

# THE JOURNEY TO

# 2028

## OUR PURPOSE AND VISION

### UNITE

Unite the athletics community

### INSPIRE

Inspirational winning performances will help us fulfil our purpose

**Athletics NI  
Annual General  
Meeting**

**The Journey to  
2028**

**Elaine Grant  
CEO**

Thursday 26<sup>th</sup> October 2023  
Dunsilly Hotel, Antrim

## Introduction

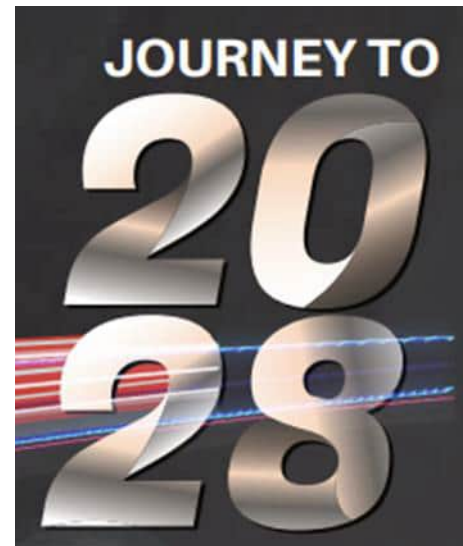
### Adapting to challenge & change

#### Unforeseen challenges

- UK wide sponsorship issues in the Sport
- Transfer of :
  - Coach & Officials Licencing
  - Coach & Official Education
  - Safeguarding changes ongoing
- UKAD Compliance

#### Planned Changes

- Strategy
- Mem & Arts
- Finance



## Sport NI Sport System Investment- Increased

5-Year Funding History



- ✓ More flexibility
- ✓ Less bureaucracy(FCS)
- ✓ More potential to utilise funding across the sport
- x Previously restricted to certain areas
- ✓ Massive achievement for the Sport & Staff Team

**Athletics Northern Ireland**

**What progress has been made?**

**What are the successes?**



## Performance Highlights

### World Championships, Budapest

- 1x Top 8 – 4<sup>th</sup> Place Ciara Mageean NR
- 1x Top 16 – 13<sup>th</sup> place Kate O'Connor SB
- 4 NI athletes represented

### NI Senior Records Broken

- 5 outdoor records
- 4 indoor records



## Performance Pathway Progress & System Improvements

**Endurance Coordinator Mark Kirk recruited**

**Endurance Potential Programme launched with 12 athlete-coach pairs supported**

**Greater transparency and use of wider selection panels for:**

- All NI & Ulster teams
- BCC funding
- Mary Peters Trust funding
- Athlete Award funding



## Performance Highlights

### Sport NI Sports Institute (SNISI)

- 110 hours of service delivered to 12 international athletes

Zak Hanna supported through Mary Peters Trust and SNISI before gaining New Balance sponsorship

### NI & Ulster Teams

- Five NI & Ulster Teams supported in the past year



## Pathway Highlights

### Euro Cross country Italy

- U20 – Silver medal Nick Griggs
- Team Silver Griggs & Callum Morgan
- 4 x NI athletes represented

### European U20 Championships, Jerusalem

- Silver medal Nick Griggs
- 2 x NI athletes represented

### Youth Commonwealths, Trinidad

- 1x top 8
- 4x top 16
- All five athletes outperformed pre event ranking





## Pathway Highlights

### European Youth Olympics, Slovenia

- 2 x NI athletes represented

### European U23 championships

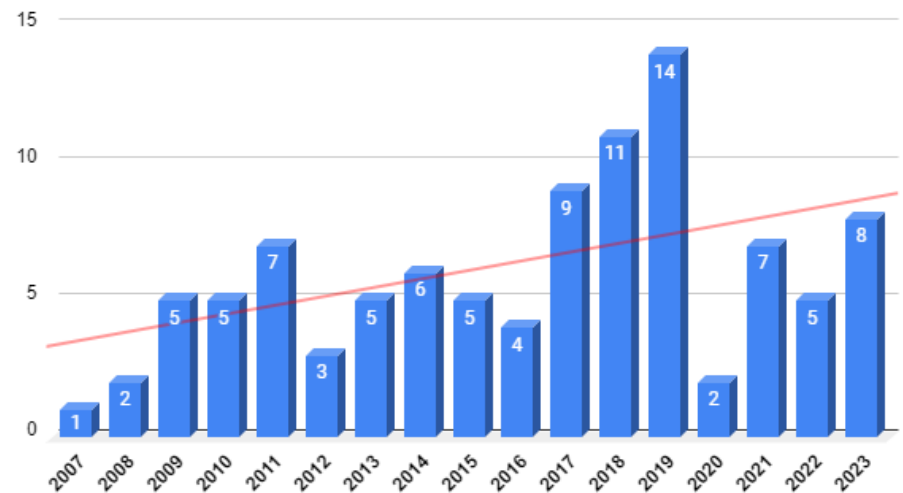
- 3 x NI athletes represented

**A total of 14 Northern Ireland athletes represented at age related championships**

**8 events with athletes achieving U20 Power of Ten top 10 (highest since pre-Covid)**



**NI U20 Athlete Achieving Uk Power of 10 Standards**



## Academy Highlights

### Youth Academy

- 35 NI eligible athletes aged 15-21 supported with bases at Ulster University Jordanstown and Coleraine

### Speed Power Academy

- 20 Northern Ireland and Ulster eligible athletes aged 14-18 supported at Ulster University Jordanstown

**Delivery of 32 sessions October – June by Academy staff**



## Performance Pathway Staff Development

### Commonwealth Futures Program

- Amy Foster & Luke Dinsmore involved in joint program between Commonwealth Games NI and Sport NI which provides opportunities for aspiring high performance coaches to access professional learning and development experiences
- Benefits- Amy (Developing Team Management skills) & Luke (Coaching & logistics skills)
- Commonwealth Youth Games in Trinidad Amy was Athletics Team Lead & Luke supporting as Team Coach.

### PhD

- Scott Paulin (Pathways Coach) has recently secured a PhD opportunity at Ulster University. His area of research is Long Term Athlete Development. The research aims to investigate gender considerations across stages of maturation and injury risk in adolescent athletes.

Scott Paulin

“As an organisation we continually strive for excellence in how we support and deliver our coaching services to junior athletes.

Our aims going forward are to increase awareness around the topic of growth and maturation in youth sport, how to reliably measure it and what interventions can we implement to help mitigate the risk of sport related injuries.”



## Development, Coach & Official Education **Highlights**

- ✓ Improved Geographical Spread of Formal Coach Education (50% outside Belfast)
- ✓ 195 new Coaches
- ✓ 17 Newly Trained Officials
- ✓ Non-Formal CPD for Coaches & Officials
  - Online Communities of Practice
  - Events specific workshops
  - Online Webinars



## Development – Foundations, Fundamentals and Running Participation Highlights

### **NGB & Club Led Fundamental Programmes:**

500 children have been introduced or developed their ability to Run, Jump & Throw.

### **Couch 2 5K Mentoring Programme:**

8 LiRF's mentored in Jan-Mar 2023 programmes across Irvinestown, Magherafelt, Cookstown, Glenravel, Belfast & Antrim with over 100 participants completing these programmes.

### **Running Participation Partnerships:**

Multiple new collaborative projects with local Trusts, Councils, The Daily Mile & Parkrun providing an entry route for 1000's of new participants into the sport.



## Events, Marketing & Communication Highlights

### **Flahavan's Primary School Cross Country League:**

Over 4,500 kids entered across the 3 rounds in the 22/23 & over 250 at the final.

Flahavan's 11<sup>th</sup> year of sponsorship with Athletics NI.

### **Indoor Age Group Championships:**

Nearly 600 entries into the NI & Ulster Indoor Age Group Championships held in Athlone.

**Outdoor Age Group Championships** – Over 600 entries into the NI & Ulster Championships

### **Clubs:**

101 affiliated clubs spread across all Counties.

### **Podium 4 Sport Seeley Cup 10k:**

Athletics Northern Ireland, in partnership with Willowfield Temperance Harriers, celebrated the 40<sup>th</sup> Anniversary of the event in December 2022 with over 1000 entries.

### **British Milers Meet:**

19<sup>th</sup> July 2023 British Milers Meet hosted at the Mary Peters Track & Athletics NI hosted several events on the night.



## Events, Marketing and Communication Highlights

- **Marketing** – There has been a continuing increase of engagement and interaction across all social media channels along with the introduction of our new account on Tiktok.
- **Team** – 3 full time members of staff in the Events, Marketing, Communication and Administration team which has increased the capacity for running successful events, managing marketing channels and taking care of office-based admin.
- **Staff and Athlete Kit** – Progression is being made with a new kit supplier for staff, coaches and athletes.



## Mary Peter Track Highlights



### Recruitment:

- New Facility Manager
- 2 New Casual Track Attendant
- 1 Part time Track Attendant
- 1 Full time Track Attendant

### Partnerships:

- Improved relationship with BCC (including swift groundwork on Discus Cage)
- Closer working relationship with ANI including Managing Red Pavilion

### Usage:

- Over 10,000 students that visited the track in the month of June alone.
- Increased usage from all age groups but most noticeably in age groups between 12-16.



THE VISION FOR

2028



**Athletics Northern  
Ireland  
Strategy  
2023-2028**

**The Journey to  
2028**

**Delighted to  
launch the New  
Strategy**

# THE JOURNEY TO

# 2028

## OUR PURPOSE AND VISION

### **UNITE**

Unite the athletics community

### **INSPIRE**

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# OUR PURPOSE AND VISION

To **inspire** more athletes of all abilities and backgrounds to fulfil their potential, have a lifelong love for the sport, and ensure an inclusive sport where everyone belongs and can flourish"

Alongside this we aim to **unite** the athletics community to overcome the current challenges and work collaboratively to safeguard the sport for the future.

# OUR MISSION

We seek to increase participation and performance success in athletics at all levels and across all disciplines, ensuring a positive and enjoyable experience for all. We will provide opportunities and enter into partnerships that will inspire and empower organisations and individuals of all ages, genders, races and abilities to achieve their full potential. In everything we do we will focus on safety, wellbeing, equality and positive social impact.

# OUR VALUES

We integrate our core values throughout Athletics Northern Ireland in order to build trust, guide behaviours, and maintain a culture that supports achievement of our agreed objectives.



## INTEGRITY

Everyone involved in our sport will be respected and treated fairly with a focus on positive relationships, facilitating inclusion, collaboration, mutual support and empowerment.



## ACCOUNTABILITY

Everyone involved will be clear about their responsibility to deliver in their role, and to report performance accurately and promptly. All decision making will be clearly communicated and aligned to the strategy.



## TRANSPARENCY

We will share relevant information, to support trust and alignment. Equally where confidentiality is necessary, we will operate discretion to protect our staff, members and the sport as a whole.



## EXCELLENCE

We will plan, act, reflect, and really listen, to drive innovation and continual improvement. We will ensure our policies and procedures are fit for purpose and consistently applied.



## FUN

We want people to feel excited and inspired by our sport, in a safe environment with fun and enjoyment at the heart of athletics.

Based on the results of our consultation and assessment of the current context in which the sport is operating the following areas of focus have been identified and will be the framework for the new strategy. These will be cross cutting themes organisationally and everyone will have a part to play in delivering against these key areas although some staff teams and committees will lead in particular areas under the direction of the CEO.

# STRATEGIC FRAMEWORK

## 1: FOUNDATIONS & VALUES



### GOVERNANCE

Finance, Systems, Data,  
Governance Code  
Compliance, Mem & Arts



### INTEGRITY

Safeguarding, Welfare,  
Wellbeing, EDI,  
Anti-doping,  
Environmental  
Sustainability



### VALUES

Integrity, Accountability,  
Transparency, Excellence,  
Fun

## 2: DELIVERING OUR MISSION

Athletics Northern Ireland will focus on six key areas on our Journey To 2028 underpinned by key Governance actions.

## 3: PURPOSE & VISION

### INSPIRE & UNITE

#### RUN, JUMP, THROW, PUSH

To inspire more athletes and runners of all abilities and backgrounds to fulfil their potential and to have a lifelong love for the sport, and ensuring an inclusive sport where everyone belongs and can flourish.

### INSPIRATION



### COMMUNICATION (INTERNAL, EXTERNAL)



### PARTNERSHIPS (CLUBS & STAKEHOLDERS)



### COMMERCIAL



### PATHWAYS (PLAYGROUND TO PODIUM)



### PEOPLE DEVELOPMENT



JOURNEY TO  
**20  
28**

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## OUR FOUNDATIONS AND VALUES

### GOVERNANCE

Focus on ensuring the right systems, policies and procedure are in place to ensure smooth running of the sport, financial sustainability and compliance with the Governance code in Northern Ireland.

### INTEGRITY

Focus on a safe, fair, sustainable sport that is inclusive and respectful to all and the environment.

## DELIVERING OUR MISSION

### INSPIRATION

Focused on how we create and harness the impact of Olympic and Commonwealth Games success and success in non-Olympic disciplines at World level to inspire the next generation and grow the athletics community. Celebrating success at national senior, masters and age-group championships level to grow the sport at all levels.

### PATHWAY (PLAYGROUND TO PODIUM)

Focused on maximising the impact of the athletics curriculum within schools and clubs to ensure positive first experience and lifelong participation. Aligned curriculum between clubs and our academies to ensure smooth transition into Academies & Squads and collaborative development of future and current talent.

### PEOPLE DEVELOPMENT

Ensuring focus on our "People" and providing access to bespoke and needs led development opportunities, enabling excellent delivery across the whole sport and rewarding and recognising good practice.

### PARTNERSHIPS

A focus on delivering in collaboration with our key partners to enhance the quality of our delivery and achieve greater impact with a particular emphasis on our clubs.

### COMMERCIAL

Focused on the growth of athletics to safe-guard the future and ensure the wider social and physical benefits of life-long engagement in the sport are sustainable.

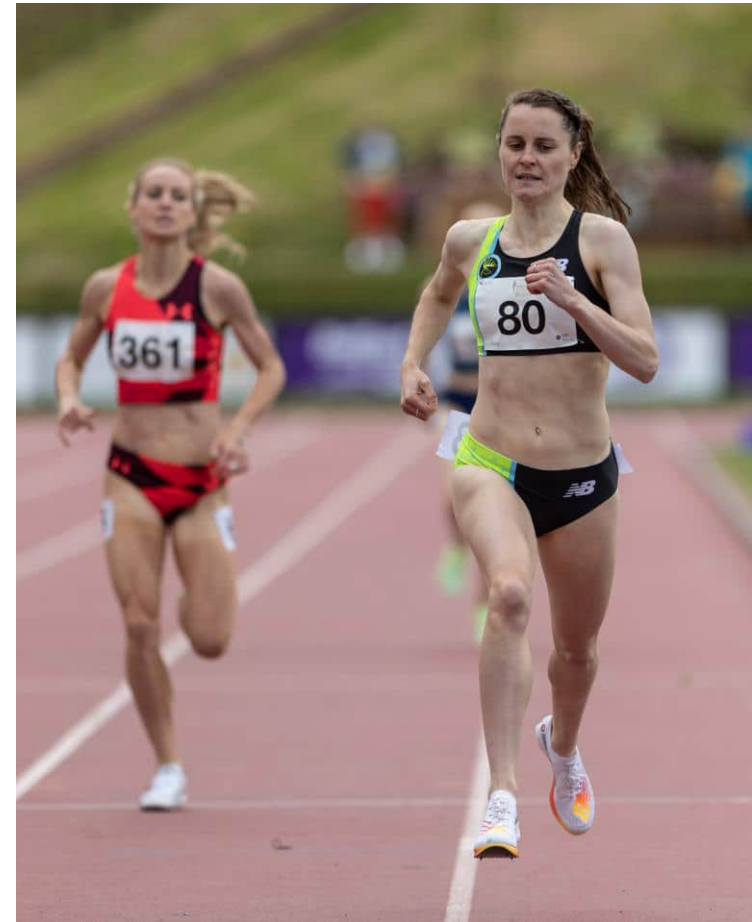
### COMMUNICATION

Focus on keeping all relevant internal and external parties informed of success, progress, challenges and good news stories on an ongoing and regular basis to grow good relations.



## Future of Athletics NI

- New Strategy
- New funding Partnerships (SNI & others)
- New Committee Structures & Opportunities
- Focus on:
  - Open/Transparent
  - Communication





**For further information please contact:**

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