



England Athletics at a glance

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England Athletics' vision as the not-for-profit membership and development body for grassroots athletics and running in England is "for athletics to become an inclusive sport where everyone belongs and can flourish."

England Athletics currently supports **1,650** affiliated clubs and organisations (covering track and field, road running, fell, hill, trail and cross country clubs), **142,000** registered athletes, **30,000** licensed coaches and leaders and **5,450** officials. By listening and consulting with our membership to understand what is needed at a grassroots level to develop the sport, England Athletics supports clubs and athletes from start to finish with, for example, recruitment and retention of participants, more competition opportunities, development and training of coaches, leaders, officials and volunteers, sustainable clubs, and more high-performing athletes and runners.

"athletics to become an inclusive sport where everyone belongs and can flourish"

Guiding principles:

England Athletics wants every participant in athletics and running, regardless of age, ability or background, to see and experience first-hand the guiding principles which continue to drive the work that we do. These are to:

- Put the athlete and runner first
- Encourage high standards and ethical success
- Enhance experiences
- Work together in partnership not in isolation

Five key strategic areas:

At the heart of athletics and running are the people and communities which sit within England Athletics' five key strategic areas:

- Clubs, Club Leaders and facilities
- Competition
- Coaches and Officials
- Participation: young people and running
- Talented athletes

Facts and figures for the 2020/2021 affiliation year

- Our sport has continued to grow since the release of our previous strategic plan in 2016.
- There are **142,000** athletes and runners registered with England Athletics.
- The number of female athletes registered with England Athletics is 66,000. This equates to **46.6%** of all registered athletes. **7,000** (5%) of registered athletes are disabled.
- At least **7.1 million** people in England run twice a month or more. In addition, there are **c.5.8 million** people who are more occasional runners. (*Sport England Active Lives 2020, England Athletics Participation Tracker 2021*)

Club affiliation and athlete registration

Through their affiliation and registration with England Athletics, clubs, member bodies and athletes have access to a wide range of benefits, including exclusive partner offers, competition entry, free and discounted qualification and development opportunities, insurance, access to resources, webinars, and workshops.

Membership of England Athletics is also an opportunity for athletes and runners to help shape the future of the sport through collaboration and consultation on key issues at grassroots and elite level.

“clubs, member bodies and athletes have access to a wide range of benefits”



England Athletics Club Affiliation Benefits & Services 2021/22

SUPPORT SERVICES

MYATHLETICS PORTAL

newly updated online club management tool

CLUB SUPPORT & PARTICIPATION TEAM

providing direct support and expert advice including facility and planning, inclusion and diversity, research and volunteering

MEMBER ENGAGEMENT TEAM

providing direct support to help with registration, rules of the sport, compliance, grievance/disciplinary and eligibility

FREE CLUB MANAGEMENT RESOURCES

including club governance & guidance documents

SAFEGUARDING, WELFARE & WELLBEING SUPPORT

EVENT MANAGEMENT SYSTEM

PUBLIC LIABILITY INSURANCE

up to £50m cover

FREE LEGAL SUPPORT

including legal helpline via Muckle LLP (funded by England Athletics)

CLUB FINDER

online club directory search tool

MARKETINGHUB ACCESS

online club branding tool and free promotional assets

CONSULTATION

invitation to contribute views to help shape the sport's future

REGIONAL & NATIONAL COUNCILS

representing the views of your club and region

VOTING RIGHTS

at England Athletics AGM and in Board and Council elections

PARTNER OFFERS

EXCLUSIVE PARTNER OFFERS

PRODUCT TRIALS/ CONSULTATIONS

ATHLETE/COACH OFFERS

EVENT BRANDING & MERCHANDISE DISCOUNTS

via Running Imp

CLUB TEAMWEAR SUPPORT

including shop function via Kukri

CASHBACK & FUNDRAISING OPPORTUNITIES

CLUB PROMOTION / CASE STUDY OPPORTUNITIES

CLUB PROGRAMMES

CLUB SUPPORT FUND

financial support grants through
2021/22

CLUB LEADERSHIP

interactive online development
programme

CLUB RUN

to help develop road running club
athletes and coaches

TRACK NIGHTS

programme to help develop club track and
field athletes and coaches

TALENT PATHWAY

supporting and developing identified
club athletes and coaches along the
talent pathways

FIND A GUIDE

supporting visually impaired runners

#RUNANDTALK – MENTAL HEALTH CHAMPIONS

support programme for clubs

VOLUNTEER AWARDS & HALL OF FAME

recognising club volunteers &
contribution to the sport

FUNETICS

athletics programme to engage children
aged 4-11

ATHLETICS 365

athletics programme to engage
youngsters up to age 15

RUNTOGETHER

social running programme to increase
participation

COMPETITION, EVENTS & LICENSING

FREE VIRTUAL ROAD RACE LICENSING

via runbritain

FREE VIRTUAL COMPETITION PLATFORM

LOWER ROAD RACE LICENSING FEES

via runbritain, supporting race providers

FREE TRACK & FIELD / XC COMPETITION LICENSING

VIRGIN MONEY LONDON MARATHON

access to places for clubs
(based on club size)

FINANCIAL SUPPORT

apply for competition provider grants

COMPETITION PROVIDER SUPPORT

including free webinars and resources

ROAD RACE ORGANISER SUPPORT

including Race Directors Club, Gun
To Tape workshops and training
opportunities

ENGLAND TRACK & FIELD CHAMPIONSHIPS

from U15 to Senior, indoor & outdoor

ENGLAND ROAD RUNNING COMPETITION/CHAMPIONSHIPS

from age 15 years to masters, 5K to
Marathon

ENGLAND REPRESENTATIVE TEAMS

for athletes across track and field, road,
mountain/fell, ultra and cross country

COMMONWEALTH GAMES

Birmingham 2022 –
England track and field team

QUALIFICATION & DEVELOPMENT OPPORTUNITIES

FREE CLUB DEVELOPMENT OPPORTUNITIES

including webinars, workshops and forums

COACH/ATHLETE DEVELOPMENT WORKSHOPS

all event groups, virtual and face-to-face, high-level masterclasses and conferences

COACH/ATHLETE SUPPORT

through our Coaching & Athlete Development Team regionally and nationally

DEDICATED ROAD RUNNING MANAGER SUPPORT

DISCOUNTED COACH & LEADER QUALIFICATIONS

across athletics and running

LOW-COST OFFICIALS QUALIFICATIONS

FREE, DISCOUNTED & LOW-COST COACH & LEADER DEVELOPMENT OPPORTUNITIES

including webinars, workshops, masterclasses, conferences and training days

FREE OFFICIALS DEVELOPMENT OPPORTUNITIES

LICENSING

of coaches, leaders, guide runners and officials (including DBS checks) via UKA

ATHLETICS HUB

online resources, webinar recordings, course booking and learning platform

England Athletics Athlete Registration

Benefits & Services 2021/22

SUPPORT SERVICES

DIGITAL REGISTRATION CARD

with Unique Registration Number (URN)
delivered by email

MYATHLETICS PORTAL

online profile to help you manage your
membership

POWER OF 10

linked to myAthletics profile to help
track performance

MEMBER ENGAGEMENT TEAM

direct support via helpline and email

SAFEGUARDING, WELFARE & WELLBEING SUPPORT

FIND A GUIDE

supporting visually impaired runners

MENTAL HEALTH SUPPORT

including #RunAndTalk Mental Health
Champions

EMAIL BULLETIN

fortnightly update with the latest news
and opportunities

CONSULTATION

invitation to contribute your views to
help shape the sport's future

QUALIFICATIONS & DEVELOPMENT OPPORTUNITIES

DISCOUNTED COACHING AND LEADERSHIP QUALIFICATIONS

across athletics and running

LOW-COST OFFICIATING QUALIFICATIONS

across all officials disciplines

FREE, DISCOUNTED & LOW-COST DEVELOPMENT OPPORTUNITIES

webinars, workshops, masterclasses,
conferences and training days

FREE WEBINAR PROGRAMMES

from world-class presenters (live and
recorded)

FREE OFFICIALS DEVELOPMENT OPPORTUNITIES

ATHLETICS HUB

online development resources, webinar
recordings, course booking and learning
platform

COACH/ATHLETE DEVELOPMENT WORKSHOPS

all event groups, virtual and face-to-face,
high-level masterclasses and conferences

COACH/ATHLETE SUPPORT

through our Coaching & Athlete
Development Team regionally and
nationally

TALENT PATHWAY

supporting and developing identified
club athletes and coaches along the
talent pathways

CLUB PROGRAMMES

accessed via affiliated club (ie. Club Run,
Track Nights)

WOMEN IN COACHING PROGRAMME

supporting women in athletics & running

COMPETITION & EVENTS

COMPETITION ELIGIBILITY

to enter a range of competitions held under UKA rules

DISCOUNTED ROAD RACE ENTRY

for UKA licensed road races

ENGLAND TRACK & FIELD CHAMPIONSHIPS

from U15 to senior, indoor and outdoor

ENGLAND ROAD RUNNING COMPETITION/CHAMPIONSHIPS

from age 15 to masters, 5k to marathon

ENGLAND REPRESENTATIVE TEAMS

national & international for track and field, road, mountain/fell, ultra and cross country

VIRTUAL COMPETITIONS

exclusive virtual competitions and challenges

VIRGIN MONEY LONDON MARATHON PLACES

access to places (limited number via affiliated club)

EARLY BIRD TICKET ACCESS

for registered athletes via British Athletics

PARTNER OFFERS

EXCLUSIVE OFFERS & DISCOUNTS

EXCLUSIVE COMPETITIONS

THE EDGE

monthly partner offers email bulletin

PRODUCT TRIALS

AMBASSADOR OPPORTUNITIES

England Athletics' values

The diverse nature of athletics and running allows all participants, whatever their age, ability or background, to have a sense of achievement and move towards a healthy lifestyle as part of the England Athletics family.

Our organisation's values of **fun, inspiration, integrity** and **inclusivity** are embedded in our work as a not-for-profit grassroots membership and development body to create opportunities, enhance experiences and power potential.

England Athletics was one of the first signatories of the Mental Health Charter and has also signed the Time to Change Pledge.

Athletics' heritage

Athletics in England has a rich history and heritage, and England Athletics celebrates the achievements of athletes, coaches, officials and volunteers from today and yesteryear to inspire future generations.

The annual England Athletics **Regional and National Volunteer Awards** programme sees volunteers from across the country recognised for their vital contributions in supporting the development of the sport.

The England Athletics **Hall of Fame**, launched in 2008, honours every year those who have made an outstanding contribution to the sport of athletics in England. The public vote on a shortlist of athletes who have been put forward by a panel of experts. The England Athletics Hall of Fame ceremony takes place each year alongside the England Athletics National Volunteer Awards.

“England Athletics celebrates the achievements of athletes, coaches, officials and volunteers from today and yesteryear to inspire future generations”

England Athletics, UK Athletics and the Home Country Athletics Federations



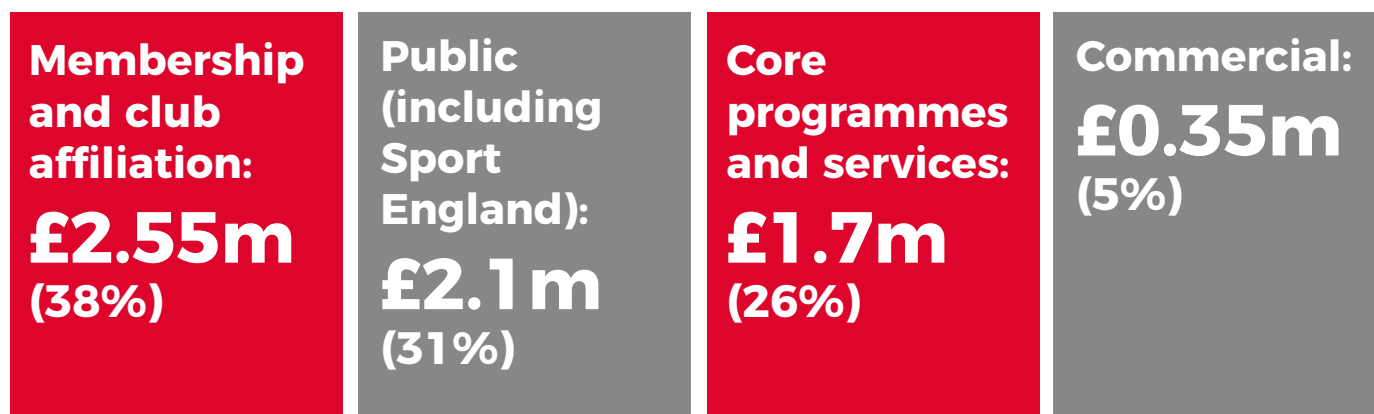
England Athletics, UK Athletics and the three other **Home Country Athletics Federations** (HCAFs); Athletics Northern Ireland, Scottish Athletics and Welsh Athletics are, together, responsible for developing and delivering the UK-wide strategy for the sport.

England Athletics, as the membership and development body for the sport in England, leads on support for grassroots athletics and running clubs, facilities and schools, affiliation and membership, domestic competition opportunities at area, county, national and international [England] level, the recruitment, training and retention of coaches, officials, and leaders, volunteering, participation and the development of talent pathways for athletes through to the Commonwealth Games.

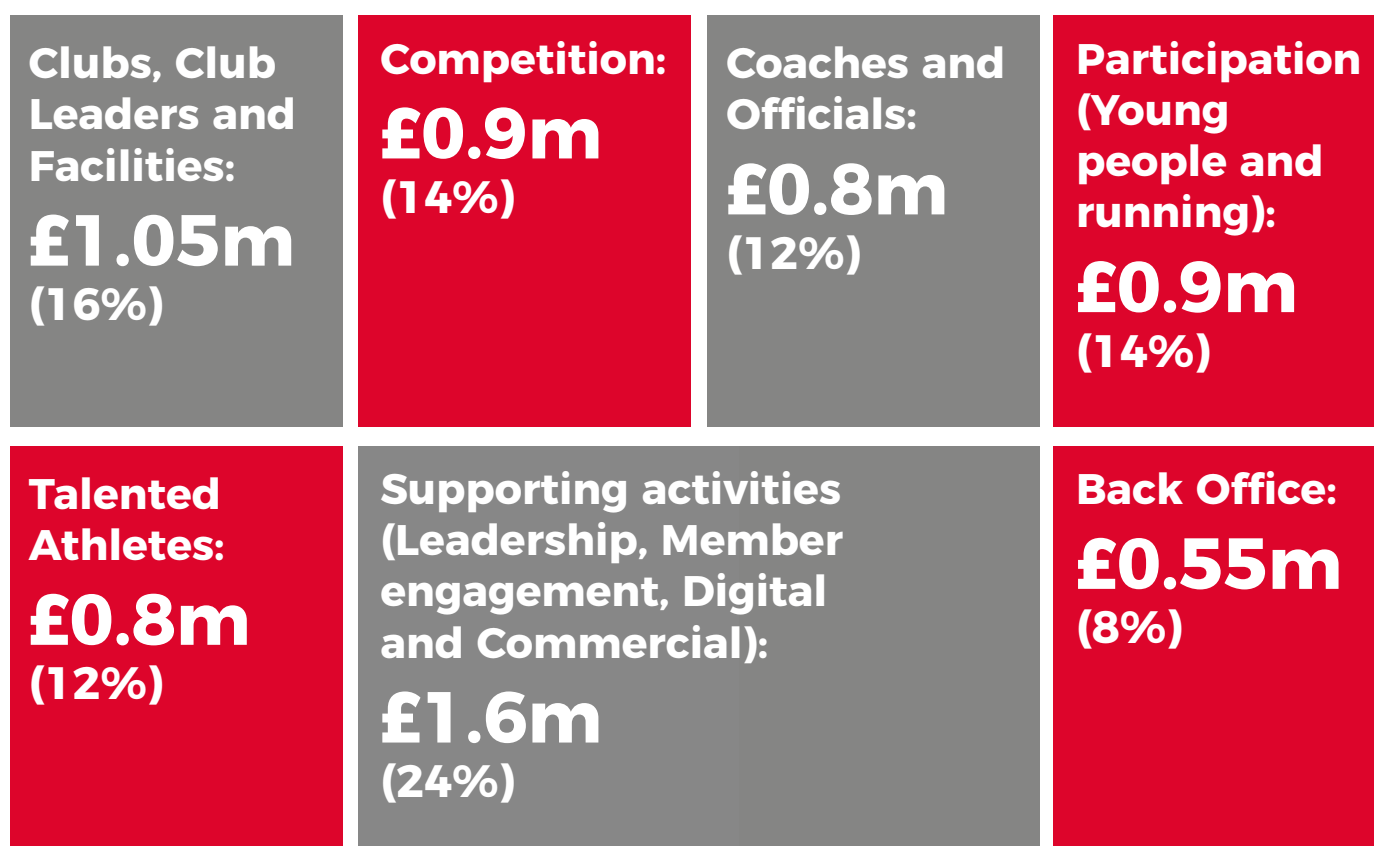
UK Athletics, as the national governing body for the sport of athletics in the United Kingdom of Great Britain and Northern Ireland, is responsible for a number of high level functions, including the provision of world class performance athletics such as GB & NI international teams, rules and regulations for UK competition, licensing for coaches, competitions, officials and tracks, welfare and safeguarding, anti-doping and broadcasted events.

Funding and investment

England Athletics receives funding from a variety of sources and our reliance on public money via Sport England has been decreasing year on year thanks to the support of affiliated clubs and member bodies, registered athletes, commercial partners and sponsors. Our key funding sources at a headline level for the year **2021/22** will be as follows:



As a not-for-profit organisation, England Athletics' income is reinvested back into the sport to deliver our strategic priorities and ultimately benefit our members and stakeholders. Planned investment levels for **2021/22** are as follows:



Participation programmes

England Athletics provides two key participation programmes:



funetics is a fun and inclusive programme, created by England Athletics, to help 4-11 year old children learn, develop and practice running, jumping and throwing all year round, for a healthy, active and confident future. The vision is for every primary school aged child in the country to be able to access funetics sessions and for these children and their parents and teachers to be involved in following their progress in this digitally-based trackable physical literacy programme. funetics is proud to welcome two of the sports' greatest competitors to help inspire children to take part. World and Commonwealth Heptathlon Champion Katarina Johnson-Thompson is the funetics ambassador and the funetics' insole partner, Enertor, brings with them the support of the world's fastest man, Usain Bolt.

Find out more by visiting funetics.co.uk



RunTogether is England Athletics' national recreational group-based running community with over **150,000** active runners in **2,718** groups. It provides fun, friendly, safer, supportive and inclusive opportunities for runners, whatever their ability or availability.

The idea of RunTogether is that running / jogging is more fun and easier to become part of a lifestyle when shared with others. RunTogether is a great social connector, bringing existing and new friendships together, and supporting every type of member: Runners, Run Leaders, Run Leader Mentors, Mental Health Champions and Guide Runners.

Find out more by visiting runtogether.co.uk

Two additional campaigns that England Athletics continues to deliver are:



'This Girl Can Run' is a running activation programme originating from Sport England's parent 'This Girl Can' campaign and is supported by England Athletics.

There are over **127,350** women in the programme's social media community of whom **c.30,000** have been influenced to run regularly.

#RunAndTalk

England Athletics' #RunAndTalk programme, supported by mental health charity Mind, aims to improve mental health through running. It supports 'Time to Talk Day' and 'World Mental Health Day' with both organised and ad hoc runs alongside the #RunAndRevise campaign to help students take a break from exam pressure. A network of over **1,000** volunteer Mental Health Champions in England Athletics affiliated clubs and RunTogether groups across England offer support for people to access the physical and mental wellbeing benefits of running, encourage conversations on the subject, raise awareness and help remove stigma.

In closing

Athletics is where it all begins. Learning to run, jump and throw is the foundation for a lifetime of activity.

From playground to podium, the sport offers everybody the opportunity to achieve and live a healthier and happier life.

From helping athletes and runners, coaches, volunteers, officials and leaders to flourish, to developing successful and inclusive talent pathways which deliver success at the elite level, England Athletics is focused on creating opportunities, enhancing experiences, and powering potential for everyone involved in the sport.

“England Athletics is focused on creating opportunities, enhancing experiences, and powering potential for everyone”



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For more information visit:

www.englandathletics.org

