



ENGLAND ATHLETICS LIMITED ANNUAL REPORT 2025



BUSINESS REVIEW

Business Review

The 2024/25 financial year has seen the organisation deliver a small operating surplus for the second successive year and continue to make good progress against its long-term strategic plan. During the year, the number of affiliated clubs and member bodies has reached an all-time high and registered athlete levels continue to grow year on year. The number of coaches and officials gaining qualifications has seen growth in the last 12 months.

Whilst overall participation levels are still below those seen in 2019, they are recovering. Notwithstanding some of the challenges that the sport faces, there is much to be positive about with other key indicators of growth moving in a positive direction (see strategic plan section for more information). There remain challenges in terms of retaining and growing participation in track and field amongst young people and this

is referenced further in this report, particularly the actions that we are taking to address this matter.

The organisation also continued to deliver its international team programme of national age group and senior championships on and off the track, focused on improving athlete experience, as well as extend its investment into a number of important competitions delivered by partner organisations such as the Youth Development League, National Athletics League, and numerous other bodies including County Associations and the English Schools Athletic Association.

We would like to put on record our formal thanks and gratitude to all the volunteers who work tirelessly in our clubs and member bodies, as coaches, officials, teachers, leaders, administrators, event organisers and in many other roles. The importance of the contribution made by the

volunteers to our great sport is further emphasised by one of our strategic priorities being focused on growing the capacity of our coach and officials. During 2024 we continued to invest more resource in this specific area of work with England Athletics continuing to play a lead role UK wide in leading the review of both coaches' and officials' qualifications and development, licensing, and strategy as we look to the future.

We would also like to thank our newly elected/re-elected volunteer network of EA Regional Council members from across the nine English Regions. Their work in supporting and collaborating with staff and Board during 2024/25 was invaluable, particularly in the areas of ongoing consultation on important matters such as age group changes, award celebrations, guidance, licensing, and the successful implementation of the mandatory safeguarding Club

Standards ahead of the 2025 affiliation year. Councils have played a central role in being the conduit for information and communication sharing both from EA to member clubs and bodies and from member clubs and bodies to EA on important matters, particularly the age group change consultation process during 2024/25.

Equality, diversity and inclusion remain a key priority for the organisation. Ensuring that our governance structures in the sport reflect the wider demographic of our sport and society is fundamentally important if we are to develop further what is already an inclusive and diverse sport. Diversity will ensure that we

make better decisions at all levels of the sport, and it is something that we are deeply committed to as we all work to make our sport an even safer, stronger, united, and inclusive sport for all, at all levels. It is important that we work proactively at all levels to stamp out discrimination and any other barriers that exist to participation, and ensure that all are welcome whatever background, ability, or aspiration.

Our continued work to increase awareness of the importance of sustainability saw the continued focus on implementation of our established sustainability strategy and action plan

with important relationships developing with clubs and other organisations who are championing sustainable practices. Our recently agreed commercial partnership with Citroën UK on a wholly BEV (Battery Electric Vehicle) focused relationship will serve to further embed our focus on the importance of environmental sustainability with education and advocacy being very important.

England Athletics continues to support its staff to develop skills, knowledge and expertise to work with the sport, for the sport and deliver high quality programmes and services to meet the needs of our members.



STRATEGIC PLAN

We have continued to make good progress in a number of areas of our established strategy “Athletes and Runners at the heart” (2021-2032) and we continue to prioritise five key areas, each interdependent on each other’s success and the domestic sport as a whole: Participation, Clubs, Coaches and Officials, Competition and Talent.

PARTICIPATION

Membership increased during 2024/25 to 177,441 registered athletes and runners. This reflects growth on the previous 12 months of over 4,000.

The funetics skills-based run, jump, throw programme for 4–11-year-olds in schools, clubs, and communities continues to be a strategic priority for the organisation. We continue to promote the funetics programme to all our member clubs as being a systematic solution for clubs to upskill new leaders, reduce waiting lists and to ensure the introduction of running, jumping, and throwing foundation skills to our youngest participants.

Over 30,000 young people have been engaged across club, school and community settings capitalising on the legacy programme initiated around the Birmingham Commonwealth Games in 2022. The programme is central to a new commercial partnership, launched in March, with Citroën and our charity the Personal Best Foundation (PBF). Building upon learnings from the 2022 games, EA continues to play a lead and

coordinating partnership role in plotting out what a sustainable participation legacy programme may look like from the 2026 European Track and Field Championships which will be held again in Birmingham.

PBF was launched in November 2022, with the purpose of providing children and young people from disadvantaged backgrounds and communities with the opportunity to participate and achieve their personal best, breaking down social inequalities and improving their health and wellbeing. In addition to the new partnership with Citroën the Charity has made good progress in terms of its fundraising strategy and delivery of activity.

Our RunTogether social running programme continued to grow during the last 12-month period with 250,000 participants in around 3,500 leader-led groups continuing to take advantage of this digitally led support programme for social runners.

RUN:EA a new membership proposition, targeting individual unaffiliated runners

was launched in January to help build a new sustainable income stream for the organisation over time that can be reinvested into the delivery of our core programmes and services to clubs and athletes.



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Personal Best Foundation has made **good progress** in terms of its fundraising strategy and delivery of activity.

RunTogether - **250,000 participants** in around **3,500 leader led groups.**

RUN:EA – We launched a new membership proposition for non-club runners, RUN:EA, with an aim of increasing revenue to reinvest back in the sport.



CLUBS

1,900 clubs and member bodies affiliated to EA during 2024/25 to access support, insurances, access to competition for their athletes, discounted coaching courses and other benefits. This reflects growth on the previous 12 months of 60 clubs and member bodies.

Our Club Support team remains in place across England and is supporting clubs across several work areas such as Compliance/Safeguarding/Welfare, Club Standards, Facility & Club Development, Volunteering, Coaching, Fundraising and School-Club link work. We continued to roll out our process of themed funding rounds to support member clubs to the value of around £100,000.

The England Athletics Facilities & Planning Manager continues to work as part of the club support team to ensure that high quality support is in place to guide clubs through what is

an ever-increasing priority and challenge for our sport and has been proactive in supporting clubs to work with their facility providers with investments secured for facilities across England. EA has also agreed to update its Facility Strategy during the next 12 months which is an important development given some of the challenges faced by member clubs across England in retaining and developing our facility stock which is largely owned by local authorities, universities, colleges and schools. We will continue to be proactive in this regard and will work with partners to retain, develop and innovate to benefit our sport.

The "Club Hub" continues to be actively used by our member clubs and as stated above, providing digital resources to support clubs as well as coordinating online mechanisms to engage and support clubs will be a key feature of how the organisation

works as we move further into the 2025/26 operational year.

Working closely with the safeguarding team at UKA (the lead safeguarding body for the sport), the small compliance team at England Athletics have triaged and managed hundreds of welfare and disciplinary cases with care and compassion over the last year. They are responsible for mitigating risks, ensuring high levels of Club Standards are met, providing support to Club Welfare Officers and Committee personnel to ensure appropriate policies, procedures and education/training is in place. The EA Board regularly discusses case volume, case themes, emerging trends and concerns in case management as we consider this to be a risk to the wider sport and the organisation. This area of work has continued to demand a lot of focus and resource of athletics bodies working in the sport.

COACHES & OFFICIALS

England Athletics continues to lead the education and licensing of coaches and officials in England after assuming the responsibility for this from UKA in October 2023.

At the start of 2024/25 the Board set a clear priority of increasing the capacity across the sport through training new coaches and officials. Over 3,200 new coaches qualified and over 1,000 officials obtained new qualifications. Conversion rate between qualification and licensing was up on the previous year. This resulted in a 6% increase of licensed coaches and leaders- a total of over 21,000 and a 19% increase in licensed officials- a total around 4,000.

Whilst new progress has been made and new processes have built efficiency over the year, we are acutely aware of the current shortage of officials that is causing some competitions to be cancelled and therefore need to find a solution to reduce the qualification time and remove unnecessary barriers to becoming a licensed official and new processes have built efficiency over the year.

A wider coaching review and audit of provision was conducted this year, and the clear recommendations around qualifications and technology will be implemented in 2025/26. We also invested in the creation of a new Coach Development Manager position in late 2024-25 to mirror the existing provision for officials development, such is the importance of developing a clear and coherent offer for coaches beyond the qualification phase. We have agreed a 10-point plan to enhance coach education and development during the next 12 months and we will continue to focus on creating positive change for the sport in this regard.

Our 2024/25 National & Regional Volunteer Awards events were held in person across the nine English Regions thanks to the work of our Regional Councils. Our annual Hall of Fame and Awards celebrations returned in November 2024, where it was pleasing to be together as an England Athletics family in celebrating the achievements of those in our great sport.

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2024/25 National & Regional Volunteer Awards events were held in person across the nine English Regions.

1,900

Clubs and member bodies affiliated to EA during 2024/25 - growth on the previous 12 months of 60 clubs and member bodies.

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£100,000

England Athletics have triaged and managed **hundreds** of welfare and disciplinary cases with care and compassion over the last year.



COMPETITION

The delivery of a new look and refreshed England age group, senior and combined events indoor and outdoor championship programme was successfully delivered. The new approach was carefully managed and resulted in improved athlete satisfaction levels, increased performance levels, number of entries and income from spectators.

Managing and leading change in the sport is always a challenge, it takes time, and communication is central to this. As referenced with regards to the age group changes, working collaboratively at all levels of the sport to tackle key challenges faced in the sport is critically important and we hope that by leading in the reformation of our own events, that will encourage other competition providers

to reflect and adapt their own offering to benefit athletes and to enhance the whole experience for all involved.

We licensed 1,800 track and field and cross-country competitions during 2024 and it was excellent to see a range of third-party competition providers being bold and trying new, often more local, approaches and testing new shorter, open, formats of competition in recognition of the wider sporting and societal challenges faced in retaining and growing regular participation in our sport.

Over £300,000 was invested into domestic competition providers at national, area and local level aimed at developing competition to meet the needs of athletes and ultimately ensure competition

opportunities are of a high standard and deliver an excellent experience for all involved. We will continue to review how we invest into competition in the future.

Road race license remained at levels seen in the previous year with around 3,000 races licenced with England Athletics. The new RunEvents system is working well in terms of tracking and managing licenses and facilitating event entries.

A significant amount of time has been spent on the communication and implementation of the changes to age groups of competition that were approved by the UKA Board in December 2023 and will come into force in April 2026.

The delivery of a new look and refreshed England age group, senior and combined events indoor and outdoor championship programme was successfully delivered - resulting in:

- Improved athlete satisfaction levels, increased performance levels, number of entries and income from spectators.
- We licensed 1,800 track and field and cross-country competitions during 2024.
- Over £300,000 was invested into domestic competition providers at national, area and local level.
- 3,000 road races licenced with England Athletics this year.



TALENT

Our investment in Talent has grown further during 2024/25 with England Athletics continuing to take a lead for the delivery and oversight of the established UK-wide talent strategy in England.

Talent hubs have been established in Leeds, Birmingham, Loughborough and North London. We have launched a new talent strategy and have been successful in securing £5.8 million from Sport England between 2025 and 2029. We will continue to look at the possibility of expanding hubs into other areas of the country, depending on partnerships and financial capacity, as we look to build stronger talent pathways for youth, junior, and senior level athletes who are not part of the UKA-led World Class Performance Programmes.

We are grateful to our talent programme partners,

particularly Sport England, the above-mentioned Universities, Department for Education ("DFE"), Talented Athlete Scholarship Scheme ("TASS"), Tata Consultancy Services ("TCS") and London Marathon as we look forward to further embedding these foundations in our sport to benefit young aspiring athletes and their coaches for years to come.

There have been some fantastic performances from young English athletes across the event groups in the last 12 months and it is important that we have a robust and aligned pathway system in place to safeguard talent development moving forward as we look to develop and transition more young athletes into senior competition.

Team England enjoyed success at the Loughborough International again in 2024 and our Masters International

team activities have also been strong and consistent during the last 12 months which was particularly pleasing.

We would like to put on record our continued thanks to the English and British Masters Federations for all that they do for our sport and to partners such as the English Cross Country Association and Road Running Association. The national cross country, relays, and road relays are revered by our member clubs and are truly a magnificent experience for those involved and hold an important place in the domestic calendar.

Underpinning the delivery of the programmes and services under each priority area there are four enabling functions that we invest in each year: Leadership, Engagement, Digital and Commercial.

Talent hubs have been established in Leeds, Birmingham, Loughborough and North London

New talent strategy launched - securing **£5.8 million** from Sport England between 2025 and 2029



LEADERSHIP

Staff headcount has built up over the last 12 months to over 70 to ensure we have the capacity, skills and knowledge in critical work areas such as talent development, member engagement, officials development, coach education, participation, and club support.

England Athletics continues to promote a positive, people focused culture aimed at bringing the best out of staff and ensuring we are providing a high standard of help and support across all our work areas. Internally, there is a high level of satisfaction from staff with over 90% of colleagues rating the organisation as a great place to work. Externally, our customer satisfaction rating has been consistently high with over 80% of our members rating the service we provided as excellent. Our net promoter score has risen over 50 during the last 12 months which is a good indicator that the service we provide is well received.

The Board has undergone an independent review to ensure it is continually improving the way it operates, and the organisation continues to be compliant with the Sport Governance Code. There are champions on the Board to ensure critical areas such as Safeguarding, clean sport, equality, diversity and inclusion and sustainability are embedded and measured within strategy and delivery plans.

The relationships between Regional Councils via the England Council and Board are stronger than ever with clear processes in place to ensure decision making considers the view of the sport through the representative governance structure.

In June 2024, there was a Special General Meeting to vote on resolutions with regards the age group changes. Meetings of this nature are an important part of a democratic membership organisation. Whilst necessary, they are often unplanned and therefore take significant time and human resource to manage. We will continue to work with members to ensure we are consulting and making decisions to meet the needs of their athletes and runners. This will minimise the need for exceptional meetings and in turn maximise the investment into delivery of activity rather than administration.

There remain some stubborn and important challenges to participation in our sport. Whilst off-track running and general participation outside of the club sport continues to grow, Track and Field participation remains a key focus for our organisation and sport as we move deeper into the strategic delivery period of this plan. We know that numbers amongst our younger teenage athletes and the transition from junior to senior levels continues to prove

challenging. We must all work collaboratively to adapt our products, working practices and plans to arrest this decline in what is a late development sport, where many young participants will not realise their potential until they progress into their twenties and beyond.

The age group change implementation plan has been important over the last 12 months with working groups in place to navigate an important change for the sport. In addition, the organisation has supported a new vision group for Track and Field athletics and led the development of an action plan for field events specifically. England Athletics continues to work closely with UKA and the other HCAFs to ensure there is consistency and collaboration across all NGBs in the UK. As referenced earlier in this report, we consider it vitally important that we work collaboratively at all levels of the sport to tackle head on the stubborn barriers to participation and growth that exist in this fast changing and challenging social and economic landscape as athletics and running face competition from other sports but also wider societal trends. We cannot sit still and expect to deliver continued success by just doing what we have done previously – times change, and this requires an open mindset and partnership working as we try and test new approaches and embrace the athlete viewpoint, in this digital-led age.

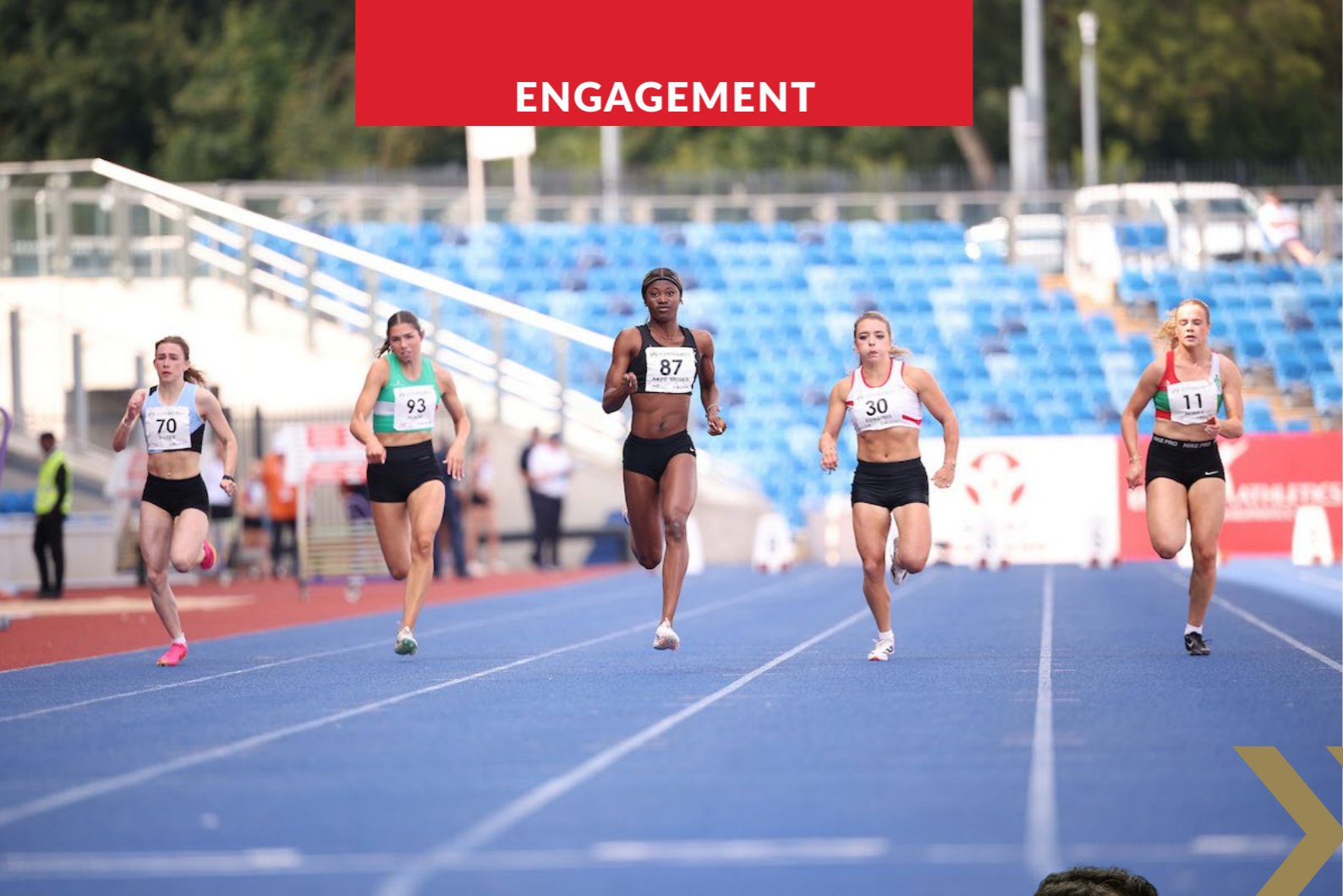


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ENGAGEMENT



Over the last 12 months we have focused on improving our communication across all channels to all our key stakeholder groups. Designated newsletters for athletes, clubs, coaches and officials are becoming the basis of regular engagement. The re-development and design of our website has helped to optimise the user journey for new and existing customers.

We have developed engaging content to be delivered across our social media channels aimed at showcasing the work of clubs, coaches and officials and the performances of athletes and runners. Our England Athletics social media channels reach over two million people and we have 220,000 followers. This has increased by around 15,000 in the last 12 months.

In addition to central marketing and communications activity, over the last 12 months we have increased the number of club and competition visits and general engagement with clubs, primarily over matters such as Club Standards and age group changes. This activity will ramp up further in 2025/26.

A significant amount of research activity has been undertaken during the year, aided by a small expert team and new systems such as the Huddle. Survey work across coaches, officials, athletes, clubs, competition providers and new products have helped to build insights into our planning and development of programmes and services.



DIGITAL

We continue to invest in the ongoing improvement of systems such as the myathletics portal, RunEvents, RunTogether, funetics, Athletics Hub and England Athletics website infrastructure including RUN:EA, the new platform to manage our running membership.

We have also invested in our own internal IT systems and infrastructure to ensure we are mitigating against the growing cyber security threat.

We are also pleased with the further roll out

of Roster Athletics as the EA endorsed event management and results system in our sport. We believe that technology in this digital age is central to providing a better participant, volunteer, and spectator experience and roster is central to this goal.

Further investment into the digital and IT infrastructure will be made over the course of the next 12 months as we look to modernise database infrastructure and key aspects of the learning management system and licensing processes.



Across our England Athletics social media channels, we reach over two million people and we have **220,000 followers**. This has increased by around **15,000** in the last **12 months**.

COMMERCIAL

The main funding allocation (system partner and talent funding) granted by Sport England represents 31.5% of the company's annual income, a decrease of 1.5% against the previous year. Following the decision to hold the Commonwealth Games in 2026, an additional grant of c.£200k from Sport England will be realised in 2025 and 2026 to support our preparation. We continue to work collaboratively with Commonwealth Games England to influence this work.

Ultimately, as outlined in our strategy 'Athletes and runners at the heart', the company still aims to reduce its overall dependency on external grant funding from sources such as Sport England as we aim to grow our own sources of sustainable income, but this will be a challenge in the immediate term as we work on growing our

membership, road race licence, education, events and commercial revenues.

The commercial sponsorship position remains a priority. 2024/25 was a success securing a new partnership with Citroën and other category partners. We continue to work to secure a major supporting partner to work with us to add value to our established plans and to help accelerate some of these priorities, and the pipeline of prospective partners is looking positive, and this focus will continue in 2025/26. We are working collaboratively with the other athletics bodies and have a clear strategy and route to market.

The sponsorship market is challenging, but this remains a focus and priority for us as we aim to diversify income streams and make EA even more sustainable.

England Athletics, Personal Best Foundation, and Citroën team up to champion sustainability and youth access in athletics.

Following the decision to hold the Commonwealth Games in **2026**, an additional grant of **c.£200k** from Sport England will be realised in **2025** and **2026** to support our preparation.



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