



#### **Mission statement of the Armada Athletics Network**

*A Running and Athletics Network to create a healthy and social lifestyle through active participation.*

#### **Values of the Network**

**INTEGRITY**  
**OPEN**  
**INCLUSIVE**  
**DIVERSE**  
**ENTHUSIASTIC**  
**PASSION**  
**POSITIVE FOCUSSED**  
**ATHLETE CENTRED**



#### **Aims of the Network**

- To promote the sport of athletics in all aspects. Throughout the area.
- To increase the awareness of the Network across Plymouth, West Devon and East Cornwall
- To act as a communication hub for UKA/EA to and from all participants in Network activities.
- To encourage the sharing of resources and expertise.
- To provide our clients with knowledge and expertise of running, athletics and related fields.
- To achieve financial independence.
- To increase participation in all aspects of athletics
- To evaluate possible opportunities for expansion if circumstances allow.



**Network possible finance model**

- Drawings £30K
- Outgoings
  - Marketing £5K
  - Office Rental £3.5K
  - Equipment
    - Athletics £2K
    - Computer/ Printer £1K
  - Transport
    - Fuel £1.5K

Total = £43K including office facility

**Funding Associates**

- EA/McCain Sponsorship
- Run England
- DRC
- DRD Trust
- PCC (in kind support)
- Grants
- Clubs
- Other funding



**List of partners and current/potential customers.**

England Athletics  
 Run England  
 Members Club (13 currently)  
 Schools – SSP's  
 Universities/Colleges/FE's  
 County Sport Partnerships (Active Devon and Active Cornwall)  
 Deprived areas (as defined by UK Govt) e.g Devonport, St Budeaux  
 SENCO's  
 Facility providers  
 Police/ LA's  
 Scout/Guides (potential)  
 Plymouth City Council SDU



### Marketing Plan

- Internal
  - Produce presentation
  - Website/e-mail
  - Constant Contact
  - Visits
  - Face to face communication
  - Blog/ Social Media
- External
  - Family Links
  - Business Links
  - Networking
  - Brand awareness
  - e-Marketing
  - Events
  - Media – produce articles
  - Chamber of commerces
  - Share best practice
  - Buy pop ups/flags



### Targets

- Seek support of business sponsorship
- Link with Active Cornwall and Devon (RE additional funds)
- European funding
- Private schools
- Active university funding (Uni of Plymouth only)
- Access NHS funding
- Link with service organisations
- Link with Disability organisations and Special Olympics
- Corporate Events
- Sports shops/clubs
- Charities
- Cadet groups and Scouts