

ENGLISH CHESS FEDERATION

DRAFT STRATEGY

Vision

The ECF will lead the development, organisation and running of chess in England. We will do this by organising directly organised activities, supporting a wide range of third party organisations in England and liaising with international bodies such as FIDE and the European Chess Union. We will encourage, and work cooperatively with, all chess-related activity in England.

Goals

- Increase participation in chess and ECF membership for the long term.
- Increase the participation of women and juniors.
- Encourage and support third party chess organisations in developing chess in England.
- Work with other mind sport organisations to raise the visibility and status of chess in the eyes of HM Government.
- Work to re-establish England as a significant force in international chess.
- Ensure that the funding of chess activities organised by the ECF is put on a sustainable basis.
- Seek to understand and meet the requirements of our members and increase the perceived added value that the ECF provides to its members.
- Improve membership services and offerings, identify selling points which might make membership attractive to individuals who are not themselves competitive players so as to increase the ECF's potential membership base.

Board

- Work collegiately both within the Board and with all other chess organisations, ensuring that key stakeholders are communicated with and consulted effectively.
- Improve the effectiveness of the Board such that Directors have responsibility for their own areas of responsibility while ensuring that the Board is properly coordinated and is briefed on and reviews all important matters.

Office

- Provide a high quality and efficient service to stakeholders.
- Provide support to ECF directors and officials as required.

Funding

- Fund the ECF's ongoing core activities through membership and game fees.
- Use sponsorship to support developmental projects and initiatives, ensuring that sponsors' own objectives are addressed, and **not** as a substitute for core activity funding.

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DRAFT BUSINESS PLAN

Finance

Objective: Ensure that the ECF is properly funded and has robust reporting and control mechanisms in place.

- Bring forward proposals to Council for proposals to be made to trustees for the release of trust capital as appropriate to enable development investments to have adequate financial support and to support the Chess Trust as the charitable arm of English chess.
- Obtain sponsorship to support specific projects and activities, ensuring that sponsors' own objectives are addressed.
- Achieve and maintain the ECF's reserves at a level of £100,000.
- Put in place robust financial management reporting.

Governance

Objective: Ensure that the ECF's governance processes and constitutional structure are effective and fit for purpose.

- Implement the recommendations of the Constitutional and Governance Review Commission
- Bring forward high-level proposals to Council for constitutional and voting reform options to obtain Council's views on the future direction of travel before detailed work commences.
- Review options for, and consider need for, implementing a quality standard methodology.

Junior

Objective:

Improve participation levels of juniors in chess, reverse the current rate of attrition in the transition to adulthood and increase opportunities for the development of juniors.

- Establish the "international" and "elite" tiers of the ECF Chess Academy as the development route of choice for our top juniors.
- Identify and work with top junior players to increase participation in non-ECF events such as FIDE tournaments.
- Identify and use sponsorship money to improve the quality of support to junior players.
- Develop competitive chess in schools with a particular emphasis on those pupils aged over 11.
- Develop chess playing opportunities that encourage girls to continue playing chess until they are adults.
- Encourage adult chess clubs to integrate, support and develop junior players.
- Promote safe participation in online chess.
- Identify and support activities and resources which promote enjoyment of chess in juniors.

- Encourage junior chess organisations' activities in England and promote the development of safe and collaborative working.
- Review and improve the financial management processes which support junior chess in the ECF.

Women

Objective: Improve participation levels in and the profile of women's chess in England.

- Understand why so many girls stop playing chess in school and put in place actions accordingly, liaising closely with the Director of Junior Chess and junior organisers.
- Address the core issues which make girls stop playing when they go to secondary school.
- Increase participation in the English Women's Championship.
- Work with independent organisers to increase female participation in non-ECF events such as FIDE rated events.
- Increase the profile of women's chess so that girls/teenagers/women have something to aspire to.
- Reach out to non-chess women's organisations to encourage female take-up of and participation in chess.

Home

Objective: Support the Board in its goal of increasing the perceived added value that the ECF provides to its members.

- Implement the new League Management System.
- Review the format of competitions organised by the ECF, in particular the British Chess Championships and the National Club Championships, with a view to improving their attractiveness and profile.
- Develop official ECF internet events.
- Provide more effective support and advice from the ECF to independent event organisers.
- Upgrade the website and increase use of social media.
- Review and if appropriate increase frequency of grading list publication.

Membership

Objective: Oversee the operation of the membership system and ensure that it is maintained and improved as necessary.

- Improve communication to and facilities for consultation with corporate and individual members.
- Improve the documentation of the requirements for the administration of membership and of the operation of the current system.
- Identify selling points which might make membership attractive to individuals who are not themselves competitive players in order to increase the ECF's potential membership base.
- Investigate the possibility of eliminating the remnant of game fee and moving to a universal membership system.

International

Objective: Improve the performance of our international teams.

- Work with the Directors of Junior and Women's Chess to identify and nurture top talent.
- Identify and use sponsorship money to improve conditions, training etc for international players.
- Review how the ECF can better capture the views and insights of top players in England.
- Create an environment which encourages professional chess.