

## English Chess Federation

### STRATEGY STATEMENT

#### Vision

The ECF will lead the development, organisation and running of chess in England. This will be achieved through a mixture of directly organised activities and through a wide range of third parties and international bodies such as FIDE and the European Chess Union. We will encourage, and work co-operatively with, all chess-related activity in England.

#### Goals

##### Major Themes

- Seek to understand and meet the requirements of our members.
- Increase participation in chess and ECF membership for the long term.
- Increase the participation of women and juniors.
- Encourage third party chess organisations to develop chess in England.
- Re-establish the national status of chess with Government bodies.

##### Board

- Work more collegiately both within the Board and with all other chess organisations in England.
- Improve the effectiveness of the Board by working in small cross-Directorate groups.
- Do less better.

##### Office

- Manage the Office proactively at Chief Executive level.
- Review the Office's effectiveness and value for money; identify improvements in the operation of the membership scheme.

## Initiatives

1. Obtain sponsorship to support specific projects and activities. Ensure that the ECF has the right organisation structures and attitudes in place to attract sponsors. This work will be led by the Commercial Director supported primarily by the President, Chief Executive and International Director. Target to raise sponsorship for British Championships and support for the international activities. Support the ECF Elite Development Plan to produce Open and Women teams, with greatly improved chances of success - £3m over 10 years.
2. Establish the ECF FIDE Academy to identify talented junior players capable and motivated to play at international levels in major youth world and continental events, and progress to achieve FIDE titles.
3. Improve the performance of our International Teams.
4. Support the Independent Constitutional and Governance Review Commission.
5. Improve Customer Service and Public Relations, upgrade the Website and increase use of the ECF Forum and Social Media.
6. Investigate enhancing the ECF grading system, increasing the frequency of publication and incorporating the most recent results.
7. Survey products and services offered by other National Federations.
8. Undertake a review of the British Chess Championships 2016/17.

## Finance

1. Improve financial position to enable development investments to have adequate financial support. Set the financial budget for an annual surplus of 5% to 10% of gross membership and game fee income over a 3-year cycle.
2. Over the next three years aim to increase the reserves of the ECF to £100,000. In the longer term, maintain reserves at two-thirds of annual membership and game fee income over a 3-year cycle. Continue with the 3-year budgeting process. Establish a 3-year planning process.
3. Our major events to break even financially.
4. Consider charging for some services e.g. junior administration costs.