



STRATEGIC PLAN



#BOCCIA

Boccia England is the national governing body for the sport of boccia in England. It is responsible for all aspects of the sport in this country, from beginner to expert, providing for all levels of participation up to England level. It is one of the few disability sport specific governing bodies in England.

The new Boccia England Strategic Plan has been created to guide us through a hugely significant period in our development as an organisation and sport. The strategy is the culmination of twelve months of review and consultation involving our members, volunteers, athletes, partners, the board, staff and supporters. We intend to build on the strengths of our previous 4 years and address the challenges ahead with ambitious targets which we are confident can be achieved.

This strategy sets out five key priorities to help us achieve our major goals and is intended to help us to operate effectively and efficiently as a world class governing body and business.

The five strategic priorities identified in this plan include:

Promote participation in the Sport;

Empower our athletes to achieve their full potential;

Provide a **Sustainable** future for the sport;

Support and **Develop** our staff and volunteers;

Develop and **Govern** the sport.

We are confident that this plan will help to guide our organisation and enthusiastic workforce through an exciting period for the sport and that, with a shared vision and strong governance, we will be proud of what we accomplish.

Our strategy is underpinned by our values and these will guide the way we work. Our values are to be;

Inclusive, Ambitious, Professional, Excellent, Honest, Respectful and Fair.



PLAYING BOCCIA – CHANGING LIVES

This vision is driven by Boccia England’s belief that through the power and inspiration of boccia real change can be achieved to people’s lives.

The power of engaging in boccia is clear. This engagement might involve training for a competition, attending a club session or playing socially. But engagement can equally mean coaching a team, volunteering at a club or attending a boccia event. There are positive outcomes for both the individual and society from all of these different forms of engagement and we want to encourage this in ways that meaningfully deliver the strategy’s outcomes.

We want to ensure that in future, more of the population is encouraged and supported to become active, playing boccia in whatever way is best for them. Different audiences have different needs that have to be addressed in different ways. Using the sport of boccia to improve lives came through very strongly in the responses to the consultation and we share this ambition.

The vision reflects our wider purpose, we want to ensure that in the future Boccia England is a lead organisation in disability sport and we have the ability to influence and advocate change across the sporting landscape. Crucially, it reflects the fundamental nature of who we are and what we do.

‘Sport can play a key role in the lives and communities of people with disabilities, the same as it can for people without a disability.’

There is a wealth of evidence to support participation in sport and physical activity for people with a disability concerning trends, barriers and benefits of participation. Over the past three decades, numerous studies have revealed that physical activity and sport participation result in improved functional status and quality of life among people with selected disabilities.

Scientific research has been conducted across disability groups that reveal participation in sport and physical activity leads to improved levels of physical health and well-being.’

Source: sportanddev.org



PROMOTE

PROMOTE PARTICIPATION IN THE SPORT.

The benefits of taking part in sport and physical activity are well recognized and ensuring we get this right can contribute to a lifetime of participation. We have big aspirations to increase levels of sustainable participation in boccia and have clear targets to achieve this. Focusing on an approach that will develop and support all areas of the sport to meet the needs of current, new and potential players.

We will develop and have a vibrant, sustainable network of clubs and other organisations in order to make boccia more accessible and attractive to all. We will also work to inform and publicise the full range of boccia activities leading to greater recognition and media profile, attracting sponsorship, funding, international events, access and new participants.

Goals

- Increase the number of people playing boccia
- Raise the profile of Boccia

Objectives

- Develop a network of boccia clubs
- Provide more opportunities to play boccia
- Identify and work with organisations to promote the sport
- Grow media coverage enabling boccia to become a sport known in households throughout the nation
- Increase spectator engagement



EMPOWER

EMPOWER OUR ATHLETES TO ACHIEVE THEIR FULL POTENTIAL

We want athletes, clubs and teams to compete successfully at the highest level and involvement establishes a lifelong connection to the sport. Boccia England will work to identify, support and retain the best competitors and volunteers and inspire future champions.

We aim to develop a clear talent pathway supported by structures and expertise which leads to an increase in the number of athletes winning medals in significant international competitions. It is crucial that our

coaches are properly trained and assessed to give confidence to athletes that they are appropriately qualified to deliver boccia more effectively.

Our events and competitions are important not only to promote the sport through all its various forms to a wider audience but to take events to our widely geographically spread membership to encourage their participation or support as a volunteer, spectator or competitor.

Goals

- Develop a high quality coaching framework
- Develop a competition framework for all players at all levels
- Enable those who can, to compete at Paralympic level

Objectives

- Increase the number of active qualified coaches
- Support coaches to move through the coaching pathway
- Provide the right opportunities for coaches to develop skills and experience
- Develop coaching practice at elite level to ensure continued English success
- Provide a range of competitions that meet the needs of all our participants
- Implement the Great Britain player performance pathway
- Operate an effective talent identification and screening programme
- Identify and support selected athletes to achieve Paralympic standard



SUSTAIN

PROVIDE A SUSTAINABLE FUTURE FOR THE SPORT

Strong partnerships are essential to achieving our strategic objectives, internally, externally and at all levels. To deliver on this we will seek to engage and develop new and innovative partnerships from local engagement to strategic national delivery and support.

Boccia England will be taking active steps to diversify our income and to reduce reliance on the public sector and move them to a more sustainable mixed funding model.

We will build on existing relationships currently in place; engage with the commercial sector to successfully secure sponsorship and partnership income required by the organisation to deliver our strategy and business.

This strategy is first and foremost about meeting the needs of the customer and understanding what they want. We will work to understand, represent and promote the interests of our members and improve communications with members and potential members.

Goals

- Be a financially sustainable organisation
- Engage with strategic partners and stakeholders
- Understand and respond to the needs of the current and future boccia community

Actions

- Diversify our sources of income
- Manage our finances effectively
- Active and engaged in the Great Britain Boccia Federation partnership
- Develop income generated partnerships
- Increase the number of strategic partnerships with selected organisations
- Develop insight led programmes
- Communicate regularly with our members



DEVELOP

SUPPORT AND DEVELOP OUR STAFF AND VOLUNTEERS

Our aim is to ensure that quality staff and volunteers are attracted to sport by our positive organisational culture and opportunities for success.

We aim to continuously develop our organisation and the people within it through: shared common goals, a clear strategy, strong leadership and accountability. We will create clarity of roles and objectives, and recognise individual contributions through: recruitment, performance management and development.

Success will be achieved when Boccia England can attract and retain qualified and committed people who embrace the values of professionalism, customer focus, leadership, continuous improvement, integrity and teamwork.

Goals

- Value and develop our staff
- Be a good employer
- Value and develop our volunteers

Actions

- Implement a needs led staff training and development plan
- Recruit and retain appropriately skilled and qualified staff
- Apply good practice as set out in Sport England High Performing National Governing Body model
- Identify and recruit new volunteers
- Implement a volunteer training and development programme



GOVERN

DEVELOP AND GOVERN THE SPORT

We will ensure Boccia England is governed and managed effectively at all levels and is successful in achieving the strategic goals.

Strong governance is recognised as vital to the future long term success of our organisation. We want to be an exemplar governing body that is vibrant, innovative, financially sustainable, that seeks continuously to improve and influence decisions at the highest level for the development of the sport.

Success will be achieved when Boccia England is governed and managed according to industry best practice, financial and strategic objectives are regularly achieved and positive stakeholder relationships are managed effectively.

Goals

- To be a high performing National Governing Body

Actions

- Meet the highest standards of governance as defined by Sport England
- Rated good or above by our members and partners
- Influence the national and international development of boccia



Boccia England
8 Heathcoat Building
Nottingham Science Park
University Boulevard
Nottingham
NG7 2QJ

