



THE BRITISH JU JITSU ASSOCIATION GOVERNING BODY STRATEGY 2023-2033

<u>REVIEWED BY THE BJJA GB BOARD OF DIRECTORS</u>	
APPROVED ON:	REVIEW DATE:
09/2023	09/2028

INTRODUCTION

Our focus is the development of an integrated sports community where people of all backgrounds participate and progress in every avenue of the amateur sport of Ju-Jitsu.

The sports uniquely powerful ability to connect people from different backgrounds genuinely facilitates an ability to develop life skills by improving health and well-being, discipline, respect, confidence, and self-esteem.

It is a sport that is centrally placed to provide a platform that reaches, inspires, aspires, and unites our local and wider communities, through the promotion of support, collaboration, and positive influence.

The British Ju Jitsu Association GB is proud to be the only National Governing Body for Ju Jitsu that unites a variety of the different systems of Ju Jitsu, as they did in Japan, through a competitive strand that known as Sports Jitsu.

Our organisation carries out various functions that include;

- Overseeing the safety and welfare of our members,
- Child and Vulnerable Adults Protection
- Statutory and Legal compliance,
- Developing our coaching community,
- DBS checking
- Promoting Ju Jitsu to potential new members,
- Enforcing rules and regulations, and
- Providing a talent pathway for Ju Jitsu members
- Competitions and events.

OUR VISION

Be a leading National Governing Body delivering excellence in the art of Ju Jitsu to an ever-growing Ju Jitsu community within the UK.

OUR MISSION

Provide leadership and support to our member associations, clubs, and coaches to deliver safe, inclusive, and inspiring environments for their members to train, flourish and maximise their potential.

JU JITSU COMMUNITY

Our three aims drive to build the Ju Jitsu community for the benefit of all associations, clubs, coaches, existing and future members.

PROVIDE LEADERSHIP AND SUPPORT

The infrastructure that enables our sport, member associations, clubs, coaches, and volunteers. They are the foundation of the Ju Jitsu community and route for participation in Ju Jitsu. Providing the Ju Jitsu community with ongoing leadership and support is an essential part of our strategy.

DELIVER OPPORTUNITY INCLUSIVELY

We will deliver inclusive opportunities via the Ju Jitsu community by promoting our wide range of clubs, products, services, and events, always championing equality of opportunity, and promoting accessibility.

MAXIMISE POTENTIAL

We will consistently enable all our members to maximise potential, whether that be a happier, healthier and more complete life through regular training and being part of the Ju Jitsu community or pursuing competitive goals in events at regional, national and international level.

DELIVERING ON OUR VISION

Our core values underline all activity, from the strategies used to fulfil our vision to how our members interact with one another. They are the core elements of how we approach everything, and we expect our member associations, clubs and members to be their ambassadors.

CORE VALUES

EQUITY

Treating everyone whom we come into contact with fairly according to their needs. It includes respecting people's rights, feelings, views and levels of competence.

UNITY

The state of being joined together in the Ju Jitsu community gives us the confidence that with its support we can achieve our goals.

EXCELLENCE

Flows from consistent delivery over time. It means that you strive to always be the best you can be and to do the best you can do.

INTEGRITY

Having strong moral and ethical principles and taking the right stance in all circumstances.

INCLUSIVITY

Creating a Ju Jitsu community where everyone can contribute and be appreciated for who they are.

TAKING THE RIGHT STANCE...

1. Deliver Ju Jitsu excellence.
2. Ever growing Ju Jitsu community throughout the UK
3. To be recognised as a leading National Governing Body

OBJECTIVE 1: DELIVER JU JITSU EXCELLENCE

OUR GOALS

1. Our member associations, clubs and coaches feel valued and respected, and enjoy being ambassadors for our organisation and our core values. They will go on to inspire the next generation to take Ju Jitsu forward.

To realise this we will:

- develop our clubs by continually improving club and coach recognition programmes, and deliver celebrations, rewarding longevity of service, and competence;
 - conduct regular membership surveys, ensuring that initiatives are warmly received and relevant, and if they are not, use data, insight and learning to review and revise.
2. Provide opportunities for all clubs and coaches to access education and support of the highest quality.

To realise this, we will:

- support our coaches by delivering gold standard Novice Coach, Assistant Coach, Club Coach, Senior Coach, Tutor and Examiner education programmes, increasing the number and quality nationwide.
3. Sustainable growth of our essential club infrastructure which serves our core market of regular practitioners.

To realise this, we will:

- work with our member associations to research, develop and deliver club support tools and services, including a club portal, helping to facilitate and protect the places where people enjoy Ju Jitsu.
4. Development of our participants by providing clear pathway programmes which guide an individual's development at every step of their Ju Jitsu journey.

To realise this, we will:

- establish national pathway models which all clubs and coaches will be encouraged to adopt to support the progression of athletes from beginner to elite level across all disciplines.
5. Development of our officials by providing clear pathways for progression.

To realise this, we will:

- develop and deliver gold standard Officials education programmes, increasing the number of qualified and active officials at all levels across the UK.
6. Delivery of a comprehensive, diverse, and wide-reaching calendar of high-quality domestic competitions and events, providing a platform for growth and success for participants at every level.

To realise this, we will:

- develop innovative entry level events which are accessible, safe, and inspiring;
- encourage and support member associations to develop local and regional competitions and events for each discipline, encouraging a level playing field, supporting event organisers to make events safe, simple, and cost effective;
- ensure that the format for the British Championships results in well-attended, high-profile events which support talent identification and inspire participation.

OBJECTIVE 2: EVER GROWING JU JITSU COMMUNITY THROUGHOUT THE UK

OUR GOALS

1. Participation is retained and increased by supporting member associations and clubs deliver outstanding levels of service.

To realise this, we will:

- engage regularly with our member associations, clubs and members, ensuring continued improvement in customer satisfaction, support, and incentives.

2. Coaches providing high quality, accessible and diverse experiences which connect activity, health and mental wellbeing.

To realise this, we will:

- ensure that we consistently listen to and serve the needs of our diverse membership;
- identify products for different audiences and share across associations, so more people can feel the benefits of an active lifestyle.

3. Participation in Jujitsu is retained and increased in club, education, and community locations.

To realise this, we will:

- develop and support coaches to deliver comprehensive community-based engagement programmes;
- promote pathway programmes for schools as part of a range of activities providing positive experiences for children and young people;
- support the engagement and expansion of university clubs, strengthening partnerships with BUCS.

4. Our membership increases to 12,000 by 2033 and we reinvest revenues to benefit all clubs and members.

To realise this, we will:

- support member associations' expansion of tiered membership structures providing different membership packages tailored to different audiences;
- enhance member and club affiliation benefits, ensuring that these are well communicated.

5. Increase the visibility of our clubs, products, services and events through innovative digital engagement strategies.

To realise this, we will:

- invest in technology to develop systems which help us to operate more effectively;
- develop and implement a marketing and communications strategy which will secure positive engagement with new and existing audiences;
- host major domestic events in all disciplines and using these events as the shop window for our sport and martial art.

6. Our organisation, sport and martial art remain relevant and aspirational.

To realise this, we will:

- develop strategies and incentives to improve the geographical reach of our club network, helping to connect communities through sport and physical activity;
- provide support to every club to increase their visibility;
- capture data through various forms of research, ensuring that organisational decisions are evidence and feedback based.

7. Increased revenues are generated, growing our organisation sustainably, and enabling reinvestment for the benefit of our clubs, coaches and members.

To realise this, we will:

- continue to seek commercial partners, generating direct revenue and providing products and services which benefit and support our clubs and members;
- generate member-based revenue through diversifying our offers, merchandise, tiered membership packages, club promotion products, teaching aids and hosting events;
- secure significant investment from relevant public sector funding bodies by performing well against our common strategic goals.

OBJECTIVE 3: TO BE RECOGNISED AS A LEADING NATIONAL GOVERNING BODY

OUR GOALS

1. Develop and maintain best practice and transparent governance, with clear financial and operational policies and procedures.

To realise this, we will:

- provide effective leadership and operate with complete transparency, accountability, and integrity, embedding our core values into everything we do;
- set up and maintain best practice policies and procedures across all areas including Equality, Diversity and Inclusive (EDI), Data Protection and Health & Safety.

2. Making Ju Jitsu as accessible as possible to all who wish to participate in it, ensuring that everyone is treated fairly and with respect.

To realise this, we will:

- support member associations and clubs to suitably train Club Welfare and EDI Officers, ensuring that standard operating procedures are followed to safeguard all participants and coaches;
- ensure that any safeguarding or child protection cases are dealt with effectively and within an agreed timeframe;
- deliver on our commitment to the principles of inclusion, diversity, equality of opportunity and promoting accessibility through our EDI Action Plan.

3. The BJJ GB is an organisation that people want to work for and with.

To realise this, we will:

- cultivate a positive working environment across all Ju Jitsu settings, which provides opportunities for development, progression, and new experiences.

4. Develop strong and transparent relationships with our stakeholders, supporting each other to reach our organisational objectives.

To realise this, we will:

- form direct relationships, where appropriate, with national and local grass root and community organisations.