



Technical Congress 2008

BJA Strategic Plan

Scott McCarthy
Chief Executive



**BRITISH
JUDO**

THE BRIEF

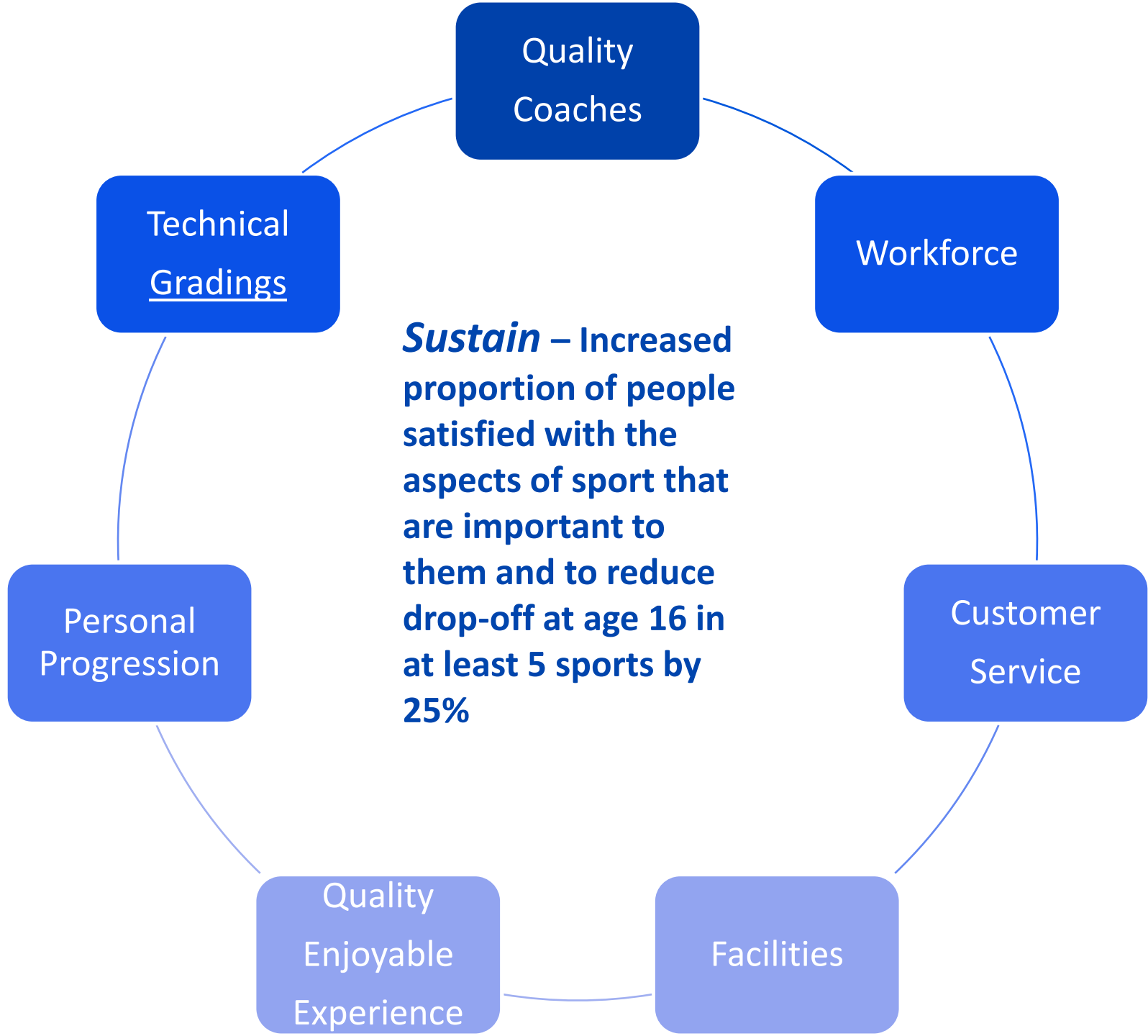
- ▶ **Sport England Outcomes**
- ▶ **Primary & Secondary Offers**
- ▶ **Interventions**
- ▶ **Deliver to SE Outcomes**
- ▶ **Home Country Submissions - linked**

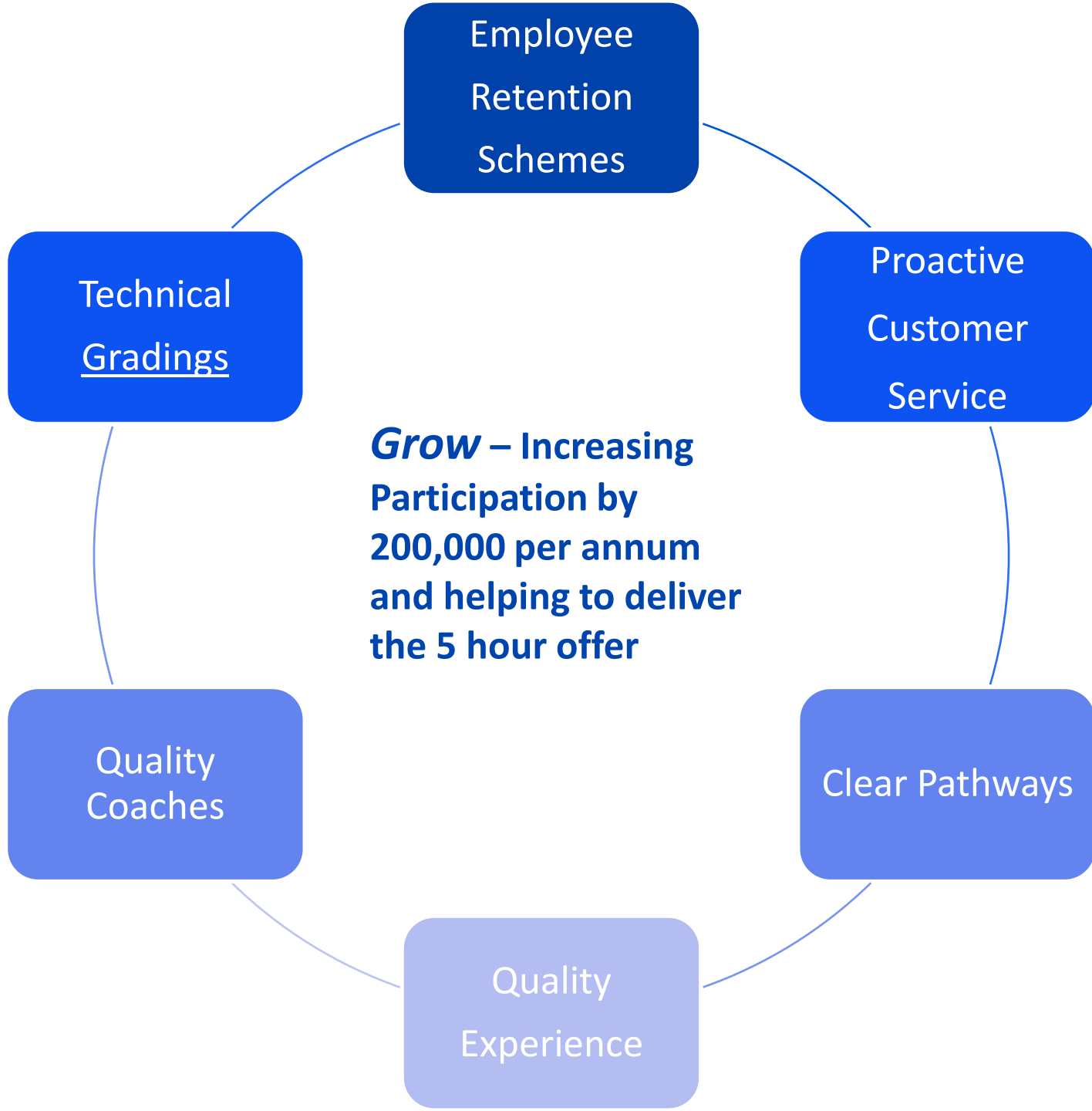


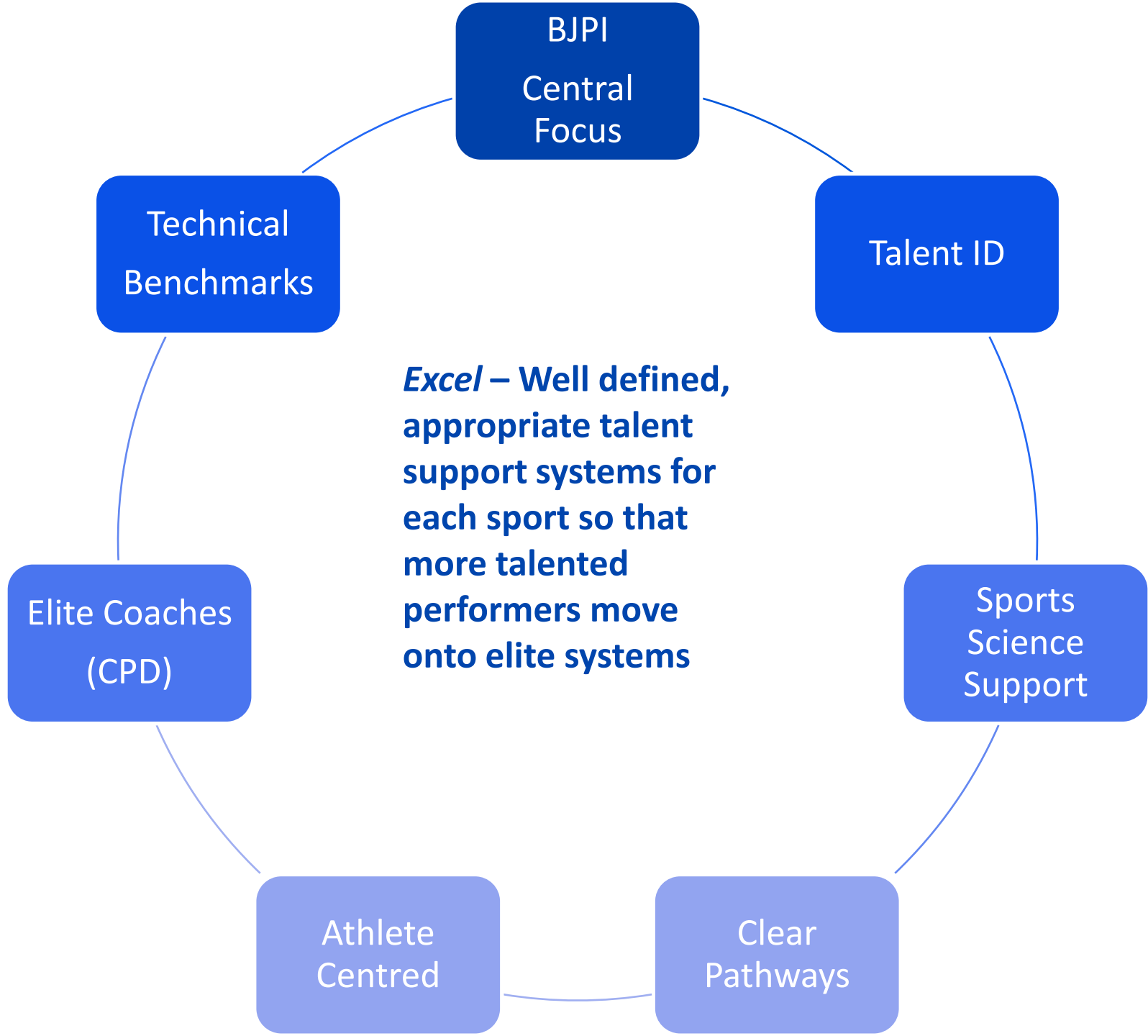
THE OUTCOMES

- ▶ Sustain → Increased Satisfaction & Reduce Dropoff at 16-18
- ▶ Grow → 200,000/yr & 5 Hour Offer
- ▶ Excel → Defined Talent ID & Support Systems









BJPI
Central
Focus

Technical
Benchmarks

Talent ID

*Excel – Well defined,
appropriate talent
support systems for
each sport so that
more talented
performers move
onto elite systems*

Elite Coaches
(CPD)

Sports
Science
Support

Athlete
Centred

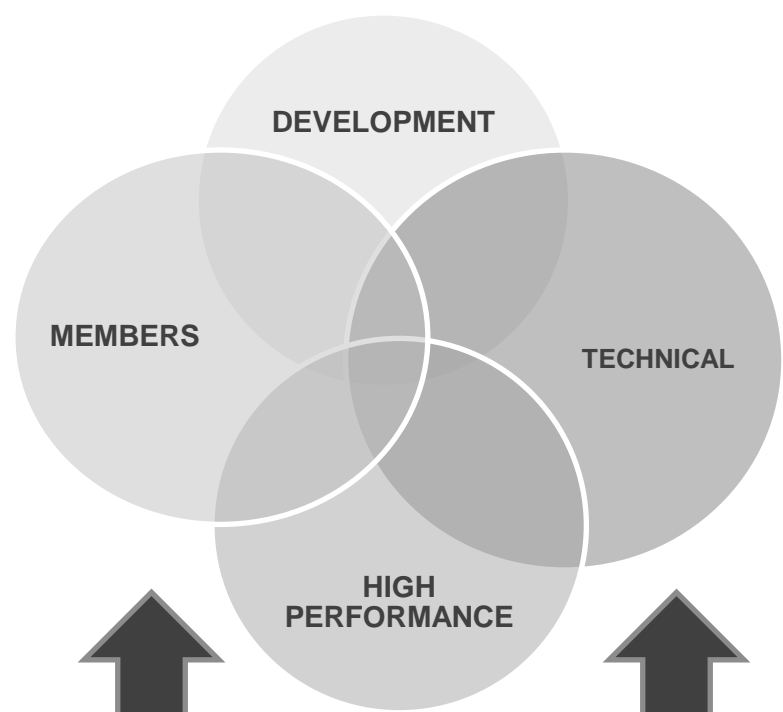
Clear
Pathways

THE PROCESS

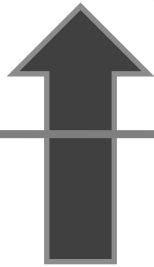
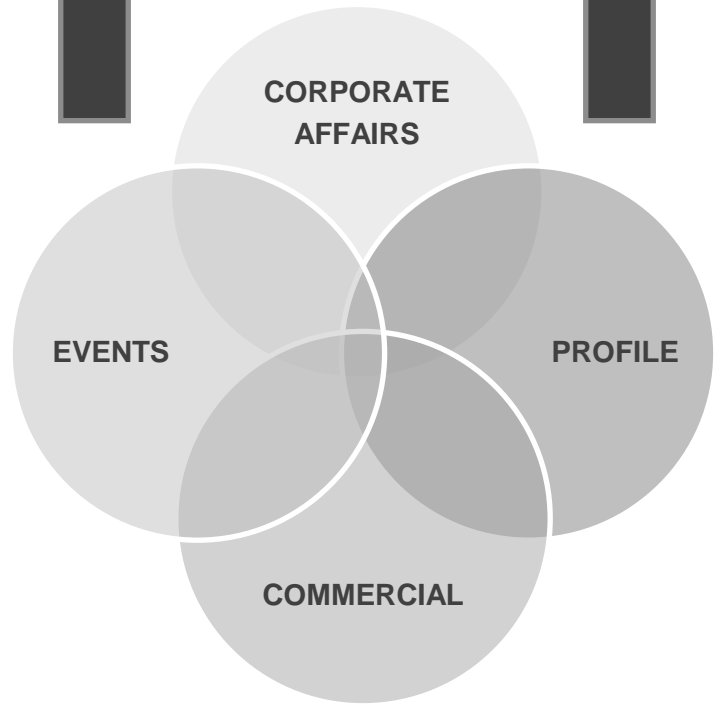
- ▶ **Identify Specific Gaps or Opportunities**
- ▶ **Develop an Intervention**
- ▶ **Implement a Programme or Process**
- ▶ **Deliver the Desired Outcomes**

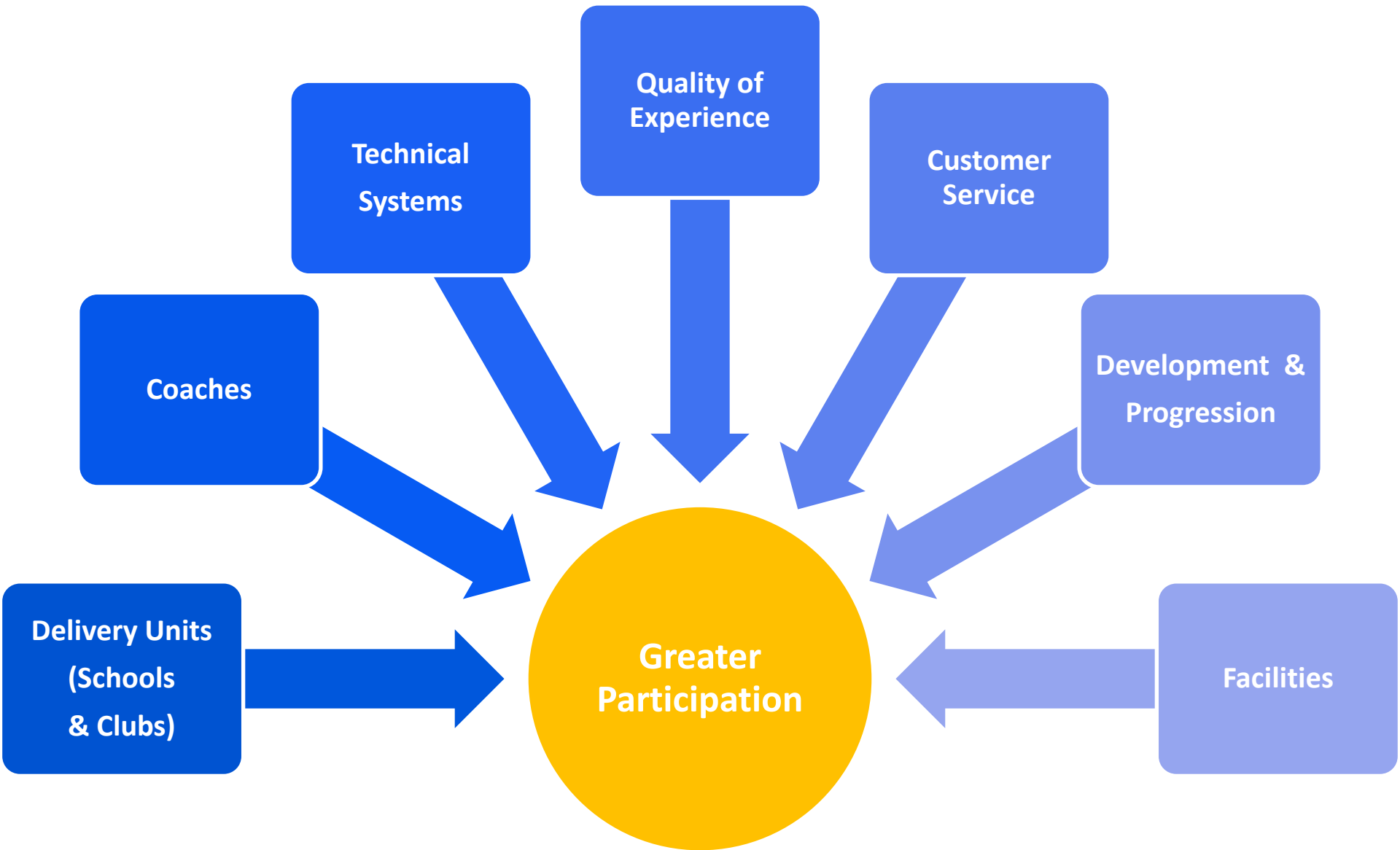


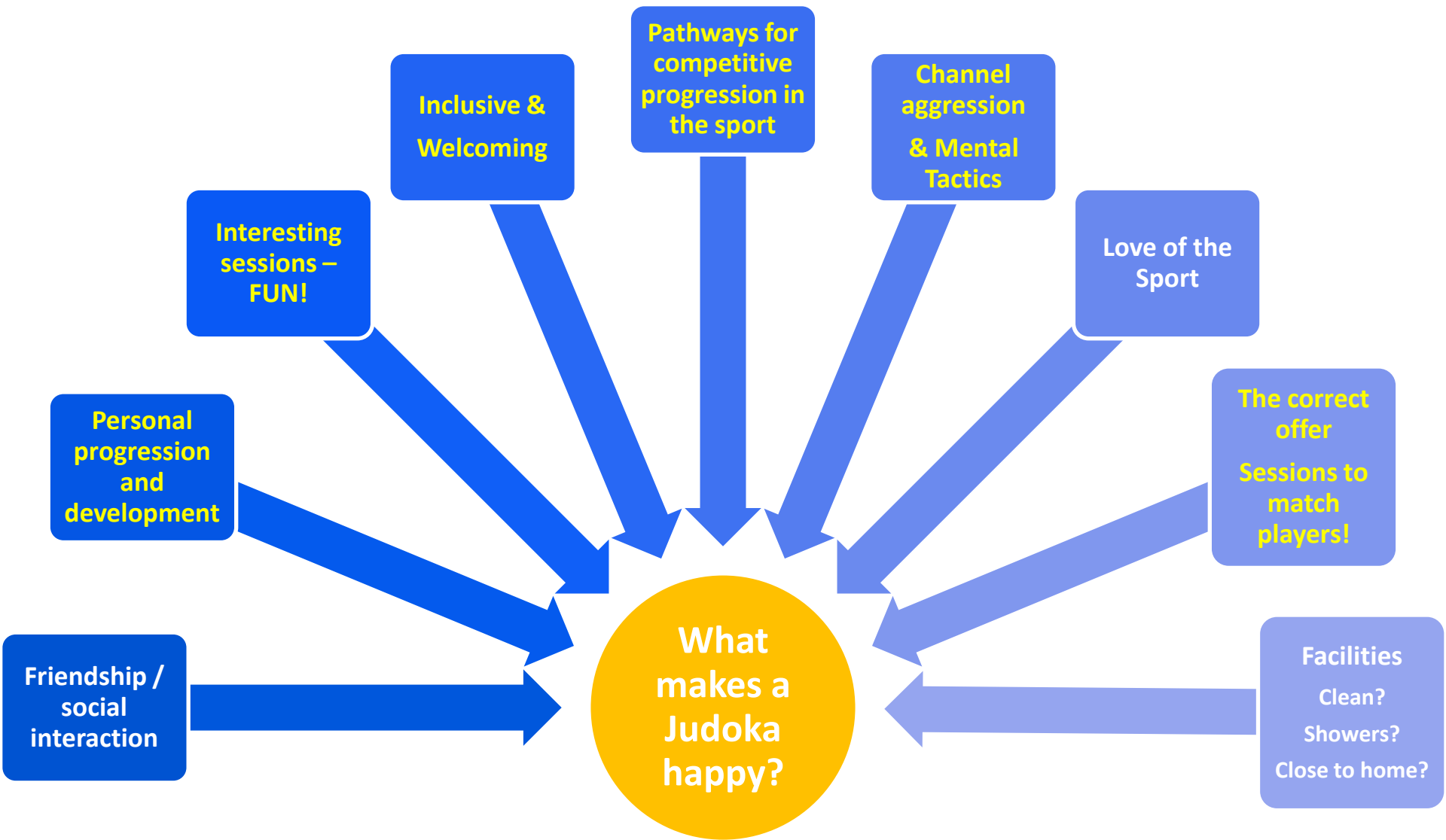
DELIVERY



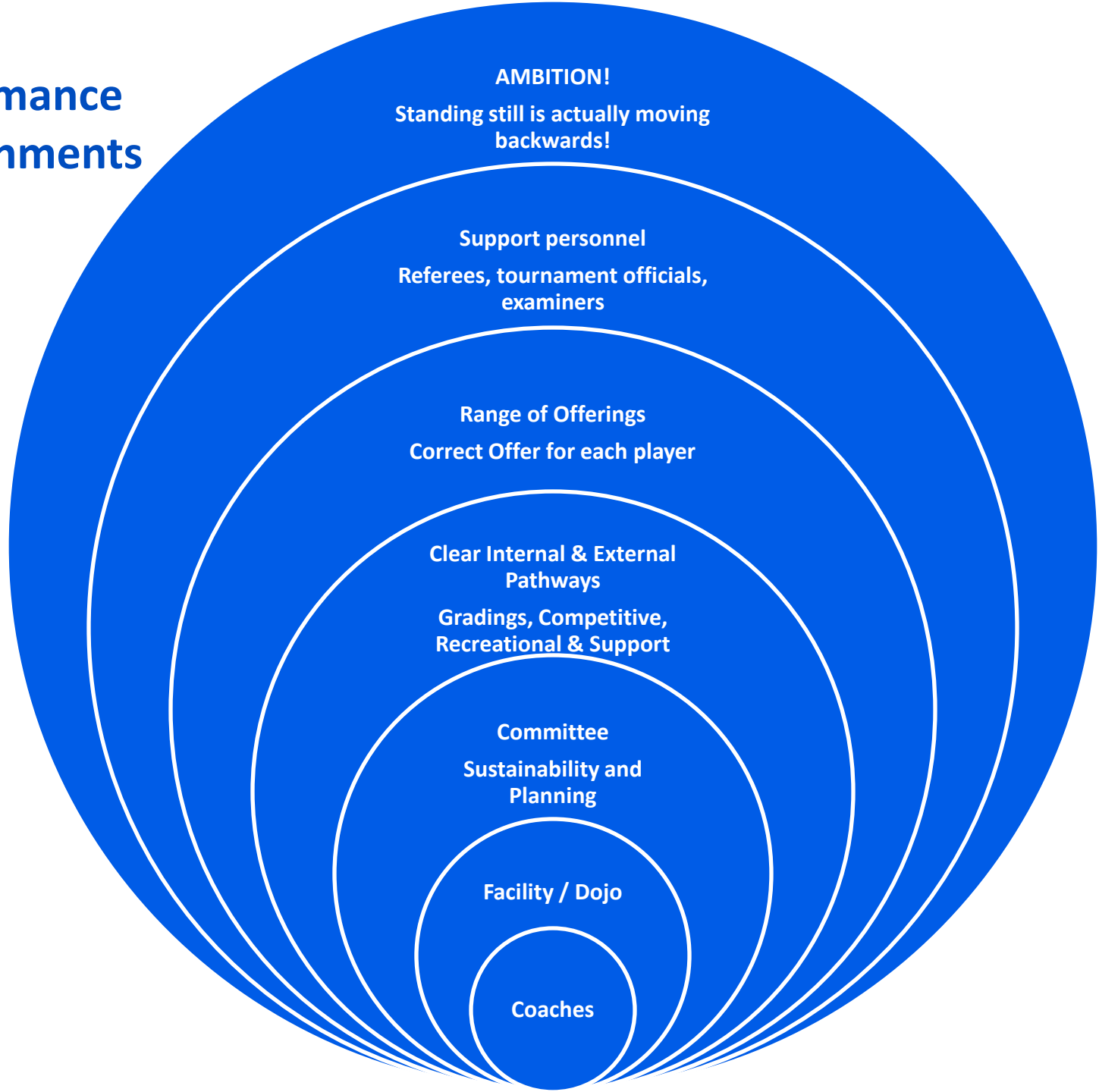
SUPPORT

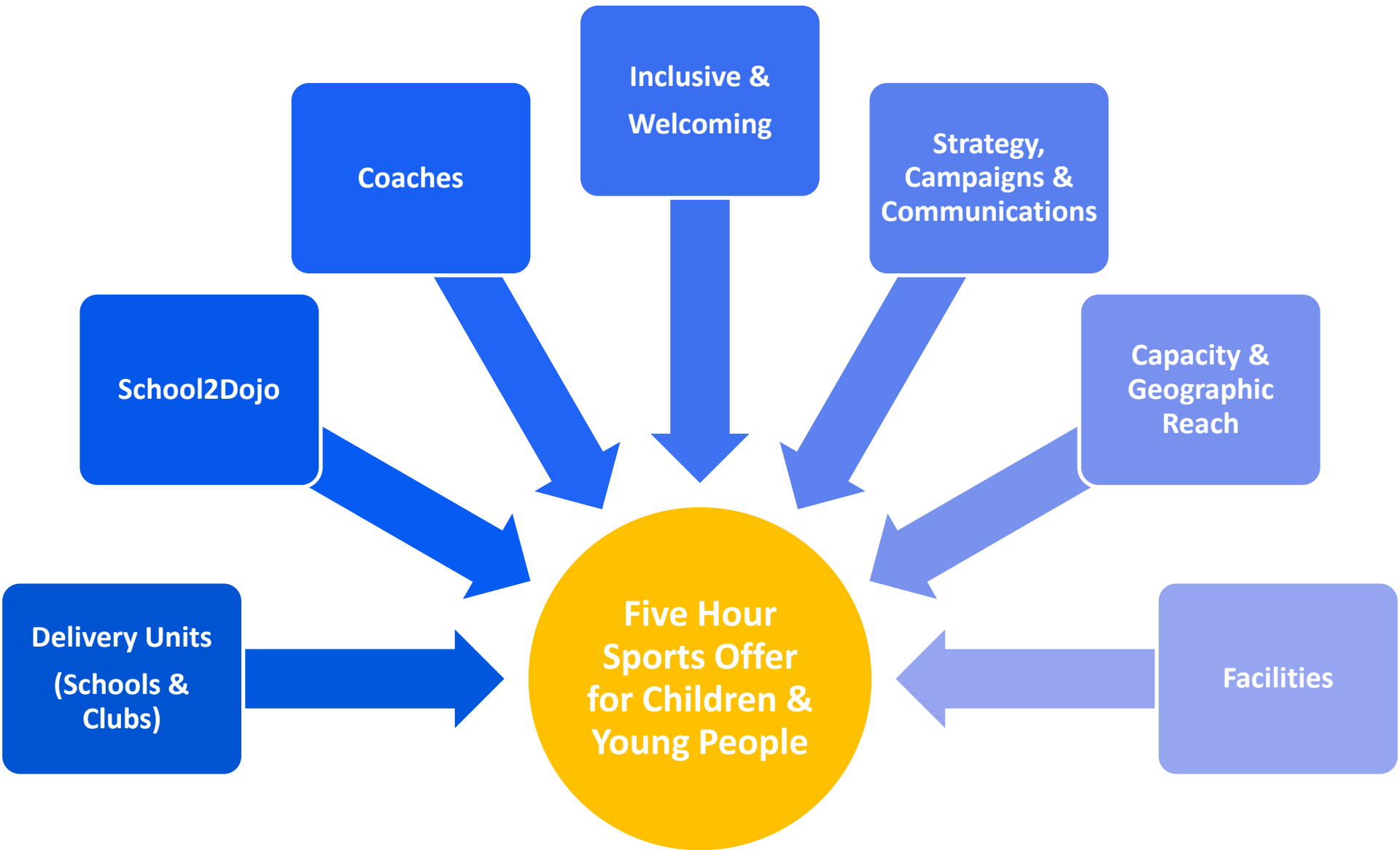






Performance Environments





**TECHNICAL
(SUSTAIN)**

**Competition
Pathways**

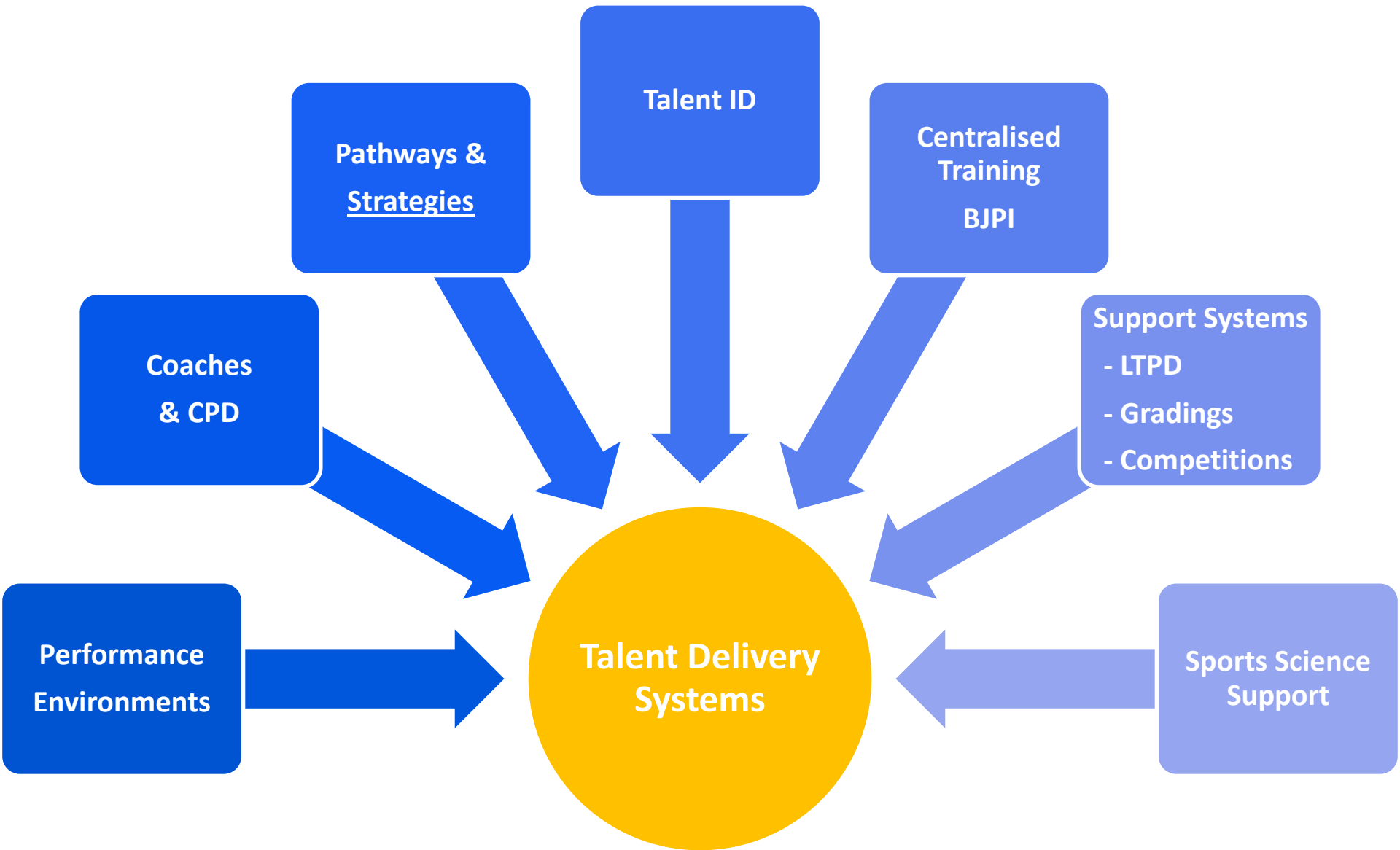
**Modified
Rules**

**Technical
Gradings**

**Technical
Workforce**

**Moving the
Bar – Market
Enhancement**

UKCC



1. WC DELIVERY SYSTEM

- ▶ Regionalisation
- ▶ Reach
- ▶ Club Support
- ▶ Leveraging Additional Funding
- ▶ 8 DO's and 8 RTO's



2. LONDON

- ▶ **Lowest member base statistically**
- ▶ **L2012 Influence**
- ▶ **Borough Council Support**
- ▶ **4 Person Team - + Council Officers**



3. PEOPLE DEVELOPMENT

▶ Judo Makes People

▶ Pump up the Volume

▶ Coaches

▶ Referees

▶ Officials

▶ Volunteers

▶ Recruit, Train, CPD, Reward, Retain



4. DELIVERY ENVIRONMENTS

- ▶ Clubs & Schools – the Shop Window!
- ▶ Performance Environments
- ▶ Range of Offerings
- ▶ Marketing & Promotions
- ▶ Training & Materials
- ▶ Player Diaries – Web Interactivity



5. IMPROVING THE EXPERIENCE FOR YOUNG PEOPLE - PESSYP

- ▶ **School2Dojo**
- ▶ **British Schools Commission – MonStars**
- ▶ **Step Into Sport**
- ▶ **Young Volunteers Programme**



6. WIDENING THE MARKET

- ▶ Move the Bar
- ▶ Technical Gradings
- ▶ Alternative Pathways
- ▶ Kata
- ▶ Women's Programmes



7. ENGLAND EXCEL – TALENT ID & PATHWAYS

- ▶ Performance Cells
- ▶ Central System → Local Delivery
- ▶ 5 Additional Hours of High Quality Training
- ▶ Systematic Talent ID
- ▶ Integrated VI
- ▶ Domestic Excellence

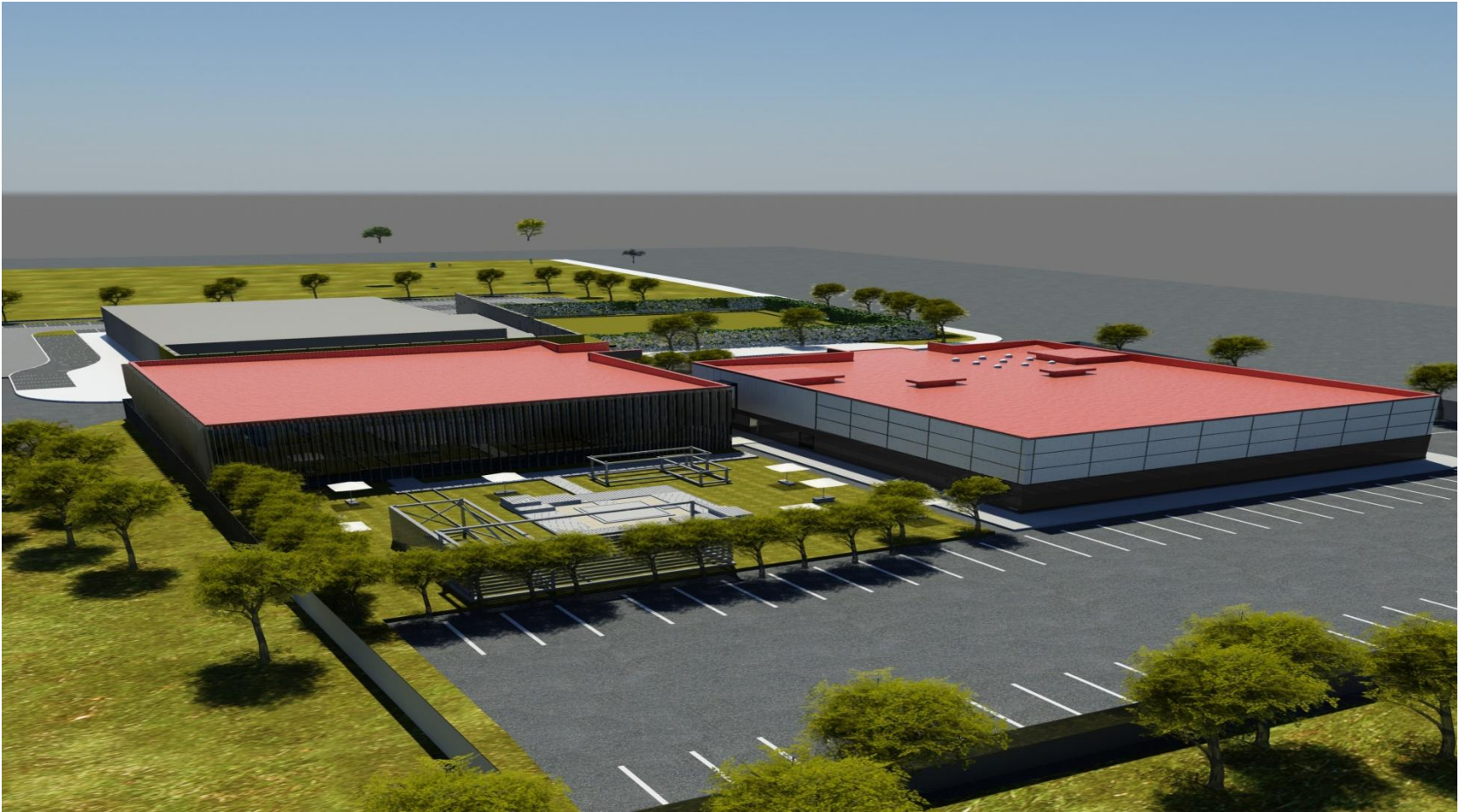


8. FACILITIES

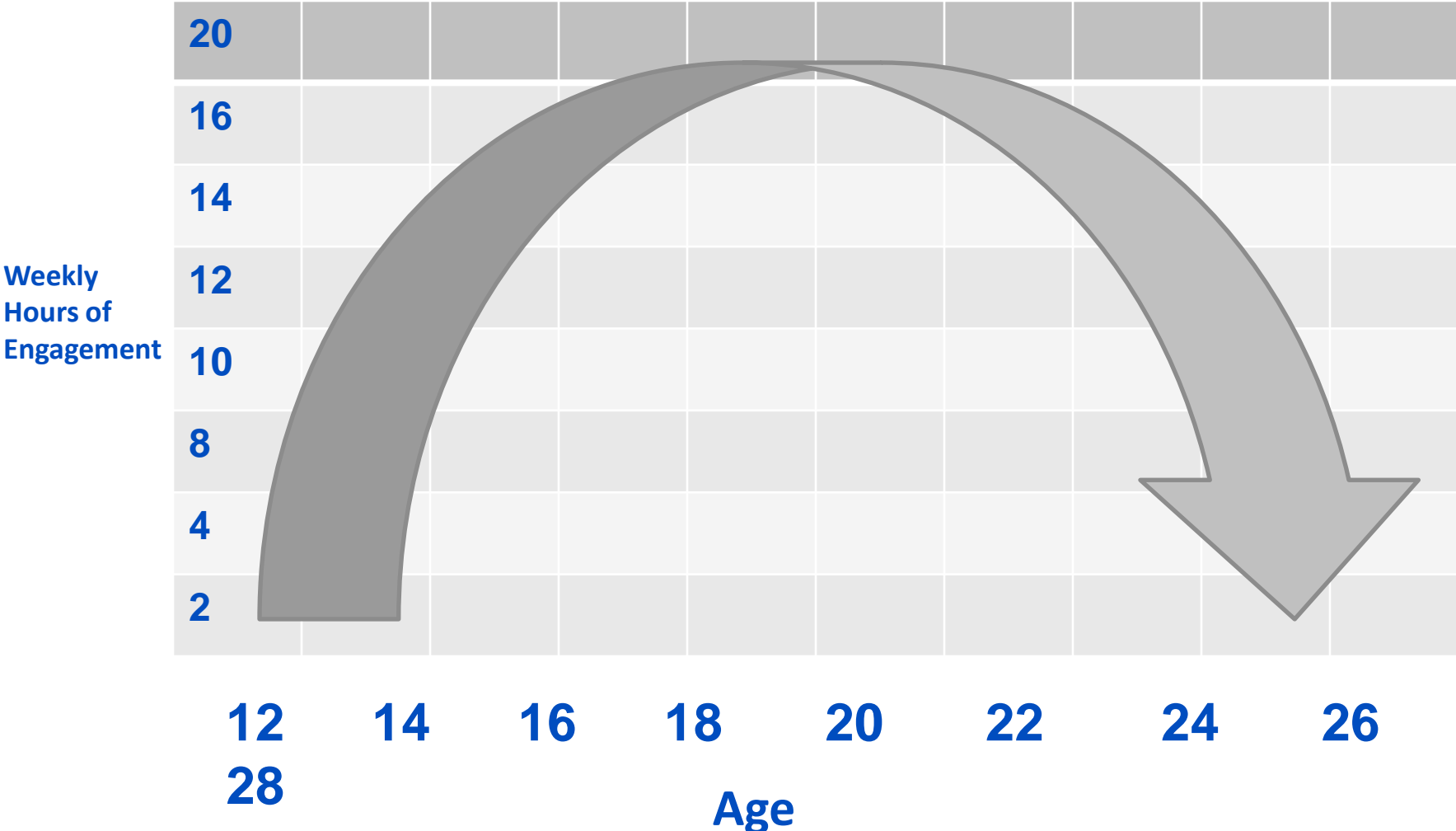
- ▶ BJPI
- ▶ Nucleus of Excellence (physical space)
- ▶ Building Schools for the Future

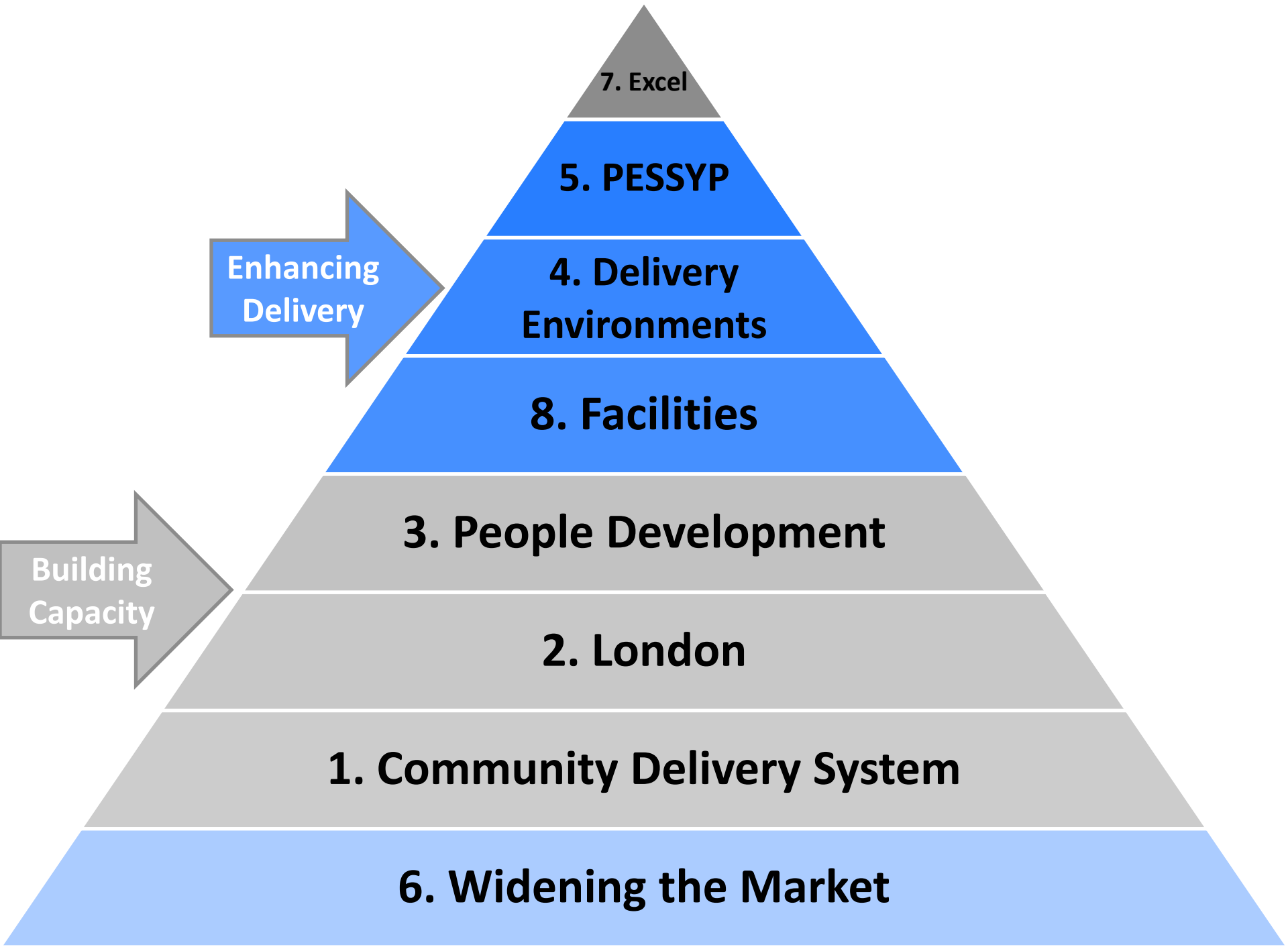


BRITISH JUDO PERFORMANCE INSTITUTE



Engagement with Central Network - Pathways





SUSTAIN (60% of our investment will be directed to this outcome)

We will improve our club capacity (infrastructure – UKCC Coaches, Volunteers, Referees, Officials, specific player offerings, opportunities, interactivity, communications and marketing) by 50% over the 4 year cycle

We will reduce our drop-out rate by 20% over the 4 year cycle. Current rate is 11,000 and this will be reduced to 9,000 per year.

We will reduce our drop-out rate at the critical 12-13 age group by 33% over the 4 year cycle (current 66% → 44%)

We will increase gradings from the 7-18 Mon levels by 20% per year increase

25 Clubs per year to achieve the Clubmark standard

GROW (15% of our investment will be directed directly to the grow outcome)

12,000 new licence holder growth over the 4 year cycle (10% increase per year)

20,000 new players (per Sport England surveys) over the 4 year cycle

400 newly qualified UKCC Coaches added to the books

We will add 50 paid coaches to our delivery system over the 4 year cycle

Double the number of NEW members in the critical 16-18 Age Group from current 300 → 600 per year

EXCEL (less than 25% of overall investment will be dedicated to this outcome)

200 - players will be entered in the front end each year through performance cell structure

The Performance Cells will provide a minimum of 5 hours per week of high quality technical training and randori sessions to complement the players' normal regimes.

30 - 18 year olds each year will be ultimately moved onto the final stage of the England Excel programme and a percentage of these will ultimately progress through the UK Sport elite pathways.

75% of the UK Sport performance pathway will be populated with English players who have developed through the England Excel system

12 English Coaches will be inducted into a high level Elite Coach Training Programme each year (48 will be through this programme by the end of the cycle)

36 English Coaches will be involved with the delivery of the National programme each year (and therefore developing elite coaching skills)

THANK YOU



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JUDO**