

Chairman's report AGM 2024

Coordination

The first task of the chairman is to attend all the management committees connected the BMAF:

- The Executive as chair of the meetings
- The Council as an observer
- The BMAF Services committee as a director of the company
- The Annual Team Managers meeting prior to the British & Irish Masters Cross Country International as an observer

Resourcing

This difficulties of helping these groups to remain connected with each other and to be effective in their relations has been facilitated since the last AGM in that we now have the help of the following: new executive members or existing ones extending their roles

- Ian Richards, VAC: BMAF vice Chair and also Chairman of the Council in the absence of anyone proposed by the area clubs
- Alastair Kendrick, EMAC: now BMAF Treasurer and temporary head of marketing and communications
- Glen Reddington, SCVAC: IT Manager is now taking up the new position in BMAF Services as Head of International Events
- Dave Watson has Track & Field Manager, supported by Wendy as organised of all our main track& field championships on a commercial basis.

However, we still need new volunteers who the time, skills and energy to come forward to cover other roles that are currently vacant:

- Head of Marketing & Communication
- Head of IT
- Race Walking Secretary
- Company Secretary for the BMAF companies formed as part of Incorporation

As well as team roles in the following areas:

- Budgeting Analysts, Marketing Officers, Competition Secretaries for the various athletics disciplines
Note that the work done this year on Marketing has been an enabler of better management of the social media channels (more Details in the separate marketing report) but we now need marketing officers to market all our events and promote the advantages of area club membership much more effectively
- Finance: Management Accounts Analyst
- IT analyst for inventory and access management of hardware/software
- Membership Support

Many of these roles are relevant to the area clubs, which they find arguably more difficult to resource. Thus, a larger BMAF Services team has the potential to be made available to provide the same services to the clubs.

If BMAF is to operate with the quality expected of it, the only means to deliver this if there are not enough volunteers to cover all these roles and replace them as necessary, will be pay for external service providers. It is possible that eventually the organisation will be able to afford to obtain all these services on a commercial basis; in the interim however we are going to be extremely dependent on getting the volunteers. Thus, please contact me if you are interested and I will follow up with more information, a lot of which is also to be found on the BMAF website.

Support roles

Roles/tasks that I have been covering this year pending finding new volunteers have been:

- Coordination of the validation of all British entries to EMA and WMA championships, being handed over to Glen Reddington
- Competition secretary for Road and Cross-Country Championships
- Mass Email Marketing campaigns for Road and Cross-Country Championships
- Liaison with OpenTrack on their software issues/developments: to be handed over to Stuart Matthews
- Supporting Glen Reddington in the selection of a new GB team managers
- Membership support to membership secretaries, aided by Stuart Matthews VAC membership secretary and Rob Lands, EMAC, membership secretary. This work also includes a lot of direct support to potential area club members, but this needs to be handed over to the membership secretaries themselves.

Liaison with UKA and home country athletics federations

My role in this area has been limited to specific areas of concern this year rather than having regular meetings because we wanted to concentrate on finishing the work on incorporation as we expect the relationships to change thereafter. Unfortunately this has taken much longer than we imagined but now, just as we are on the verge of incorporation starting to happen, the organisation of masters athletics within each country is also likely to change where it is not integrated in the national federation, because of the importance that World Athletics now sees in Masters Athletics, for the simple reason that it has more spending power which is largely untapped throughout the world.

Peter Kennedy
Chair, British Masters Athletics Federation

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