

STRATEGIC PLAN
2013 - 2017

British
Gymnastics
More than a sport

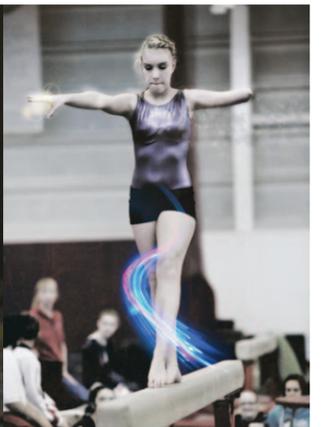
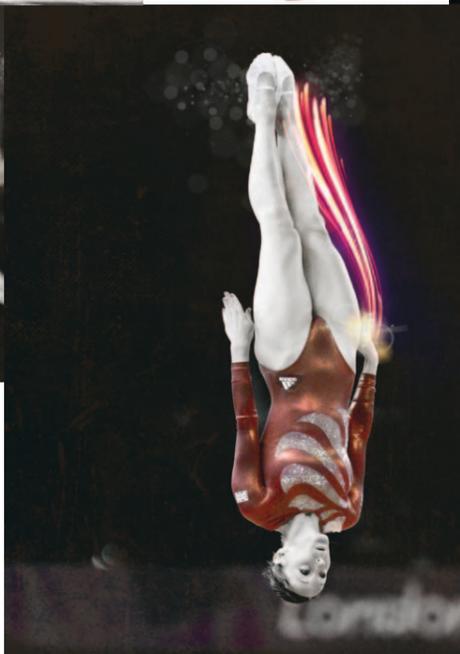
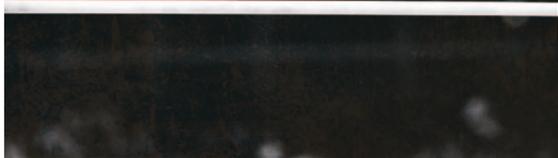
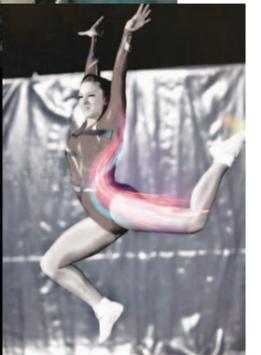
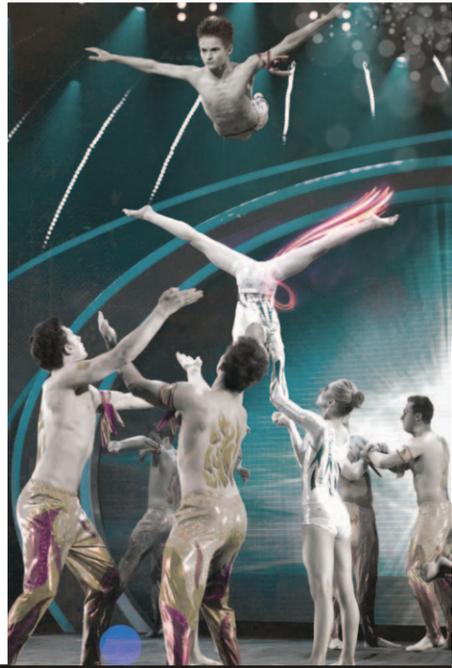
ABOUT US

BRITISH GYMNASTICS (BG) is the UK national governing body of the sport of gymnastics, dedicated to developing gymnasts, coaches and clubs across a range of disciplines.

British Gymnastics is 'More than a sport'. We welcome a diverse community of members, embracing people of all ages and abilities.

Our aspirations, values, priorities and investment projects aim to take gymnastics in the UK to a new level.

Based on a growing understanding of the needs of our home nations, clubs and members we aim to provide a diverse range of products and services that engage and build communities at a local level, enjoy success at benchmark international events and extend the reach of the British Gymnastic brand. We have great pleasure in sharing our plans for the period 2013 – 2017.



OUR ASPIRATIONS



One of the UK's
TOP THREE
SPORTS

The club is the
HUB OF
THE LOCAL
COMMUNITY

BG's brand is
INTERNATIONALLY
RECOGNISED

Success creates
GLOBAL ICONS

OUR VALUES

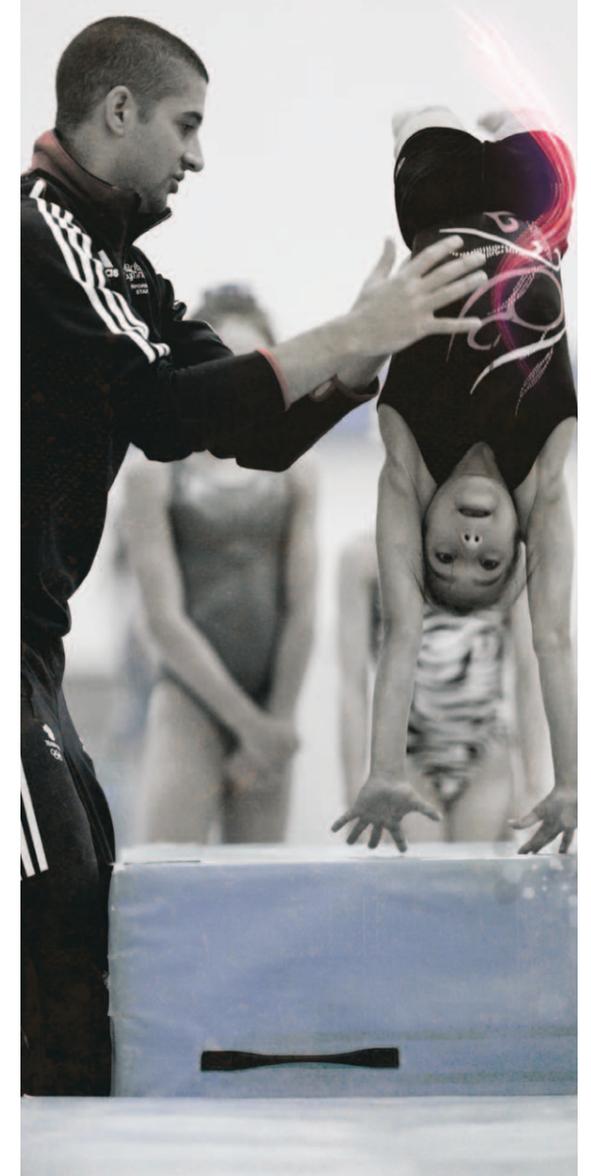
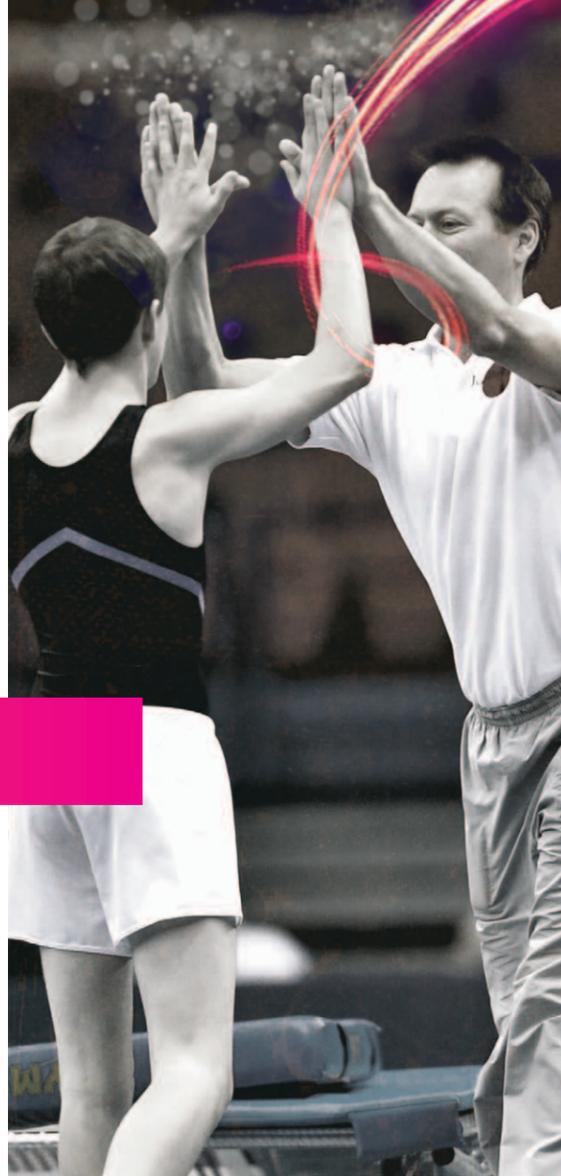
WELCOMING
LEADERSHIP
PROGRESSIVE
PROUD
SUPPORTIVE
UNIFYING
INSPIRING



TO FULFILL BG'S ASPIRATIONS
FOR THE FUTURE, OUR FOCUS
WILL BE ON ACHIEVING THESE
STRATEGIC PRIORITIES.

OUR STRATEGIC PRIORITIES

- Create a brand that reflects the values of the sport and unifies the gymnastics community in the UK
- Ensure systems and processes enable the effective and efficient delivery of the sport in the UK
- Invest in the development of coaches and associated delivery systems
- Define new markets/experiences for the 9+ cohort and introduce strategies to stimulate greater participation
- Strengthen and support the high performance network/system across all disciplines
- Increase club access to facilities and new spaces resulting from austerity measures being introduced in local government and businesses
- Assist clubs and coaches to fill the gap in service provision in schools and identify future talent
- Create a spectacular event in every major city designed to entertain a non-gymnastics' audience



INVESTMENT PROJECTS

WITH MEMBER INSIGHT, MAJOR PROJECTS HAVE BEEN COMMISSIONED TO BREATHE LIFE INTO OUR STRATEGIC PRIORITIES AND GROW, SUPPORT AND ENHANCE THE LIFEBLOOD OF OUR SPORT – OUR CLUBS, COACHES AND GYMNASTS.



To allow our work force to access education at any place, any pace and any time, our industry standard coach and judge education courses will be presented in a blended way on an innovative online platform.



Create and increase opportunities for more people to take part in an extended range of gymnastics activities in clubs, leisure centres and schools incorporating our exciting Gymnastics for All (GfA) programmes.



Conduct a series of clinics and squad trainings, within home nations, across all disciplines with the specific purpose of increasing our pool of talented gymnasts which will ensure we grow tomorrow's talent today.



INVESTMENT PROJECTS



REGIONAL WEBSITES

Design and manage a series of consistently branded regional web sites, sharing key functionality with BG. This will provide regions with a unique and professional web presence to ensure timely and informative communication to members.

ONLINE EVENT ENTRY

Develop and provide a dynamic system, making it simpler and quicker for clubs to enter gymnasts to events. This system will include instant membership checking, immediate validation of coach and judge qualifications and fast and efficient uploading of digital music files.

GYMNET

Review and evolve our Customer Relationship Management (CRM) system to provide accurate, timely and efficient processing of member related services, including the complimentary provision of GymNET – a feature rich Club Management system designed with insight from clubs.

british-gymnastics.org

