



BRITISH JUDO

Royal Army Physical Training Corps

ParalympicsGB
TOKYO 2020

BRITISH JUDO ASSOCIATION

STRATEGIC PLAN 2022-2025



THE VISION, MISSION AND GOALS

INTRODUCTION & CONTEXT

The British Judo Association (BJA) is the National Governing Body for the Olympic Sport of judo in Great Britain whose principal activities are growing and overseeing the sport of judo and winning medals at Olympic and Paralympic Games.

It was established in 1948 and is recognised by the United Kingdom Sports Council, Sport England, the Sports Council for Wales, the Sports Council for Northern Ireland, Sport Scotland, the British Olympic Association and the Central Council for Physical Recreation. The BJA is a membership organisation and has expanded its network of clubs, qualified coaches and individual members throughout Britain providing access to the sport in England, Northern Ireland, Scotland and Wales.

The Association represents Great Britain internationally and is a member of The International Judo Federation, The European Judo Union, The Judo Confederation of the European Union, The British Olympic Association, The Central Council of Physical Recreation, Commonwealth Judo Association and the Commonwealth Games Council.

A dynamic and forward-thinking strategic plan provides a sound basis for the future of the sport and organisation. It should also shape the association's relationships with Home Country judo organisations and other stakeholders, (e.g. Home Country Sports Councils, UK Sport, UK Anti-Doping, British Athletics Commission, British Olympic Association, British Paralympic Association)

It is intended to reflect the priorities for each of the home country's participation and talent development plans within the corporate strategy. This will demonstrate that whilst the sport has an array of delivery agencies across the United Kingdom, there is a coherent strategy for the sport of judo.

The strategic plan is owned and monitored by the Board of Directors. The Board agree to the vision, mission, objectives and headline strategies and delegate responsibility for the delivery of the plan to the Chief Executive Officer (CEO). The CEO will ensure that the senior executive team establish operational delivery plans (tactics and action plans) to realise the aims of the strategic plan, and report regularly upon progress to the Board.

The senior executive team are required to align their department's business plans, workforce structures, target setting and performance reviews (appraisals) to achieve the strategic plan. The senior executive team are also required to develop ways of collaborative working across departments and staff to increase effectiveness and efficient practices through knowledge exchange processes.

The following pages outline British judo's vision, mission, objectives, strategies, and tactics for the next cycle. This has been developed into a strategy map (pages 3-4)

We hope you find this strategy informative; we feel it provides a strong strategic direction for the future of British judo over the next four years – exciting times.

Ronnie Saez
Chairman, Board of Directors



Andrew Scoular
Chief Executive Officer



VALUES



RESPECT

Respect is the appreciation of others (and self-respect is appreciation of yourself).

FRIENDSHIP

Being a good companion and friend is something that will stand you in good stead all your life.

COURTESY

To be kind, polite and to give generously without expecting anything in return.

HONOUR

To do what is right and stand by your principles and be someone who acts nobly and correctly.

MODESTY

We operate without ego in our actions and thoughts. Being modest is the opposite of being arrogant.

SELF - CONTROL

We understand our emotions, even in difficult situations or when there are conflicts with our desires.

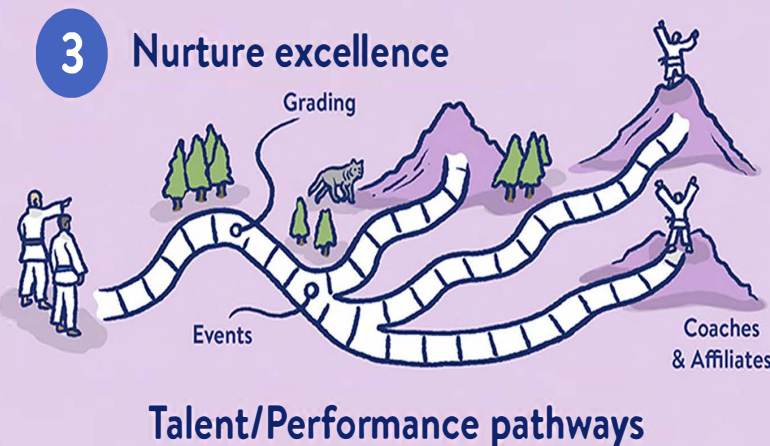
COURAGE

We face difficulties with bravery. Everyone has their own difficulties and being courageous is different for each judoka.

HONESTY

We do things that are morally correct and act truthfully, this is honesty.

JUDO - MORE THAN A SPORT



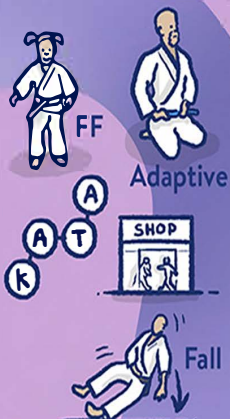
Lifestyle

100,000 pl
50% BJA
60% <16yrs
42% Dep.area
28% Female



Inequality

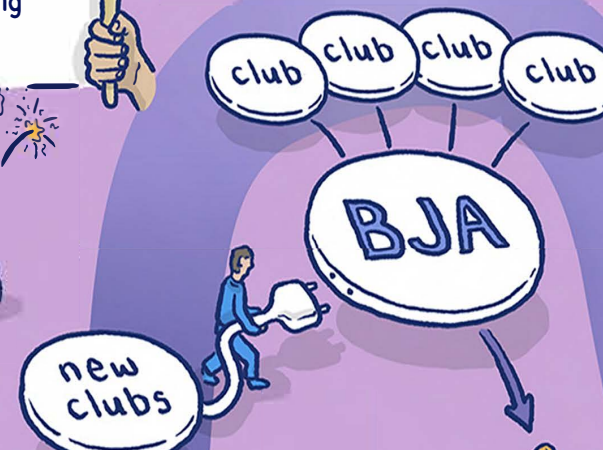
Diversity



- TEMPLATES**
- Training
 - Grading
 - Health & Safety
 - Safeguarding
 - Governance
 - Finance
 - Marketing
 - GDPR



International



SCIENCE



British Judo Hub



Coaching

You'll see a positive change!



1882

Courage
Respect
Modesty
Sincerity
Friendship
Honour
Politeness
Self control

Values



Challenges

COVID



OPPORTUNITIES

Insight Data

UNREGULATED NON-BJA



Events

THE VISION, MISSION AND GOALS

OUR VISION A united judo community renowned for excellence and recognised for podium success

MISSION Maximise contribution of judo to British society by providing easy access to safe and inspiring clubs, centred on the judo values

LEADS TO FIVE MAIN GOALS



GROW MEMBERSHIP

1. To grow and diversify membership across all UK regions



REALISE THE BENEFITS

2. To realise the physical and mental benefits of Judo throughout all member communities



ACHIEVE EXCELLENCE AT ALL LEVELS

3. To achieve excellence at all levels from grassroots through to elite sport



ACHIEVE PODIUM SUCCESS

4. To achieve podium success in all age groups and elite competition



CREATE AND INSPIRE A UNITED COMMUNITY

5. To create and inspire a united community that embodies the core values of judo

STRATEGIES

COMMUNITY GROWTH	TECHNICAL DEVELOPMENT	PERFORMANCE PATHWAY	PROGRESSIVE EVENTS	MEMBER ENGAGEMENT AND EXPERIENCE	OPERATIONAL EXCELLENCE
<p>1. Deliver a suite of community-based projects to improve access to judo for all</p> <p>2. Establish and develop new partner networks and relationships to support the delivery of judo related activity and events</p> <p>3. Develop targeted recruitment initiatives to attract the next generation of judoka</p>	<p>1. Provide opportunities for all judoka to enhance their technical skills through inspiring, well-structured technical programmes and initiatives</p> <p>2. Increase our focus on providing easy accessible, inclusive opportunities for selected audiences via our technical pathways</p> <p>3. Support all judoka at each stage of their "Judo Journey" through the provision of creative resources that will inspire them to continue their personal development and develop a passion for lifelong participation in the sport</p> <p>4. Diversify and widen participation by providing judo-based activities that are inspiring, inclusive and we can embed into the heart of communities</p> <p>5. Build relationships with a network of partners to support British Judo's reach into communities and share resources to enhance local judo experiences based on robust measuring, evaluation and learning</p> <p>6. Increase the number of full-time judo venues through the construction of new facilities or renovation of existing dojos</p>	<p>1. Deliver an accessible pathway, working with clubs and partners to:</p> <ul style="list-style-type: none"> - Achieve success at Olympic, Paralympic and Commonwealth Games - Create a thriving domestic competition programme - Provide judoka with the skills to fulfil their potential on and off the mat <p>2. Establish GB Judo as a flagship sport in the UK and global sporting system</p> <p>3. Drive collaboration and mutual benefit across the men's and women's Olympic and Paralympic programmes</p> <p>4. Maintain an embedded priority of randori - our fundamental training unit throughout the performance pathway</p> <p>5. Embed the "GB Judo Way" at the heart of the performance programme to ensure GB judoka step onto the mat, better prepared with more energy than any other nation</p> <p>6. Establish the British National Training Centre as the domestic performance base that other nations and sports want to come to train and learn from</p>	<p>1. Evolve the competitive experience to inspire judoka at all levels</p> <p>2. Support and assist clubs, Areas and Home Nations in establishing and growing a progressive competition structure</p> <p>3. Provide opportunity to attract, develop and retain technical officials, referees and volunteers essential for successful events</p> <p>4. Develop and implement a national event management system and online platform</p>	<p>1. Promote and showcase the profile of British Judo and its judoka through targeted media story telling using online and offline marketing channels</p> <p>2. Deliver a CRM (Customer Relationship Management System) that enhances the engagement with our users experience and adds value to external and internal customers</p> <p>3. Identify and develop new partners to the sport who would complement and enhance the BJA's offering</p> <p>4. Deliver an enhanced digital journey that reflects the requirements and profile of the BJA's membership in particular the large youth audience</p> <p>5. Deliver inspiring marketing that is inclusive to the BJA's community and that encourages growth within the sport</p>	<p>1. Become a digitally mature organisation to leverage data and technology for improved organisational agility and performance</p> <p>2. Maintain the highest levels of Environmental, Social and Governance performance across all areas of operation</p> <p>3. Improve awareness and embed safeguarding, equality, diversity and inclusion across the entire organisation</p> <p>4. Continue to preserve financial resilience through effective financial and commercial controls and intelligent investments</p>

STRATEGIES & TACTICS

OPERATIONAL EXCELLENCE



1. Become a digitally mature organisation to leverage data and technology for improved organisational agility and performance



2. Maintain the highest levels of Environmental, Social and Governance performance across all areas of operation



3. Improve awareness and embed safeguarding, equality, diversity and inclusion across the entire organisation



4. Continue to preserve financial resilience through effective financial and commercial controls and intelligent investments

STRATEGIES & TACTICS

PERFORMANCE PATHWAY



1. Deliver an accessible pathway, working with clubs and partners to:
- Achieve success at Olympic, Paralympic and Commonwealth Games
 - Create a thriving domestic competition programme
 - Provide Judoka with the skills to fulfil their potential on and off the mat



2. Establish GB Judo as a flagship sport in the UK and global sporting system



3. Drive collaboration and mutual benefit across the men's and women's Olympic and Paralympic programmes



4. Maintain an embedded priority of randori - our fundamental training unit throughout the performance pathway



5. Embed the "GB Judo Way" at the heart of the performance programme to ensure GB Judoka step onto the mat, better prepared with more energy than any other nation



6. Establish the British National Training Centre as the domestic performance base that other nations and sports want to come to train and learn from

STRATEGIES & TACTICS**COMMUNITY GROWTH**

1. Deliver a suite of community-based projects to improve access to judo for all



2. Establish and develop new partner networks and relationships to support delivery of judo related activity and events



3. Develop targeted recruitment initiatives to attract the next generation of judoka

STRATEGIES & TACTICS**TECHNICAL DEVELOPMENT**

1. Provide opportunities for all judoka to enhance their technical skills through inspiring, well-structured technical programmes and initiatives



2. Increase our focus on providing easily accessible, inclusive opportunities for selected audiences via our technical pathways



3. Support all judoka at each stage of their 'Judo Journey' through the provision of creative resources that will inspire them to continue their personal development and develop a passion for lifelong participation in the sport



4. Diversify and widen participation by providing judo-based activities that are inspiring, inclusive and we can embed into the heart of communities



5. Build relationships with a network of partners to support British Judo's reach into communities and share resources to enhance local judo experiences based on robust measuring, evaluation and learning



6. Increase the number of full-time judo venues through the construction of new facilities or renovation of existing dojos

STRATEGIES & TACTICS

PROGRESSIVE EVENTS



1. Evolve the competitive experience to inspire Judoka at all levels



2. Support and assist clubs, Areas and Home Nations in establishing and growing a progressive competition structure



3. Provide opportunity to attract, develop and retain technical officials, referees and volunteers essential for successful events



4. Develop and implement a national event management system and online platform

STRATEGIES & TACTICS

MEMBER ENGAGEMENT & EXPERIENCE



1. Promote and showcase the profile of British Judo and its judoka through targeted media story telling using online and offline marketing channels



2. Deliver a Customer Relationship Management system that enhances the engagement with our users experience and adds value to external and internal customers



3. Identify and develop new partners to the sport who would complement and enhance the BJA's offering



4. Deliver an enhanced digital journey that reflects the requirements and profile of the BJA's membership in particular the large youth audience



5. Deliver inspiring marketing that is inclusive to the BJA's community and that encourages growth within the sport

Functional Strategies and Tactics

Goals

To grow and diversify membership across all UK regions

Realise the physical and mental benefits of judo throughout all member communities

Achieve excellence at all levels from grass roots through to elite sport

Achieve podium success in all groups and elite competition

Create and inspire a united judo community that embodies the core values of judo

Functional Strategies and Tactics		To grow and diversify membership across all UK regions	Realise the physical and mental benefits of judo throughout all member communities	Achieve excellence at all levels from grass roots through to elite sport	Achieve podium success in all groups and elite competition	Create and inspire a united judo community that embodies the core values of judo
A Community Growth						
1	Deliver a suite of community-based projects to improve access to judo for all	✓	✓			
2	Establish and develop new partner networks and relationships to support delivery of judo related activity and events	✓	✓			
3	Develop targeted recruitment initiatives to attract the next generation of judoka	✓				✓
B Technical Development						
1	Deliver well-structured, easily accessible programmes and initiatives to develop technical proficiency at all levels	✓		✓		
2	Provide support for all judoka as they progress through their chosen pathways and at all stages of their "Judo Journey"		✓	✓		
C Progressive Events						
1	Evolve the competitive experience to inspire judoka at all levels			✓		✓
2	Support and assist clubs, Areas and Home Nations in establishing and growing a progressive competition structure	✓	✓	✓	✓	
3	Provide opportunity to attract, develop and retain technical officials, referees and volunteers essential for successful events	✓		✓		
4	Develop and implement a national event management system and online platform			✓	✓	
D Performance Pathway						
1	Deliver an accessible pathway, working with clubs and partners to: 1. Achieve success at Olympic, Paralympic and Commonwealth Games 2. Create a thriving domestic competition programme 3. Provide Judoka with the skills to fulfil their potential on and off the mat			✓	✓	✓
2	Establish GB Judo as a flagship sport in the UK and global sporting system					✓
3	Drive collaboration and mutual benefit across the men's and women's Olympic and Paralympic programmes				✓	
4	Maintain an embedded priority of randori - our fundamental training unit throughout the performance pathway			✓		
5	Embed the "GB Judo Way" at the heart of the performance programme to ensure GB judoka step onto the mat, better prepared and with more energy than any other nation		✓		✓	✓
6	Establish the British National Training Centre as the domestic performance base that other nations and sports want to come to train and learn from			✓		✓
E Member Engagement & Experience						
1	Promote and showcase the profile of British Judo and its judoka through targeted media story telling using online and offline marketing channels	✓				✓
2	Deliver a Customer Relationship Management system that enhances the engagement with our users experience and adds value to internal customers	✓				✓
3	Identify and develop new partners to the sport who would complement and enhance British Judo in particular the large youth audience					✓
4	Deliver an enhanced digital journey that reflects the requirements and profile of the BJA's membership in particular the large youth audience					
5	Deliver inspiring marketing that is inclusive to the BJA's community and that encourages growth within the sport					
F Operational Excellence						
1	Become a digitally mature organisation to leverage data and technology for improved organisational agility and performance	✓				
2	Maintain highest levels of Enviromental, Social and Governance performance across all areas of operation					✓
3	Improve awareness and embed safeguarding, equality, diversity and inclusion across the entire organisation	✓				
4	Continue to preserve financial resilience through effective financial and commercial controls and intelligent investments			✓		10

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British Judo Association.

University of Wolverhampton, Gorway Road, Walsall, WS1 3BD

BRITISH JUDO ASSOCIATION **STRATEGY 2022 - 2025**

