

THE ROAD TO LONDON 2017

UK Athletics Strategy 2013 - 17



BRITISH
ATHLETICS



3. INCREASE PARTICIPATION TO BUILD AN ATHLETIC NATION

IT IS OUR AMBITION

- to inspire more people to take up athletics than ever before.

UK participation numbers have increased significantly over the last six years and the 2013 Active people survey indicated that athletics is now more popular than both football and cycling. This is due to huge increases in the numbers of people running. Our task now is to continue this growth - track and field for some, running and fitness for all - and to become the No1 individual participation sport in the UK. As part of this we have also set a target to increase the number of disabled people taking part in athletics by 10,000 by the time we host the 2017 IPC World Championships.



500,000

more people over the age of 14 doing
athletics 1x30 minutes a week by
2017

(including 40,000 disabled
participants)

2.4 million

people doing athletics 1x30 minutes
a week by 2017, with 8% of these
participants being disabled

5% growth

of competing athletes in our
Member clubs, year on year
and reducing churn by 30%, by 2017

(baseline 128,000)

**Improving the
experience of every
participant in the
sport**

Who runs at the moment?

- Why do you run
- Where do you run
- What stops you/puts you off running?



Currently 230 Synthetic Athletics Tracks in England

...The vast majority are floodlit

Challenges

- One size fits all approach – i.e. 400m tracks
- Public spending cuts/changes in ownership
- Income/expenditure profile of facilities
- Capturing latent demand/sustained participation
- Sporting satisfaction/experience
- Exploiting legacy opportunities



...Work in progress

- 5year strategy
- Mapping
- Levels of facility provision – UKA ADM
- Recreational running – mass market appeal

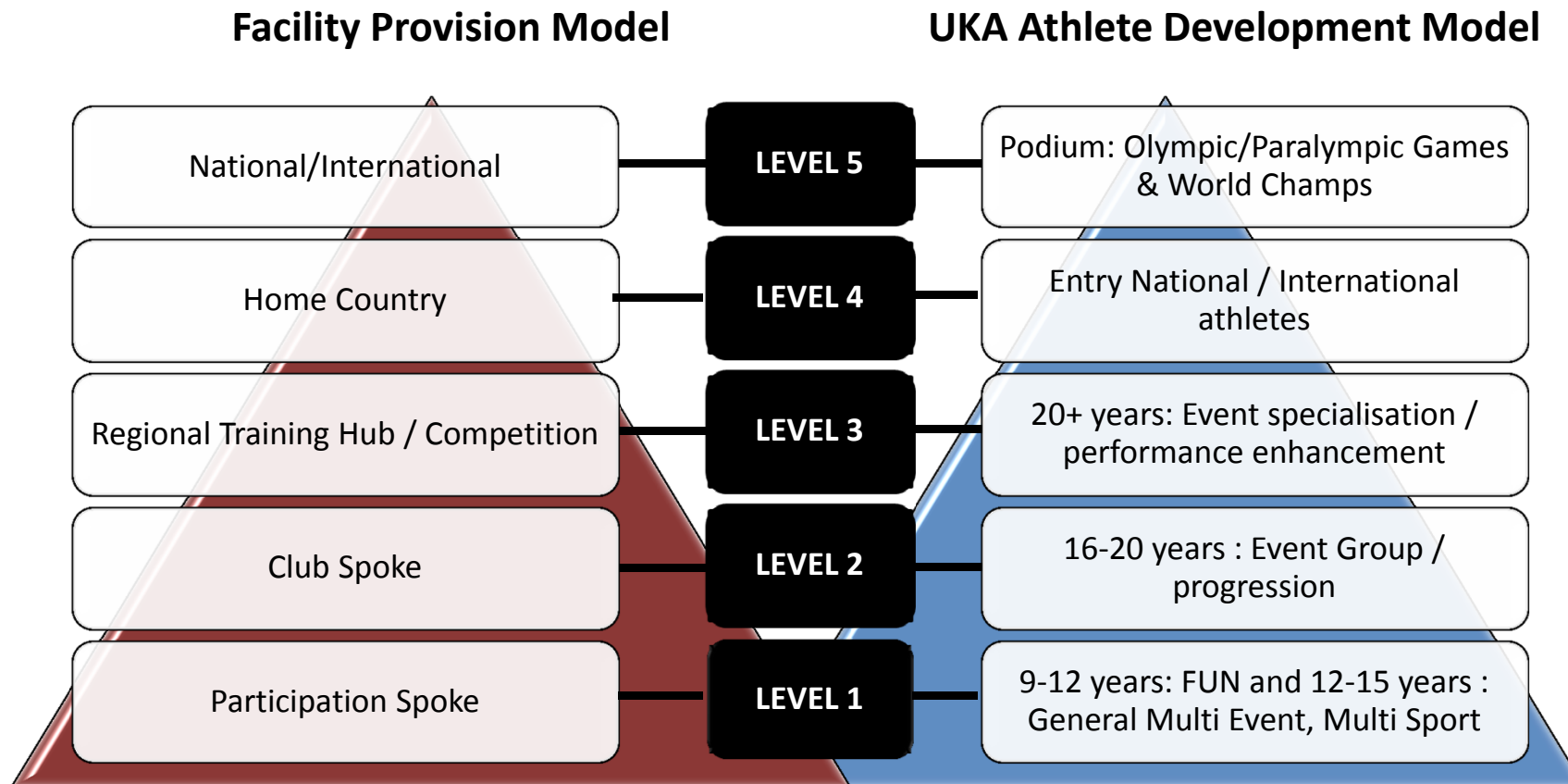


Athletes will always be at the heart of everything we do - from the very elite competing for Olympic and Paralympic medals, to children experiencing their first taste of athletics at school or in clubs, and people of every age taking part in mass participation events.

The athlete development model published in 2010 will continue to guide everything we do in developing the sport.



Draft Facility Planning model: Fig 1.0







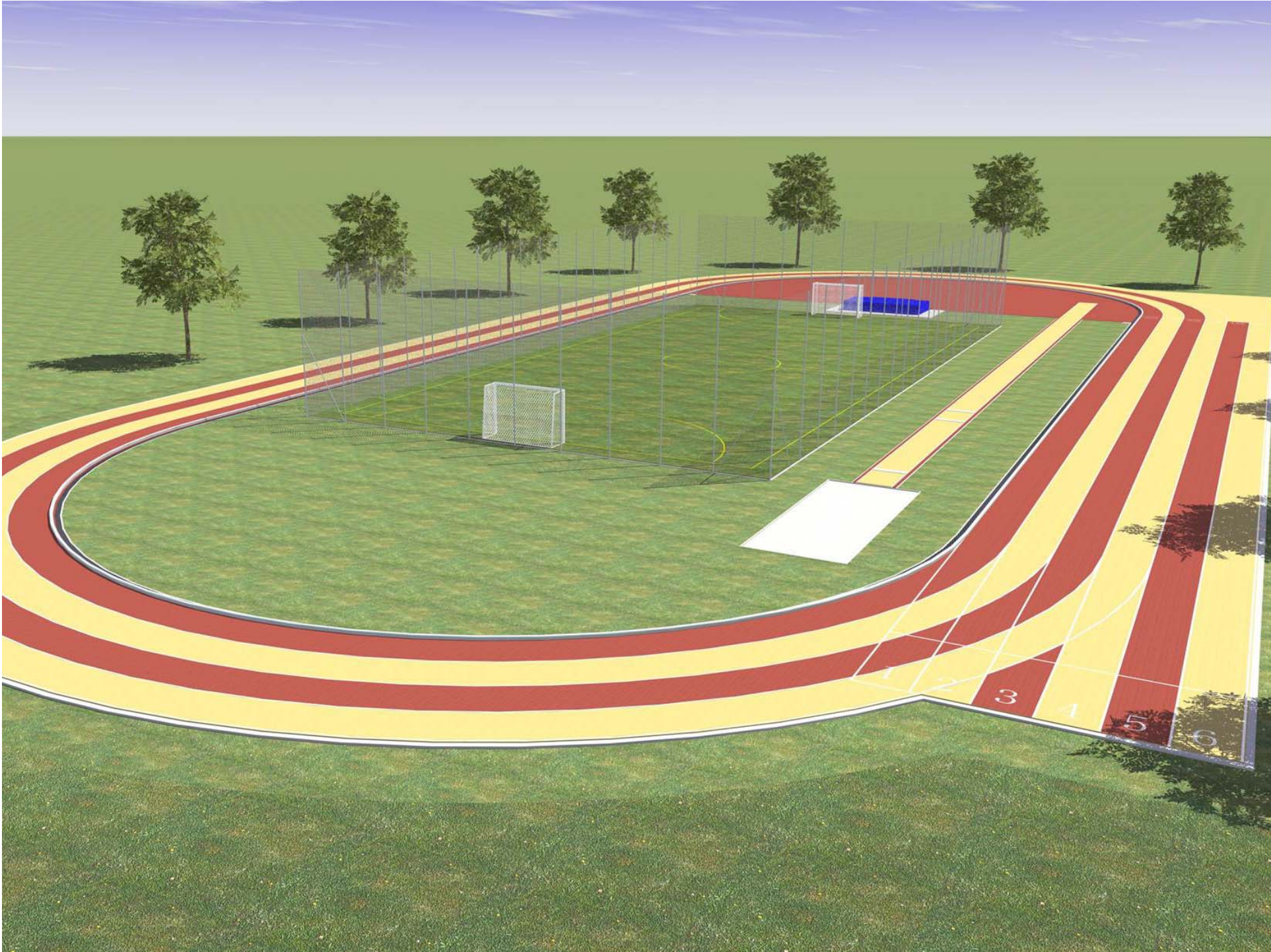


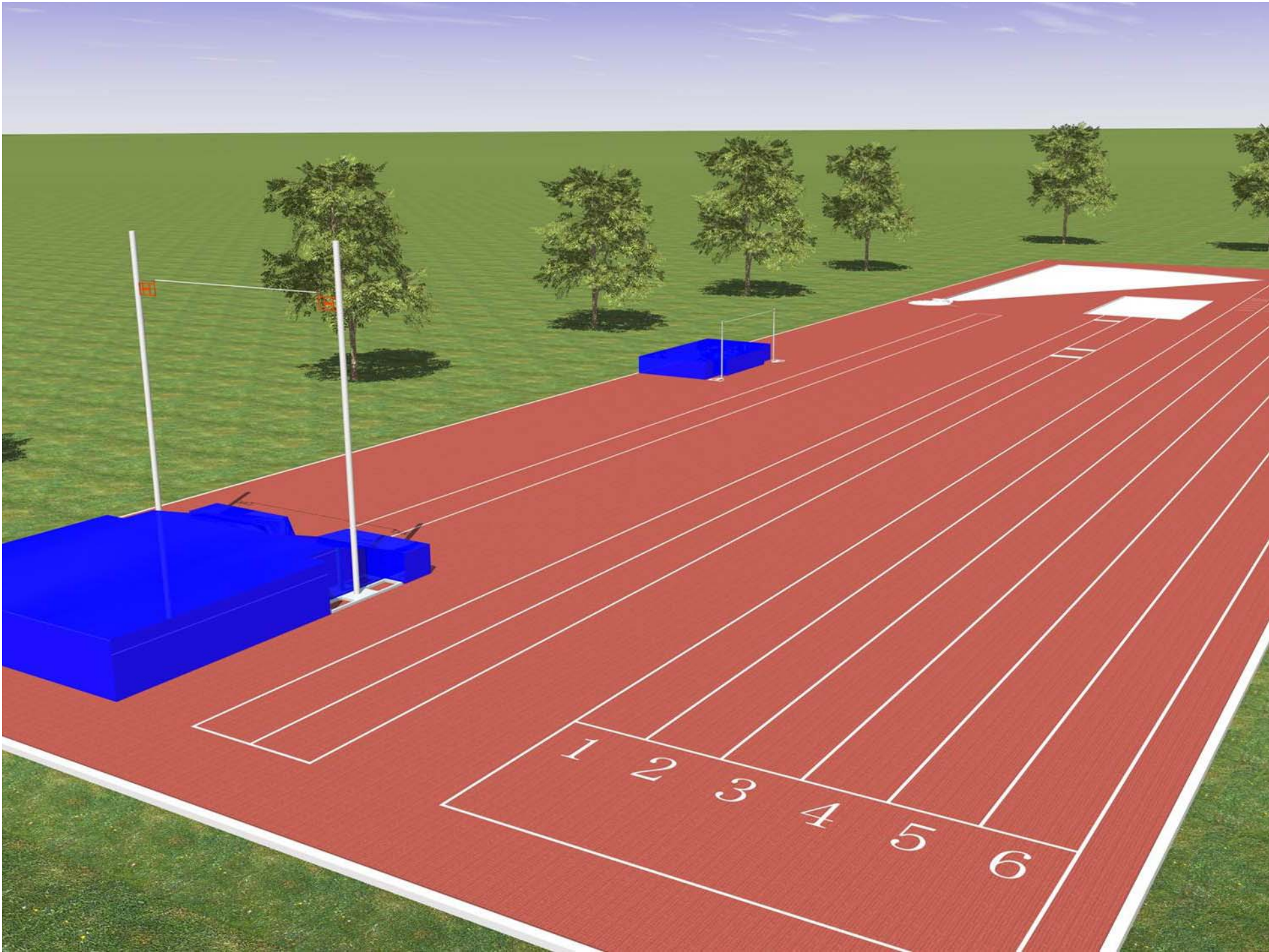




Longford's
Health and Fitness Club

TRACK FACILITIES









How you can help!

- Thinking of new athletics facilities?
- Asset transfer
- Costly athletics facilities
- Help identify the right facilities in the right places
- Standard, Compact, multi use indoors
- Recreational running & innovation ..there's \$\$\$





For further information please contact:

Michael Hunt, Facilities and Health & Safety Manager, T: 0121 713 8400, E: mhunt@uka.org.uk

UK Athletics, Athletics House, Central Boulevard, Blythe Valley Park, Solihull, West Midlands, B90 8AJ