

WE ARE ALL ROUNDERS



STRATEGY

#WEAREALLROUNDERS
OUR STRATEGY 17-21



WELCOME TO OUR NEW STRATEGY FOR 2017-2021:

#WEAREALLROUNDERS

- #AllYearRound
- #AllWelcome
- #AllInclusive
- #AllWays(andforever)
- #AllOverAgain
- #AllRoundEngland
- #AllTogether

Rounders is a cross-generational, cross gender game that embraces all abilities. It's a game that's all about sociability, about connecting with people in an age where screens separate generations and are replacing real and meaningful interactions.

A game of Rounders makes great memories, offering an ideal balance between fun and fitness with great opportunities to make friends, get some exercise and have a good laugh away from the pressures of everyday life.

Our Mission

Connecting people through rounders

Our Vision

Jaw dropping performance and participation
Powerful allies and partners
High visibility and profile
Control of our destiny

STRATEGIC OBJECTIVES AND AMBITIONS:

These objectives are supported by funding from Sport England;

- A review of our Competition Strategy - leading to a range of new competitions that align with customer needs
- Members' Club - leading to a greater connection between Rounders England and its members, as well as between members
- Better services to teams and leagues - helping people to stay connected with Rounders at different stages in their life
- Helping inactive people become more active through Rounders - we will pilot a new programme in Year 1

These ambitions are supported by funding from Rounders England;

- Local delivery of Rounders through partnerships, with existing and new locations and audiences
- Customer facing brand development and social media to make people more aware of us and our game
- Programmes for Young People
The return of Rounders to the list of assessed sports for GCSE/A level
- New products and commercial agreements

OUR VALUES

THESE HAVEN'T CHANGED. YOU'LL STILL FIND US:

FUN
PASSIONATE
ACCOUNTABLE
STRAIGHT TALKING

YOU'LL ALSO FIND THAT WE STRIVE FOR:

EXCELLENCE
COLLABORATION
AND A MAJOR FOCUS
ON OUR CUSTOMERS

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Please help us in our mission to 'Connect People through Rounders'

Join our Members' Club at www.roundersengland.co.uk/membership

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