whether our coaches are as good as they should be at Olympic level.

A coach is not necessarily a top coach if they have only coached one athlete at the top level. It could be said that we have only one or two coaches who have regularly produced world-class athletes

The departure of two/three foreign coaches, plus the Head Coach, post-London has seen some of our top athletes seemingly struggle to find a top-class replacement coach.

However, we have known this was the situation for some time and at the start of the revamp of the coach education system some years ago, it was stated it would be ten years before the benefits would be seen.

We now have a coach education and coach development programme which is the envy of most countries but it may still be some time before we see the benefits at the top level.

**Mike Harris**  
**Coaching Representative**  
**November 2013**