

British Judo Association
Annual General Meeting
5th November 2011

Scott McCarthy
Chief Executive

BRITISH
JUDO

Executive

- Rapid Growth / Consolidation
- YE11 - not yet maximising potential
- Strong and vibrant body
- Assurance & audits – solid results
- Financially strong - , £7M, £425K reserves
- Target focused
 - Growth
 - Multiple medals
- Future funding – positive news
- Governance driven future

Interactivity

- Underpins targeted activity
- People & Programmes
- Gradings & Stickers
- Training
- CPD / Recognising / Rewarding
- → Retention

Communications

- Lot of information
- Internal – not pushing right buttons
- External – miles to go
- Need to improve
 - Understanding key stakeholders
 - Targeted offerings
 - Strategy & tactics must improve
 - Right offer → right audience
- Club Websites and Marketing Platform - solid

Technical

- Widening the Market
- Technical Gradings up 5%
- Coaches and Instructors ↑ 21%, 212 more at L2
- UKCC L1 & L2 re-endorsed and moved to qualification framework
- 2nd Annual Women & Girls Conference
- Youth Development Initiative / Prep 4 Performance

Development

- Delivery System/Team – gaining experience
- Clubmark – 18 new, 29 renewals
- 600 School Club links – Schools2Dojo
- £120,000 - Direct small grants to clubs
- PL4S – new juniors/seniors, 2 new FT coaches
- Student Vouchers – 671 members, 300 new licences, 30 University Clubs
- Gold Challenge – promoting Olympic sports

London

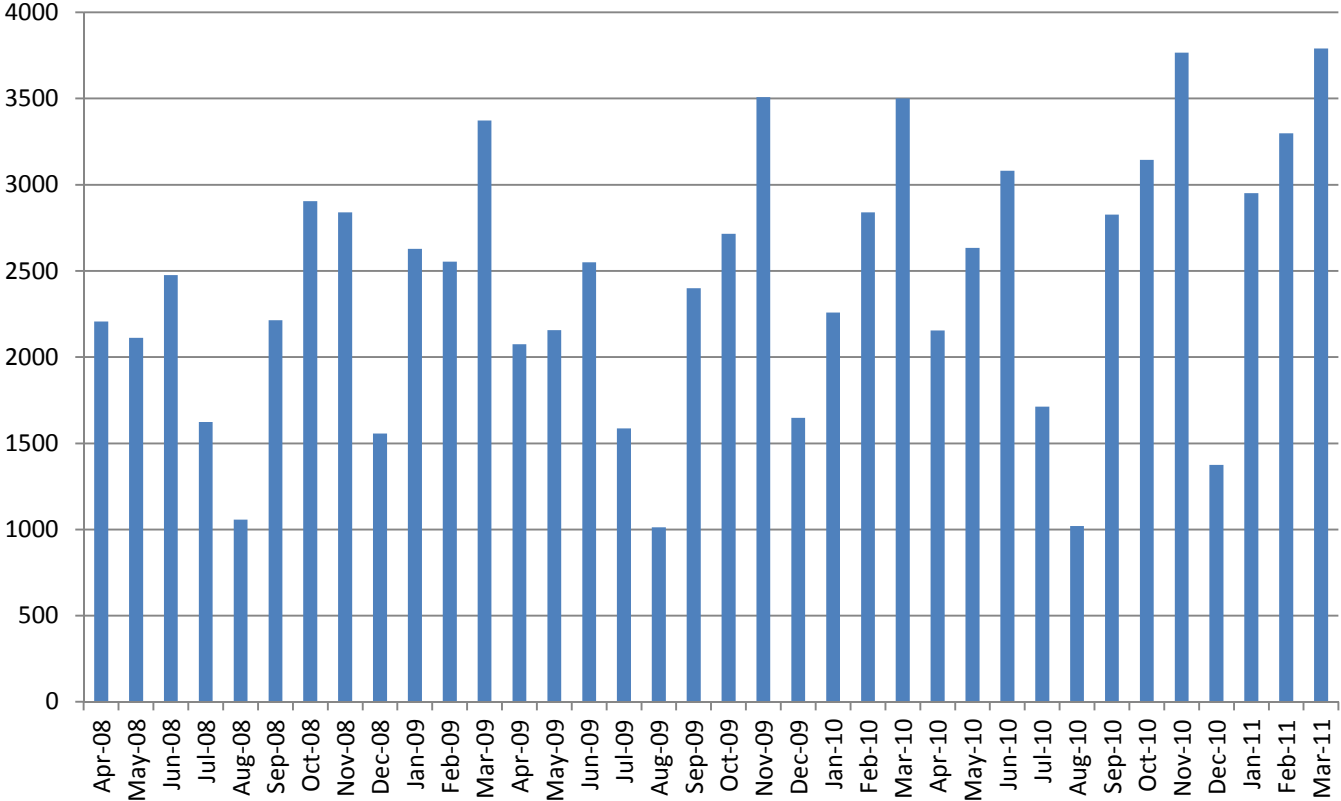
- Consistent growth
- Partnerships — PL4S, StreetGames, Greenhouse, Mayor's Office, Pro-Actives, Local Authorities
- Recognised by Interactive - equality promotion
- London International at SENI (2nd)
- Promotion at Festivals (sport and cultural)

Membership

- Active seven person team – now at events
- “Improving the offer” - CRM
- Training Diaries – 22,000 out
- Teamcard – key 1st step on CRM ladder
- Research
- Membership up 10% to over 31,000
- Gradings up by over 5% to over 30,000
- Clubs – up from 849 → 868

Membership

Total Memberships processed
Apr 2008 to Mar 2011



Events

- 2013 Worlds – outbid by Rio!
- 2015 Europeans now on radar
- GB World Cup – world class
- Event planning now fine tuned
- Awards Dinner at Botanical – growing!

Commercial

- Judostore launched
- Record overall sales – still need to be higher
- Sponsorship – search continues
- Advertising – progressing
- British Judo Trust – great work – must improve income potential

High Performance

- 2010 Worlds – Euan Burton BRONZE
- 2011 IBSA Worlds – Ben Quilter GOLD
- 2011 IBSA Worlds – Lesley Reid SILVER
- Medal results poor in general
- Seven Excells up and running
- Home Country Development Programme integration



Thank you

Membership | Volunteers | UK Sport | Sport England | Board |
Commissions | Staff | Coaches | Tutors | Referees | Officials | Players |
Parents | Areas | Clubs | SCUUK | YST | CSP's | Local Councils | Skills
Active | WSFF | Sporting Equals | Facility Providers

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