



Why Vision & Mission

Mission

- ▶ By providing training, support and competitive dragon boat racing the British Dragon Boat Association creates an open community for all paddlers to come together through the sport of dragon boat racing.

Feedback Summary

Engagement with Clubs and Members

The general theme is that the BDA needs to engage and listen more to clubs and paddlers, and communicate better what it intends to do

Market The Sport Better

The general theme is there isn't enough being done to market the sport, or something that the clubs could tap into to market the sport in general either through the media, existing events or social media.

Grow The Sport

In general people wanted the BDA to grow the sport in terms of paddler numbers and clubs around the country

Support the Clubs

In general people wanted the BDA to support the Clubs through coaching, but also recruitment and general help with policies, structures etc.

More Innovation in Racing

Most people liked the racing but wanted to see more innovation, to race different teams and to make the competition more exciting.

Competitive dragon boat racing for everyone in the UK

Our Values – Competition Support Openness Integrity

Our Priorities 2019 - 2024

| Grow the sport | Connecting our members | Supporting our clubs | Providing competitive and innovative racing | Participating in the international community |
|---|--|--|---|---|
| <p>Supporting new clubs by providing expertise, resources and grants</p> <p>Ensure the league provides opportunities for people of all ages, to take part on and off the water with equal opportunities for men and women</p> <p>Seeking out sources of funding</p> | <p>Provide a forum for all clubs to communicate with each other and with the Exec using appropriate mix of communication methods</p> <p>Provide regular open forums for discussion of the sport with the Exec, clubs and members</p> | <p>Supporting existing clubs by providing expertise, resources and grants</p> <p>Be a sport where clubs work together to share expertise and work together supported by the Exec</p> | <p>Being the go-to organisation for the fastest, fairest racing available in the UK by</p> <ul style="list-style-type: none">• Improving venues• Increasing team numbers• Keeping great officials• Improving fairness <p>Run bigger events at better venues as “key national events”</p> <p>Encourage smaller regional events run by clubs</p> | <p>Participate in international racing across a range of age groups both at club and GB level.</p> <p>Ensure GB has representation on the IDBF and EDBF Councils.</p> |

Actions

| Increasing participation | Connecting our members | Supporting our clubs | Providing competitive & innovative racing | Participating in the international community |
|---|--|--|---|---|
| <p>Document to support new clubs</p> <p>Produce and implement a marketing strategy</p> <p>Try new race formats, eg Lions</p> <p>Provide attractions for families or advertise what is available nearby</p> <p>Make links with the breast cancer community</p> | <p>Have a system for responding to our members</p> <p>Provide a forum for member clubs meeting regularly</p> <p>Regularly update members on Exec activities</p> <p>Use race events to communicate and receive feedback</p> | <p>Provide updated online resources</p> <ul style="list-style-type: none"> • Club governance • Safeguarding • Water safety • Coaching • Training science • Recruitment • Running a club <p>Implementing a member database to connect coaching, safeguarding and member information.</p> | <p>Understand how many of our members race how often. How big does a club need to be to take part in the league? Reduce stress on clubs to attend all events</p> <p>Fairer, better venues</p> <p>Review the league structure regularly and provide a range of events, race distances and locations.</p> | <p>Send competitive GB teams to international events</p> <p>Support clubs wanting to take part in club crew championships</p> <p>Ensure we have a representative on the EDBF and IDBF</p> |

Review budgets and governance to provide support to strategic objectives