

Widening the Market

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Widening the Market

Key Initiatives

- Youth Development
- Shape Up For Success
- Special Needs
- Beginners to Champions
- Women and Girls

Youth Development

Main Aim

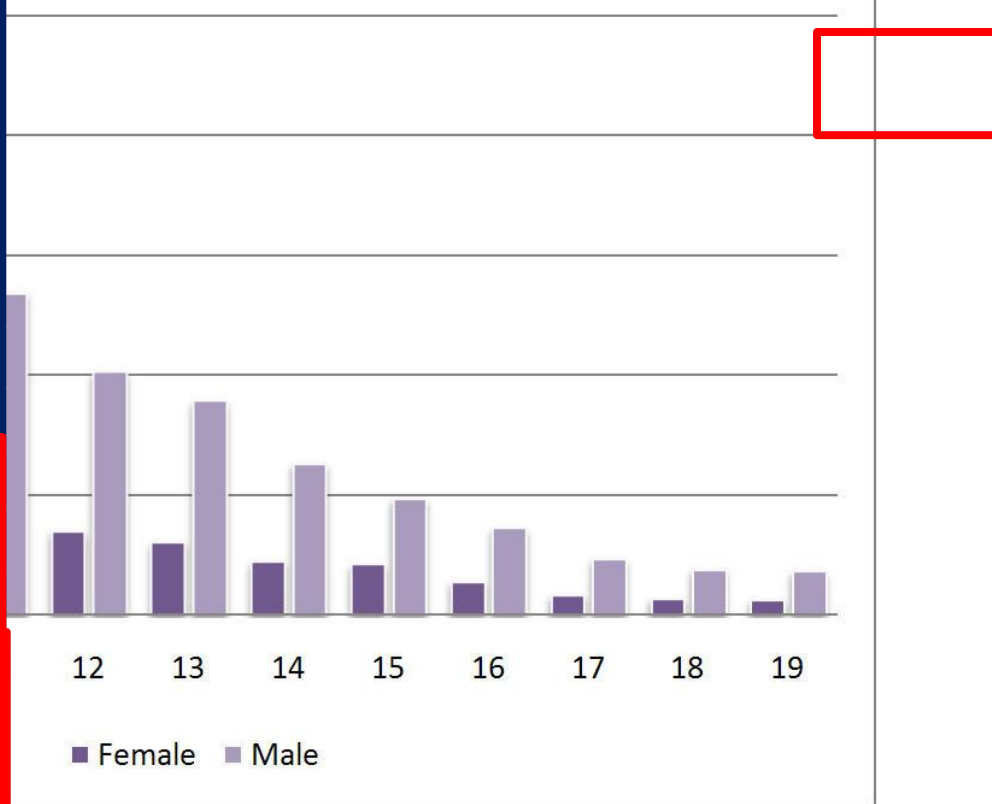
To increase youth participation (12-19 age range) by 50% by the end of March 2013. This will be achieved through the provision a quality programme of opportunities specifically aimed at encouraging players in this age group to continue their participation in the sport.

Youth Development Key Objectives

- Support Recreational and Performance (non-elite)
- Youth Development Officer – Full-time Employee
- Regional Sessions
- Area Camps
- Education – Player and Coach
- Merchandise

Membership (Ages 8 -19 Years)

2007/2008		
Age	Female	Male
8	716	1966
9	698	2037
10	666	1753
11	490	1341
12	347	1013
13	302	891
14	220	629
15	208	483
16	137	361
17	79	231
18	65	187
19	60	181



Youth Development



increasing participation • improving retention

“Shape Up” for Success

Main Aim

To provide a quality programme of opportunities for all judoka (coaches and players) to develop their potential through a holistic approach. Leaving a legacy of quality programmes which sustain the performance of our sport beyond 2013.

“Shape Up” for Success

Key Objectives

- Develop coach education programmes, to enable coaches to deliver sessions and information which gives the player an all round judo experience based on fitness and health.
- Develop a quality product with resources accessible to judo coaches/players through the British Judo Association technical area of website.
- Provide opportunity for young people to come together where programmes will include elements of judo specific fitness.

“Shape Up” for Success Programmes

- Coach Education
- LTPD
- Judo to Music
- Resources
- Workshops - 6 Pilots
- Target: 100 clubs per year

“Shape Up” for Success



fit • strong • healthy

Special Needs

Main Aim

To actively promote and support the further development of special needs judo through the provision of increased support for special needs players and clubs which cater for special needs .

Special Needs

Key Objectives

- Ensure that special needs provision is included in all resource materials
- Identify and work with the existing clubs that cater for players with special needs
- Actively promote and support the further development of the British Specials Needs Championships

Special Needs

Key Objectives

- Work with coaches and examiners to develop a 'flexible' approach to 'assessment' processes
- Develop a model of good practice based on the experience of the coaches working with special needs judoka
- Proactively promote this model to clubs identified as have the capability to deliver special needs judo

Special Needs Activity Support

Working with Special Needs Commission to support the delivery of their activities:

- Special Needs workshops run by Paralympian Ian Rose
- Special Needs Junior Development Programme
- Research into to identify clubs catering for special needs
- Workshops for special needs coaches

Age 10 – Pre Start

Age 9 – Pre Start

Age 8 - FUNdamentals

Age 7 - FUNdamentals

Age 6 - FUNdamentals

Age 16 - Potential

Age 15 - Start

Age 13/14 - Start

Age 11/12 – Pre Start

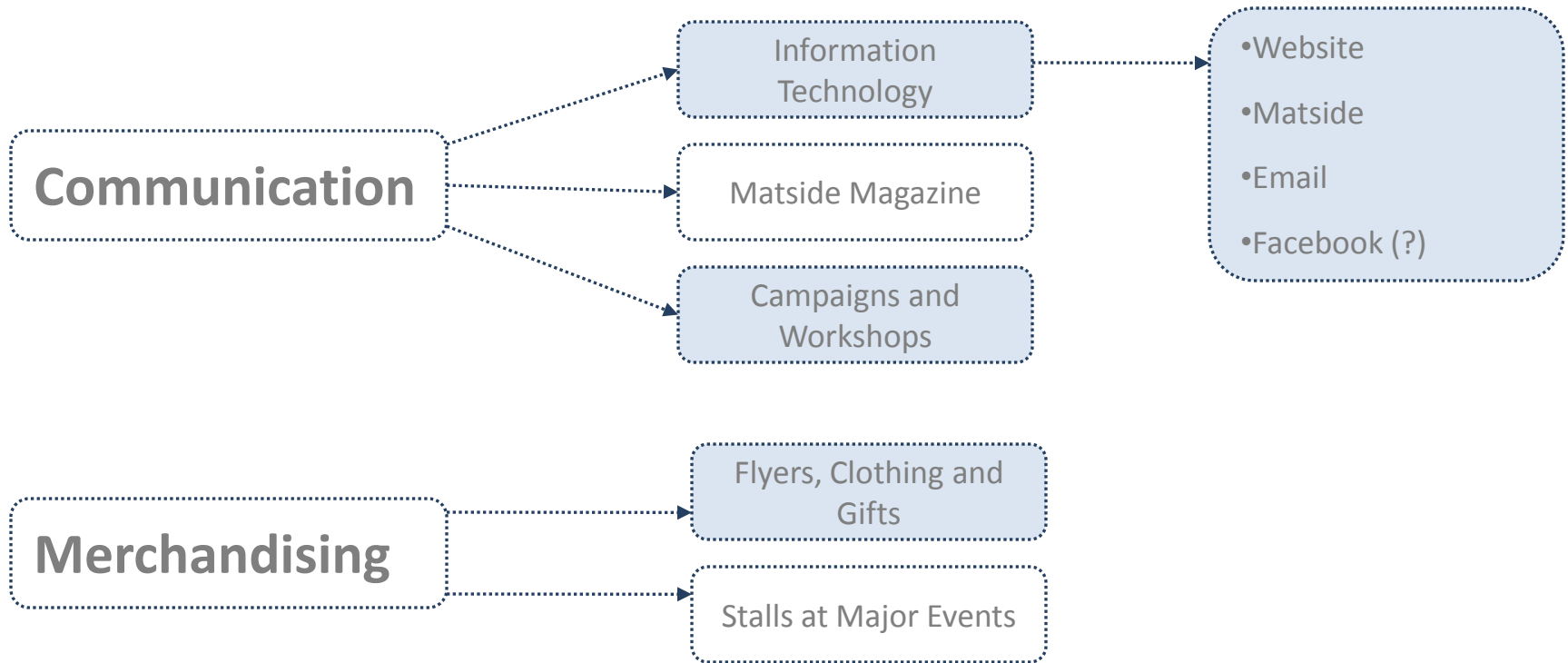
Age 20/22 - Performance

Age 17/19 - Potential



Beginners to Champions...

Communication & Merchandising



Women and Girls

Main Aim

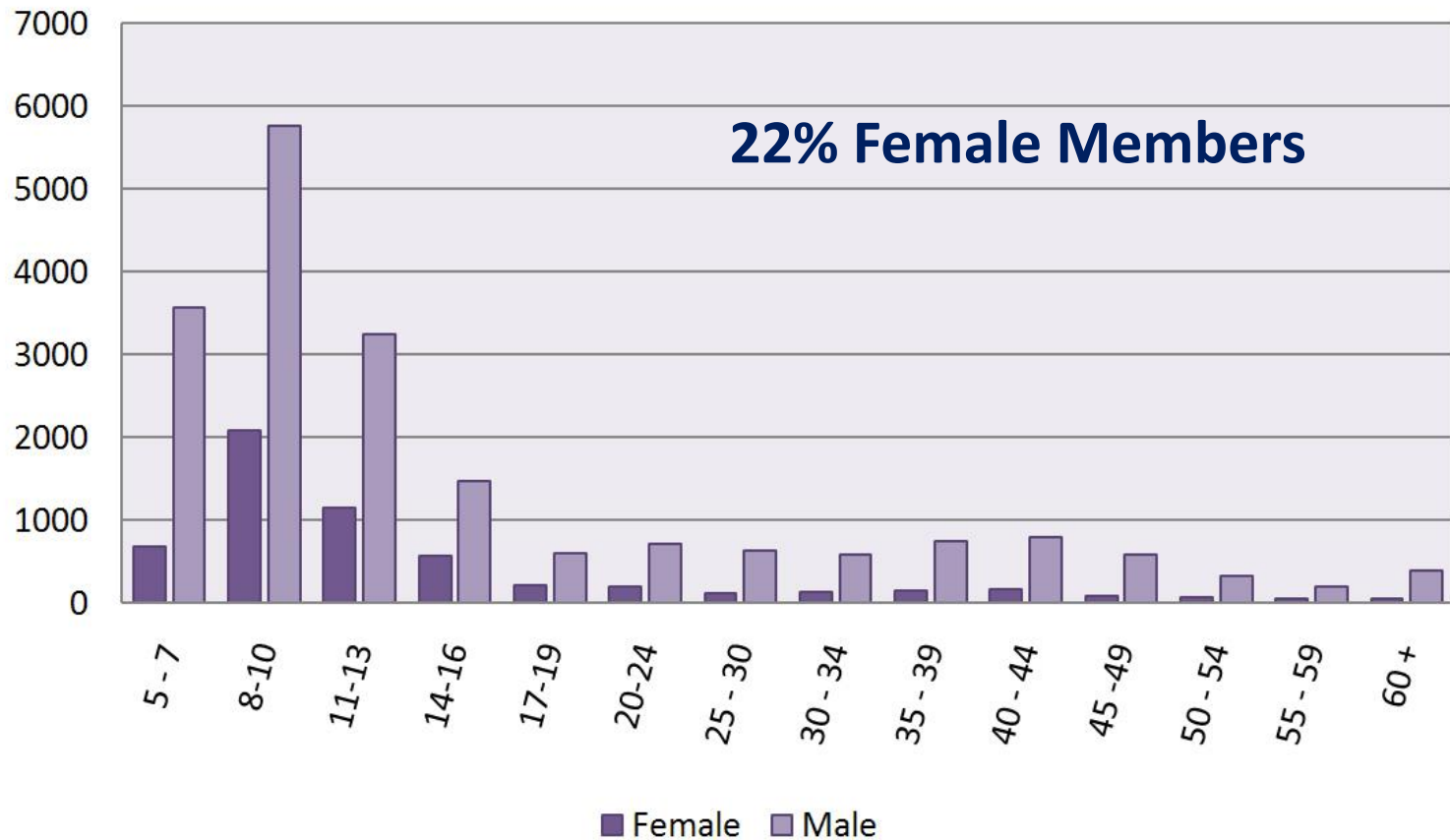
To increase Women and Girls participation by 50% over the next four years. This will be achieved by increasing recruitment and retention rates amongst the 14 years and over age group.

Women and Girls

Key Objectives

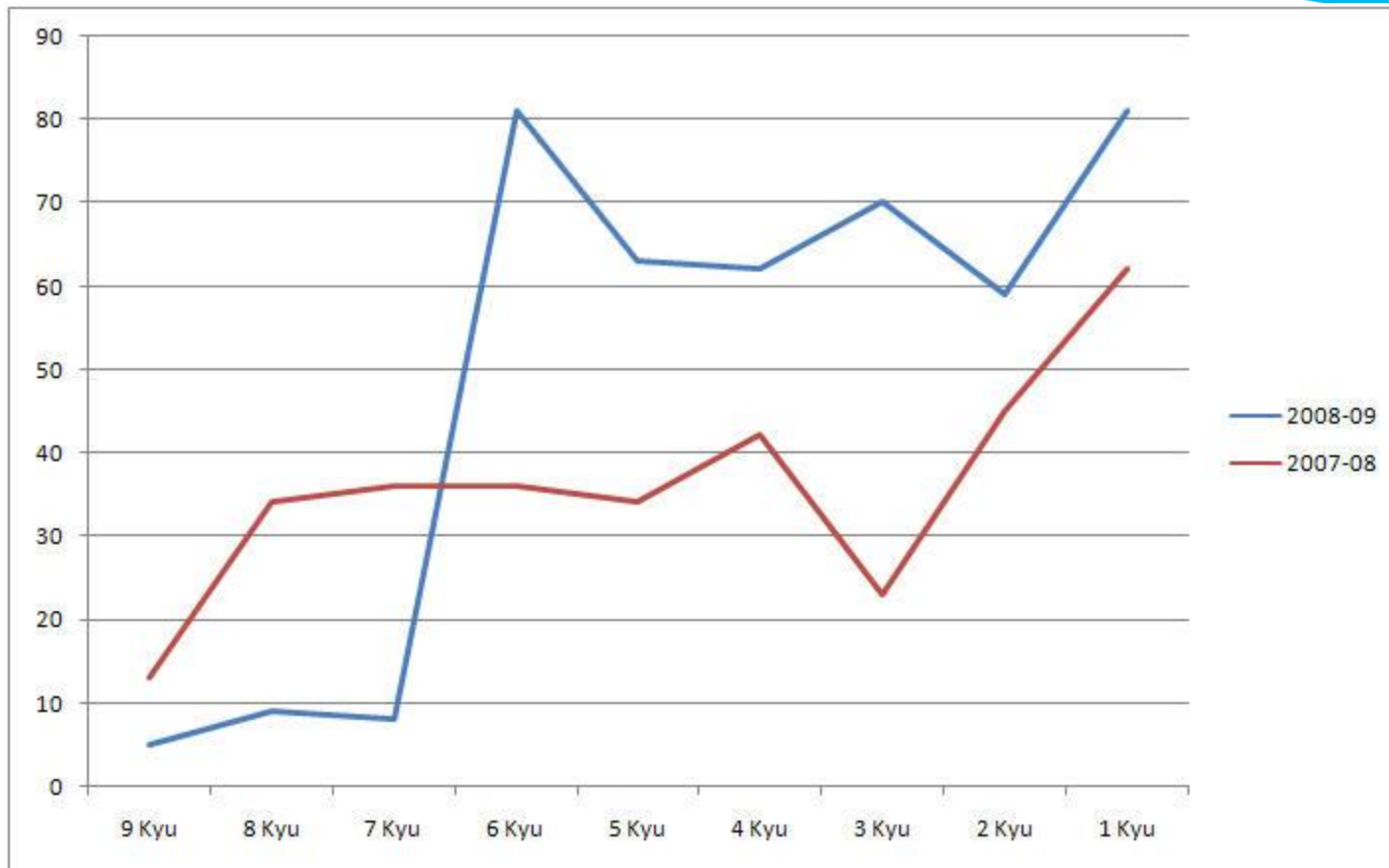
- To create regional/club sessions run by mainly females for females, and encourage family orientated sessions
- Create club model that encourages female participation
- Resources specifically aimed at female judoka
- Form an Action Group responsible for guiding the future of women's judo
- Guide more females into various roles within the association (i.e. coaching, refereeing, officiating etc.)

Membership (Age Groups)



Women and Girls Where we are now!

- 3 Pilot Courses
- Women and Girls Survey Completed
- 14 Sessions 300 Women and Girls Attended
- Nine Female Coaches Identified
- Advertising Club Women and Girl's Sessions
- Annual Conference
- Women's Sports and Fitness Foundation



Female Kyu Gradings + 35%

Female Mon Gradings (7th – 18th Mon) +26%

Women and Girls Action Group

- Four meetings per Year
- Promote and develop judo for female
- Give females a 'voice' – listen to their opinions
- Develop, organise and promote events
- Links to Board of Directors
- Build models of good practice (clubs and officials)
- Fundraising – annual charity event



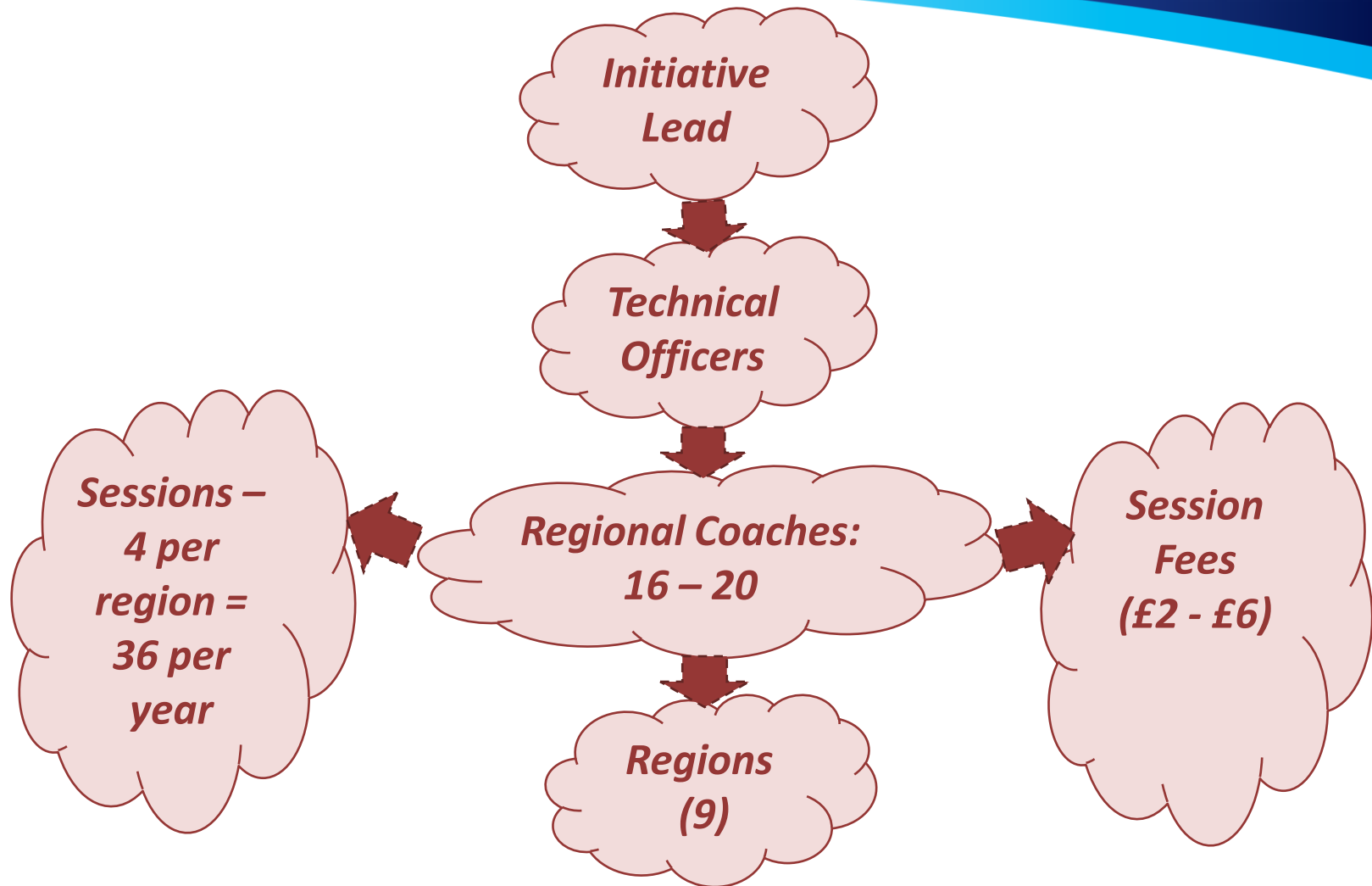
Women and Girls Annual Conference

- West Midlands - 6th March 2010
- Venues: Village Hotel and Wolverhampton University
- Social Option
- Guests Speakers
 - Liz Davison WSFF
 - Nicola Fairbrother/Miriam Blasco
 - Women from other Sports (to be confirmed)

Women and Girls Specifically Women



- Coach Education
 - UKCC
 - Instructors Award
 - CPD
- Female Gradings
- Female only Workshops (Officials and Referees)
- Fundraising



Regional Programmes





Women and Girls Major Initiatives

- BJA Nationwide Advertising Campaign (Jan.2010)
 - Local/National Press and Radio
- Sport England – *Women and Girls*
 - *Special Theme - £10M*
 - *Target Group*
 - *Women Caring for Children Under 16*
 - *Women From Areas of Deprivation*

Women & girls in **judo**



"be strong, be gentle, be beautiful"

Women and Girls



strong • gentle • beautiful

Thank You

Comments/Suggestions

Questions?