



Report to the ECF Council October 2015
Report on ECF Strategic Planning
Report of the ECF Board

C23.17

Background

The ECF Board presented the ECF Council with a Strategic Planning document (Annexe 1) at the Finance Council Meeting 18th April 2015. The Board further advised Council that its Plan was incomplete and that it required considerable strengthening if it was to be a robust and useful guide to the direction of the ECF. Council noted that the plan in its then form lacked costed business plans and a coherent statement of the ECF's values and mission.

The ECF Board resolved to ask the NED's, the CEO and the Strategic Advisor to continue work on the document.

Consultation

The NED's met to consider the alterations that needed to be made to the Strategic Planning Document. They agreed the following:

- The existing agreed version should form the core to the plan.
- There should be business plans with targets and costings for each directorate.
- There should be an introductory piece with a statement of the purposes, vision and goals of the ECF.

The NED's further agreed that a Business Plan template would be used for each of the Directorates. These developments were agreed with the ECF Strategic Advisor and the CEO.

Progress

Council are advised that at September 2015 the Board has agreed:

- i. An initial draft
- ii. A Business Plan template
- iii. A timescale for completion by April 2016.

Recommendation

Council are asked to note and approve the progress made and the intention going forward



Annexe 1.

English Chess Federation Strategy Statement

Vision /Mission Statement

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.

Key Goals/Activities

Major Themes

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

Board

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

Office

8. *Manage the Office more proactively at Chief Executive and Director level.*
9. *Review the Office's effectiveness and value for money, identify improvements in the operation of the membership scheme.*

Initiatives

10. *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 £50k p.a. sponsorship for British Championships and support for the international teams. Support the ECF Elite Development Plan to produce Olympiad teams, Men and Women, with greatly improved chances of success - £3m over 10 years.*
11. *Establish the ECF FIDE Academy to identify talented junior players capable and motivated to play at international levels in major youth world and continental championships, and progress to achieve FIDE titles.*
12. *Improve the performance of our International Teams. Develop programmes for Elite Development including developing our stronger women players.*
13. *Support the Constitutional Review Commission and propose a review of term length for Board Members.*
14. *Improve Customer Service and Public Relations, upgrade the Website and increase use of social media.*
15. *Investigate changing the ECF grading system, increasing the frequency of publication and incorporating the most recent results.*
16. *Survey products and services offered by other National Federations.*

Finance

17. *Improve financial position to enable development investments to have adequate financial support. Set financial budget for an annual surplus of 5% of turnover.*
18. *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 income (gross membership and game fee income). Continue with the 3-year budgeting process. Establish a 3-year planning process.*
19. *Our major events to break even operationally. Review the British Championship for 2016 onwards.*
20. *Consider charging for some services e.g. junior administration costs.*