



**OLYMPIC
ASPIRATIONS**

**2020-24
England Lacrosse**



Who We Are

England Lacrosse (EL) is the governing organisation overseeing all Lacrosse in England.

EL is the accountable body for all strategy, finance (public and non-public), operations, communications and risk management for Lacrosse in England.

Vision

To be a major team sport

Mission

To promote and develop lacrosse in all its forms

Where We Are

Over recent history Lacrosse participation has boomed domestically and on the international stage. A higher global profile has been achieved and with that, provisional Olympic status.

World Lacrosse membership has increased by 25% since 2011 to 68 member countries, European lacrosse is now the most concentrated area of lacrosse participation in the world, with 32 member countries. England Lacrosse has over 40,000 people participating regularly, is the leading nation in Europe and is recognised as the third largest playing nation in the World.



Where We Are

'Olympic Aspirations' sets out the strategic direction for England Lacrosse for the coming 4 years. Olympic recognition and the promise of inclusion opens opportunities for lacrosse that will drive toward achieving England Lacrosse's vision to be a major team sport. We intend to place strategic focus on laying the foundations for Olympic inclusion by 2028.

At the time of writing this strategy the global pandemic COVID-19 struck. This document will be a living publication with updates made as we learn more about the new world we now live in as we try to control the virus.

2016-20 ACHIEVEMENTS



ACHIEVEMENTS

- Achieved all EL Business Plan 2016-20 & Sport England 2017-21 targets.
- Continued modernisation of governance through:
 - Independent chairs since 2017.
 - Female chair.
 - 67% Independence at board level.
 - 40% female at board level
- Implemented the university lacrosse officer programme supporting increasing participation and providing a platform for monitoring well-being.
- Company re-brand.
- Digital modernisation supporting members and learners through an updated website.

COMMERCIAL DEVELOPMENT

- Diversified income streams.
- Reduced reliance on the public purse.
- Retained partners from hosting the 2017 women's world cup.

PERFORMANCE SUCCESS

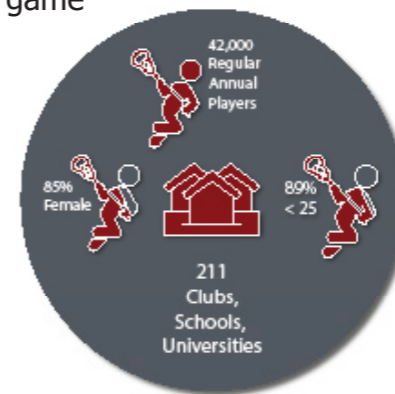
- European champions at all levels.
- Senior women's bronze at the 2017 world cup.
- Hosted the largest ever women's world cup in 2017.
- Provisional Olympic recognition.
- An expanded talent pathway to over 600 athletes.

2020 LACROSSE MARKET



OPPORTUNITIES

- World and European rankings
- University participation
- FE and secondary schools
- Olympic status
- Female participation
- A National league
- Volunteers
- Box lacrosse
- Olympic game



CHALLENGES

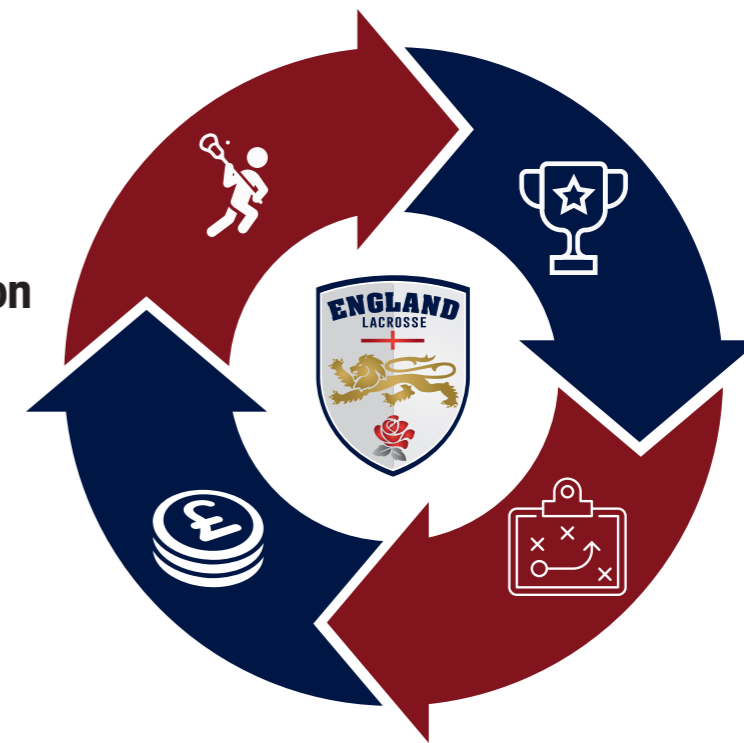
- Return to play from COVID-19
- Facility access
- Lack of a national network of community clubs
- Work/life pressures
- Communications to a wider and more varied audience
- A workforce learning programme to meet the need of participation
- Supporting all steps in the customer journey
- The international journey
- A crowded domestic calendar
- Lack of commercial value in national squads
- Lack of sponsorship for flagship event

2020-24
**OLYMPIC
FOUNDATIONS**



**Increased
Lacrosse
Participation**

**Business
Health**



**Improved
Lacrosse
Standards**

**Refined
Lacrosse
Experience**



60,000 regular lacrosse participants by 2024

Increase participation within diverse communities

Providing a safe, positive environment for all

INCREASED LACROSSE PARTICIPATION

Recognising the age demographic of current and targeted lacrosse participation and continued adoption of digital access to participating in sport, it is vital EL strive for digital transformation across all participant touchpoints to achieve an improvement in the customer journey.

The current demographic profile of a lacrosse participant does not reflect that of our lacrosse communities. To achieve growth in participation, EL will action change in this area.

All EL functions are being reviewed by experts within the inclusion sphere and action plans will be enacted throughout the organisation to achieve progress.



INCREASED LACROSSE PARTICIPATION

OBJECTIVES

- 50 Universities deploying ULOs
- 24 partner FE colleges.
- Mixed league in each region.
- A network of summer lacrosse hubs.

PRIORITIES

- Implement the playground to podium strategy to increase participation, inclusion and retention.
- Engage with the lacrosse foundation to provide supporting investment for lacrosse development initiatives
- Supply of value for money equipment
- Expanded national, regional and local competitions & events structure to meet the needs of a more varied and inclusive participation structure
- Support the development of lacrosse in clubs and schools
- Expand ULO programme.
- Engage with PE and sport coaching universities to train new coaches & teachers
- Ensure a safe, positive environment for all participants



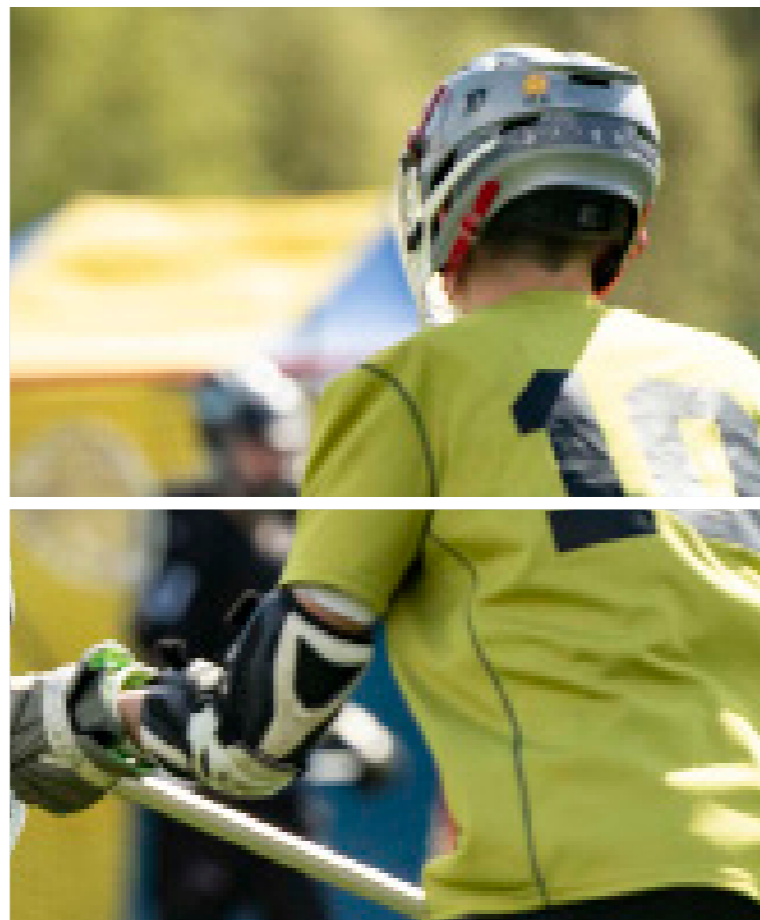
**Top 4 in all
major international
tournaments, across all ages
and disciplines by 2024**

IMPROVED LACROSSE STANDARDS

The potential inclusion of lacrosse in the Olympics and the increased international competition that this will bring will place stress on the talent pathway system and performance athletes. EL will need to support the system and athletes through integrated digital platforms.

The increased demand on performance athletes will increase the demand for growth in participation from a more diverse pool of athlete; EL will need to attract athletes from a wider demographic profile to meet this demand.

EL recognises the need to provide a safe and positive environment in which all our athletes are able to thrive.



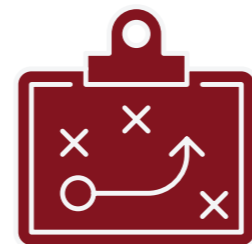
IMPROVED LACROSSE STANDARDS

OBJECTIVES

- U13 local talent training programme.
- 40 new trained talent coaches.
- 10% Level 3 or higher officials.
- A national league.
- A “pop-up” indoor facility.

PRIORITIES

- An integrated local to national talent identification system.
- Engage with the lacrosse foundation to support talent and performance athletes.
- Implement a national league using the olympic rules.
- Deliver the infrastructure required for performance lacrosse.
- More talent coaches and officials supported by national mentors.
- A more inclusive talent pathway supported by a range of partners
- Provide a safe and positive environment for all, supported by a range of partners



**3000 registered officials
and coaches by 2024**

**Continue to monitor the
mental wellbeing of lacrosse
participants at university**

REFINED LACROSSE EXPERIENCE

EL will provide more accessible playing experiences to a wider audience through digital access and promotion.

EL will improve the lacrosse experience for all by achieving a better representation of our society through visible lacrosse leaders from diverse communities.

EL will undertake an independent review of the issues and barriers to lacrosse participation with the objective of addressing the findings to improve the customer experience in lacrosse for all.



REFINED LACROSSE EXPERIENCE

OBJECTIVES

- 50 Universities deploying ULOS.
- 24 partner FE colleges.
- Mixed league in each region.
- A network of summer lacrosse hubs.
- Digital platform enabling pay to play.
- Refreshed regional platforms.
- Engagement with the local and regional playing pitch strategies.

PRIORITIES

- Develop the workforce journey.
- The demographic of ULO and key volunteers to be reflective of modern communities.
- Trained coaching and officiating tutors, mentors and assessors in each region.
- A calendar of regional workforce training and mentoring opportunities.
- Annual teacher training programme.
- Target accessing the right facility in the right environment for the right participant.
- The national digital framework cascaded to regional levels.



BUSINESS HEALTH



Achieve financial sustainability each year.

Implement and monitor EL's Net Promoter Score

EL will use digital transformation to achieve collection of end user data to facilitate good business and improved digital engagement.

EL will strive to improve its recruitment process to ensure a more balanced, representative workforce and volunteer base from diverse communities.



BUSINESS HEALTH

OBJECTIVES

- Sustained income streams to generate a surplus for reinvestment in lacrosse.
- Achieve rich digital interactions with EL members resulting in conversion to desired outcome.
- Develop merchandise range on EL digital platforms.
- Achieve an integrated customer user journey across all EL digital partner platforms.
- Cascade good governance throughout the organisation through inclusive recruitment

PRIORITIES

- A range of compelling membership offers.
- Reduce “churn” in membership.
- Develop scalable assets, such as 6 a-side, summer hubs, camps and events.
- Develop England Lacrosse brand.
- Secure investment from a range of partners and sponsors.
- Support the Olympic direction.
- Forward-thinking digital communications raising the profile and engaging people.
- Appoint staff and volunteers from diverse communities



England Lacrosse
www.englishlacrosse.co.uk
[@englacrosse](https://www.instagram.com/englacrosse)