

When I was elected in August last year I anticipated a challenge but not of the kind we have faced and will to continue to face when social distancing is still in place.

Fortunately, Covid-19 has not stopped me with my main objective of working towards a brighter, bolder and better BMAF.

For this to be achieved I had to hear the views of those who are affiliated to the BMAF. Firstly I posted a mail chimp to all, inviting them to volunteer to join discipline groups called "What went well even better if" [WWWEBI](#). We formed one for road, one for XC, and two for T&F one representing the North and one for the South and all have been busy and productive.

The four groups then feed into a Steering group that collates their thoughts. The next step was essential, to hear the views of all paid up members of the 11 Masters Clubs and this was achieved by posting a Customer Satisfaction Survey to all paid up members taking less than 5 minutes to complete. We had over 2,600 responses which exceeded my expectations.

This survey was supported by the interviews of 20 key stake holders by two of the [WWWEBI](#) group. Both interviewers have significant experience in the field of marketing and communication and have volunteered their expertise at no cost.

To the best of my knowledge the BMAF has never reached out to ask what members think of the service we provide. At a total cost of £151 I think it is money well spent as the responses will feed into what I believe is essential a 3 possibly 5 year development plan for the BMAF.

Another first.

However, we must never forget that when an athlete pays to enter one of our Championships they become a customer and it imperative they experience the best service possible. However, we must not stop there as we serve Masters across the UK and as Chairman I want to provide a holistic package that meets your needs:-

- To have in place an improved web site that meets the needs of constant change.
- A social media site that is informative and educational.
- Approval and recognition from UKA.
- Stronger links with all 4 National Federations.
- To drive a coordinated approach to coaching for Masters across the UK.
- To seek out active volunteers for the future who will take on key responsibilities through a process of induction.

I am delighted to record that all these bullets points are in hand and I am confident they will be achieved by 2022.

Finally I am very much a team player and I have to record my thanks to Helen Allen, Arthur Daley, Adrian Day, John Harris, Dr Michael Hausler, Peter Kennedy, Nick Lauder, Giuseppe Minetti, Kay Reynolds, Alex Rowe and all who have signed up to the [WWWEBI](#) groups who have assisted me on my journey of laying the foundations of building a better service for the future.

Walter Hill  
Chairman of the BMAF