

DEVELOPMENT OVERVIEW

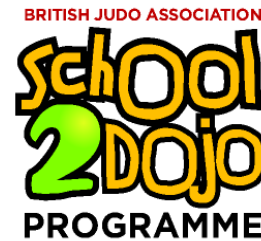
Mark Beecher
Daniel Griffin
Karen French
Luke Farrugia

Development Overview

- What is out there
- Programme highlights
- Initiatives / models of good practice

[..\..\Club Development\09
recruitment\Induction master files\overview
graphic.pptx](#)

Development Overview



- ✓ [Small Grants](#)
- ✓ [Sportsmatch](#)
- ✓ [Innovation Fund](#)
- ✓ [Themed Funding Rounds](#)
- ✓ [Sustainable Facilities Fund](#)

Daniel Griffin

Children & Young People
Development Manager

Children & Young People Update

- **School 2 Dojo**
- 13% of schools now offer judo as an after school activity
- 600+ registered schools involved with our School 2 Dojo programme
- 8336 5-19 years old in Clubmark clubs

- **Premier League 4 Sport**
- 474 new members in year 1
- 66 new coaches qualified
- Clubs set up in community centres, religious centres, schools and leisure centres



Focus programmes

MonSTAR's

- Launched in April 2010
- Designed for judo delivery in schools
- Skill acquisition programme

Approved Provider

- Currently in consultation with 6 coaches
- 30 companies on waiting list
- Planned general release is January 2011

**BRITISH
JUDO**
**APPROVED
PROVIDER**

The logo features the words 'BRITISH JUDO' in blue and red, with 'APPROVED PROVIDER' in blue below it. A large black checkmark is superimposed over the 'ED' in 'APPROVED'.

**BRITISH
JUDO**

The logo consists of the words 'BRITISH JUDO' in blue and red, with a reflection effect below it.

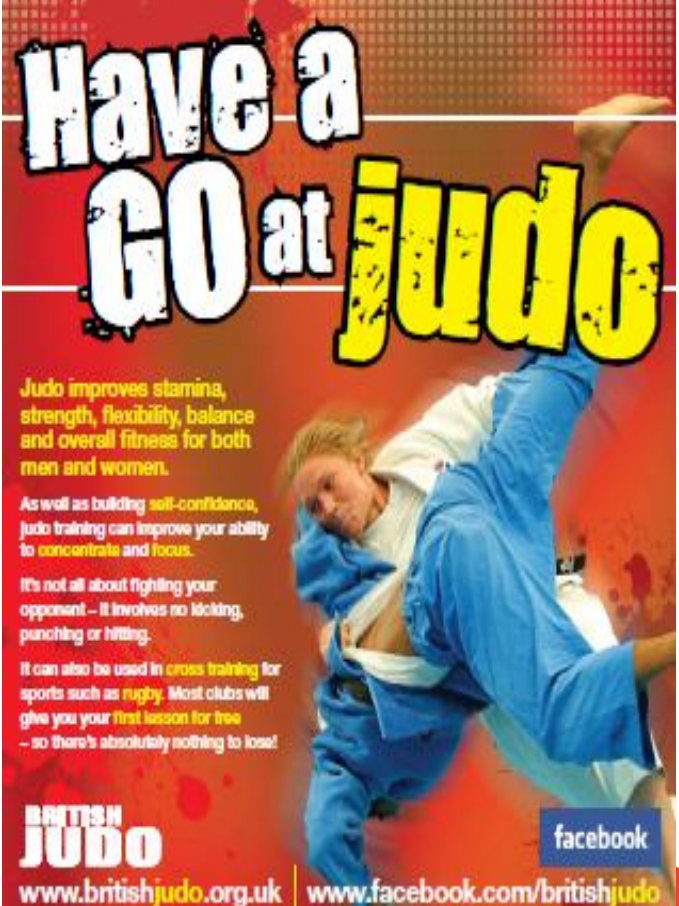
BJA University Campaign 2010/11

Luke Farrugia

London Regional Development Officer
(University and College Judo)

The Current Landscape of University Judo

- **28** Established BJA University Judo Clubs Nationwide...
- **53** Universities involved in 2010/11 Student Voucher Book Scheme...
- Sport England's Active Universities Themed Round
→ **£10million** → **300,000** Students doing **3 x 30** Minutes Sport p/week...
- **5** Exclusive University Judo Competitions on 2010/11 University Judo Calendar...



Have a GO at judo

Judo improves stamina, strength, flexibility, balance and overall fitness for both men and women.

As well as building self-confidence, judo training can improve your ability to concentrate and focus.

It's not all about fighting your opponent – it involves no kicking, punching or hitting.

It can also be used in cross training for sports such as rugby. Most clubs will give you your first lesson for free – so there's absolutely nothing to lose!

BRITISH JUDO
www.britishjudo.org.uk | www.facebook.com/britishjudo

facebook

2010/11 Promotional Campaign



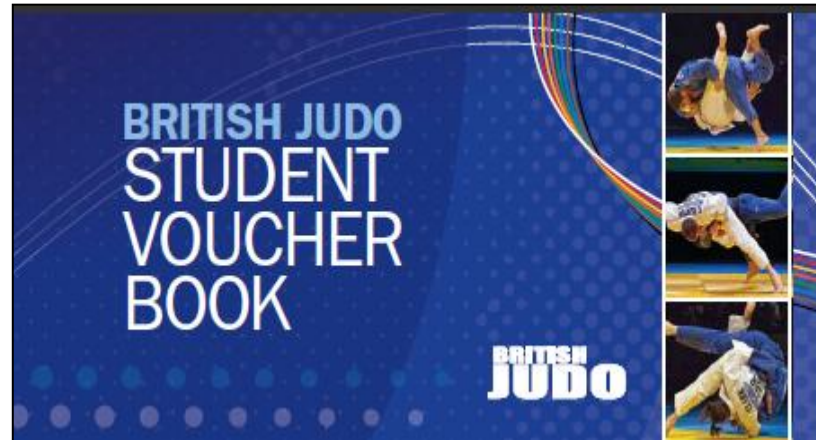
throw yourself
into something different
this year

TRY YOUR FIRST JUDO LESSON **FREE** AND
RECEIVE A VOUCHER BOOK WORTH OVER
£70 TO START YOUR JUDO EXPERIENCE!

Each judo lesson is a full over
workout and includes exercises
that will improve your physically
and mentally. By taking part you
will also benefit from learning an
effective means of self defence.

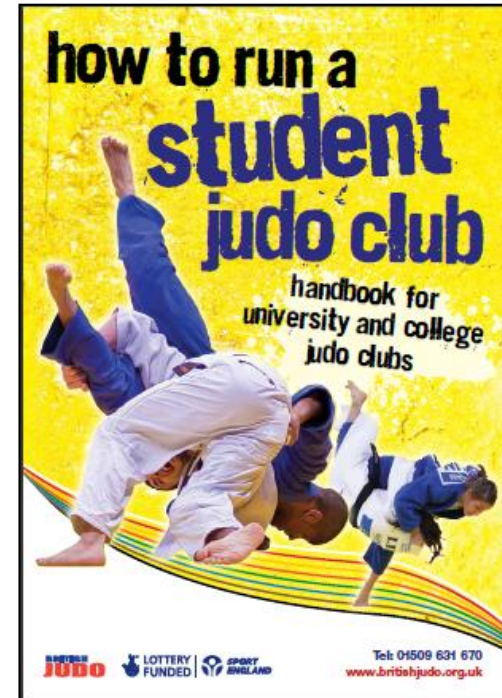
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Tel: 01509 631 670
www.britishjudo.org.uk



BRITISH JUDO
STUDENT
VOUCHER
BOOK

BRITISH JUDO



how to run a
student
judo club

handbook for
university and college
judo clubs

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BRITISH
JUDO

2010/11 Higher Education Targets

5 NEW BJA

UNIVERSITY JUDO CLUBS

400 NEW BJA

STUDENT MEMBERS

INTER-LONDON UNIVERSITY

JUDO LEAGUE

2010/11 BJA UNIVERSITY JUDO CLUB

DEVELOPMENT CONFERENCE

@ UNIVERSITY OF SHEFFIELD

INCREASE IN

STUDENT TABLE

OFFICIALS AND

REFEREES



DEVELOPMENT OVERVIEW

Thank you
Any Questions?

KEY OUTCOME
20,000 MORE +16's
3k → 4k → 6k → 7k

PROGRAMMES

- Come Back to Judo
- G4S – Give it a Go!
- Corporate Training
- Self Defence
- Judo-Cise
- Employee Retention
- Female Participation
- Youth Participation
- Technical Gradings
- CRM for Clubs
- Promotion/Advertising
- Enjoy Judo
- Kata
- Facebook
- Premier League 4 Sport
- People Development
- Clubmark
- BSF
- Kitemark Private Ops
- Positive Futures
- Display Team

KEY PARTNERS

- Sport England
- London Mayor
- London Pro-Actives
- London Boroughs
- BUCS / FE / HE
- Premiership
- Birmingham CC
- G4S
- WSFF
- Greenhouse
- CSP's / SSP's /
- SE Research Dep.
- Universities
- BJA Areas
- SOGB
- Actionnaires
- Health Clubs

2. DELIVERY SYSTEM



1. WIDENING THE MARKET

7. ENGLAND EXCEL

- Performance Cells
- Elite Coach Education
- 5 Quality Hrs/Wk

6. PESSYP

- Schools2Dojo
- MonStars
- Premiership Project
- Private Operators
- Enjoy Judo
- UK School Games

5. ENHANCING

- Offers / Satisfaction
- Facebook
- Diaries
- Marketing/Advertising
- Surveys – CRM
- Website Templates

4. PEOPLE

- Recruit Train Retain
- Pathways
- UKCC
- Referees/Officials
- Volunteers
- Staff

3. LONDON

- Staff
- Mayor's Office
- Active Areas
- Boroughs