



Annual General Meeting

CEO Report

3 November 2007

Vision

**BRITISH
JUDO**

- To be one of the top 5 judo nations in the world by 2012 based on:
 - Elite performance – top 5, men & women
 - Membership – 80,000 range
 - World Class Technical Programmes
 - PR / Communications – profile
 - GB World Cup / Events
 - Governance – quality people & operations
- Currently 8th or 9th?
- Additional resources required
- L2012 – springboard



RETENTION

10,000 new in England alone - % that stay?



Current State of Play

- 42 positions and £3.8M
- 50 employees and £4.5M turnover in YE08
- L2012
- Opportunities
- Resources to reach potential?
 - Finance
 - Staff
 - Volunteers
- Challenging times
- Need to step up – now!

Projects

Executive

- PA Consulting NGB Review
- BSJA Amalgamation
- Capacity Building Funding
- Mems/Arts Rewrite
- G4S Partnership
- Corporate Training
- HR & HS upgrades

Development

- PESSCL
- Volunteer Strategy
- Enjoy Judo
- Equality - Preliminary
- CCDP
- UK School Games

Performance

- BOA Performance Review
- Central Training Centre Strategy
- Elite Coach Training Programme

Technical

- UKCC - + Resources
- LTPD
- Technical Grades
- Modified Rules
- Competitions Review
- Club & Coach Fund
- UK Coaching Framework

Other

- Child Protection - Intermediate
- British Judo Trust
- GB WC

Executive



- Club & Coach Funding / Capacity Building – secured over £1M / 3yrs
- BSJA Amalgamation
- G4S
- The new Sport England – challenges
- The new UK Sport
- Youth Sport Trust? – emerging force
- Staff Plan – structural review
- The Government Agenda
 - Governance/Modernisation/Coaching/ Workforce Development/Volunteers/??

Executive – Times of Change



BJA – 9,000 adult members / 31,000 U16's

YST – not a large scale funding body

How do we future proof our support?

The Target Pool / RETENTION

			← Target		← Current?	
Non-Contact – Minimal Exertion	Non-Contact – Exertion	Minimal Contact	Contact Sport	Heavy Contact Sport	Combat Sport	X-treme
Walking, bowls	Running, cycling, triathlon, tennis, dance	Volleyball, netball	Football, basketball, water polo	Rugby, American football	Boxing, judo,	Hang-gliding
90%	80%	50%	45%	10%	<8%	<1%

Development

- Sport England Delivery System
 - Regionalized
 - SE Region / CSP's, / LSN's / SSC's / Clubs
- Regional engagement & funding
- PESSCL – school / club links
- Volunteer strategy – Simon Buttery appointment
 - StepIntoSport
- Equality Standard – Foundation Level achieved
- Clubmark – over 50 Bronze / 4 Silver
- Awards for All – topped £1M
- CCDP – total of £6.6M invested to date



Schools Development

- Enjoy Judo
 - New positions (3 lead / 6 coaches)
 - Midlands / East / Kent / Sussex
 - Target 10% of schools each year
 - 10,000 kids introduced per annum
 - Assemblies, tasters, courses
 - Build business clusters
 - Links to BJA Clubs
 - £80k – 07 / £110k – 08?
- PESSCL
 - School / Club Links
 - National Strategies
 - BSJA integration
 - New appointment
- Rugby connection expanding



Technical

- UKCC coach education
 - Approved Centre Status achieved
 - Levels 1&2 virtually there
 - Level 3 – team working hard
- Long Term Player Development Plan - briefings
- Technical Gradings – Consultation/Jan launch
- Competition structures / modified rules
- 2007 Technical Congress
- “Technical Renaissance”



Key Points of Focus



- Strengthen the delivery units
- Strengthen the coaches
- Strengthen the technical workforce
- Strengthen the technical programmes
- Mapping process - technical
- Retention
 - Move the bar – widen the market
 - Progression
 - Options
 - Lifelong learning
- LTPD / UKCC / Competitions / Gradings
 - “Technical Renaissance”

High Performance

- Stable & Fit for Purpose
- Seniors delivering results
- How to move from Fit to Cutting edge?
- System building –
 - Player pathways
 - Elite coach pathways
 - Synch with technical operations
 - Heavy resource requirements
- Key Appointments
 - Margaret Hicks & Karen Roberts
- Beijing – pressure to deliver
- London – must deliver



Membership

- 6.27% LICENCE GROWTH
- Clubs up by 22
- Child Protection
 - Intermediate Standard achieved
 - The Protection Tree!
 - Training – Julie doing great work
 - 402 graduates
 - Now have 8 tutors
- Services
 - Forums
 - Support – 98% licences processed same day



Competitions

- New Events Manager – Emma Taylor
- 2007 GB World Cup – Planning (more money!)
- UK School Games – core sport / Coventry
 - Dermot Heslop – UKSG Manager
- Competition Review
 - Quality competitions / Individual event delivery
 - Framework - Pathways / Regional / Calendar
- Modified Rules – evaluation
- Major Events Strategy
 - Bid for Senior World's – now yearly! 2014?



Communications



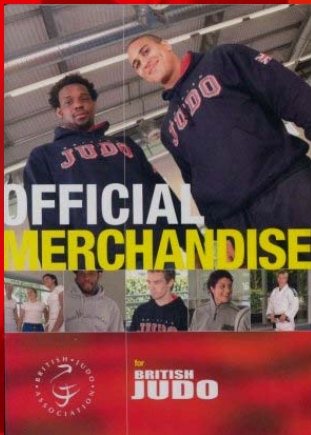
- Matside – strength to strength
- FF GB World Cup – promotional strategy
- Website – forums / usage
- BJA Awards Scheme / Presentation Night – promote!
- BBC Meetings – the future is not BBC1



Commercial



- British Judo Trust
 - Supporter Scheme
 - Campaigns
 - Donations / Trusts
- Hunt for Major Partner
- L2012 to influence potential
- Corporate training – G4S to support?
- Need major push in this area!



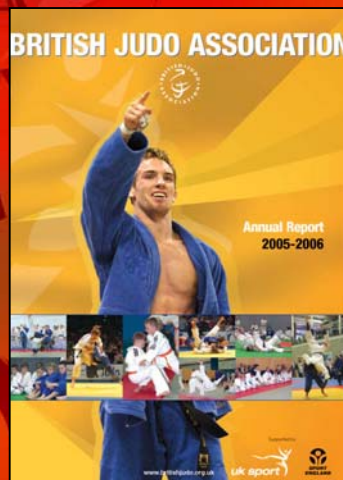
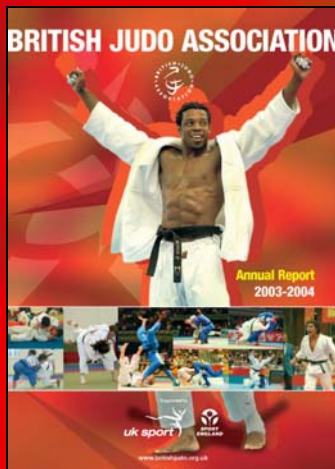
G4S



- **Footsie 100 Partner**
 - Staff Development
 - Logistical Support
 - **Corporate Training – startup**
 - Judo training in G4S Facilities
 - G4S use of judo dojos for training
 - Use of Facilities / Clothing!



Corporate Affairs



- Finances
 - £3.793M turnover / £24k surplus
 - Reserves £184,844
 - Continuous growth maintained!
- Qdos - HR Systems / Health & Safety
- Head Office Space – short term / long term
- Memorandum & Articles
 - Ready for consultation



KPI's and Evaluation

1. Participation
2. Delivery units – number & quality
3. Technical Personnel (Coaches, Tutors, Verifiers, Referees, Tournament Officials)
4. People
5. Income generation - 100k/yr
6. World Class Events
7. Leadership & Governance
8. Elite success



Summary

- Challenging times
- Need to adapt to fast paced environment
- Exciting time for British sport
- Real opportunity for advancement
- The Volunteer/Staff dynamic
- How do we move from good to great?
- Can we become cutting edge?



Final Thought

- **START**
 - Product, promotion, profile, values, potential, social, accessible, welcoming
- **STAY**
 - **Fun, customer service, quality experience, technically rich, growth, achievement, highly trained teachers, governance, lifelong learning process**
- **SUCCEED**
 - Systems that add value, promote personal growth in a supportive environment and ultimately produce excellence



Thank you

