

**WE ARE
ALL
ROUNDERS**



ROUNDERS RECONNECTED

**Strategic Vision
2022 to 2032**



ROUNDERS: RECONNECTED

Imagine...

...making it past 4th post ...reconnecting to the thrill of competition
...celebrating with teammates ...reconnecting to something you love
...helping friends realise their potential ...reconnecting your community

...You're playing rounders

At Rounders England we believe in the power of sport and the role it plays in society. The benefits for our physical health and mental well-being are undeniable and evidence shows being active helps people live happier, healthier and more fulfilled lives. Sport and physical activity have the unique ability to connect communities, tackle social isolation and create lifelong friendships. Our new strategy, **Rounders: Reconnected** aims to transform our nation's much-loved game into a thriving, modern, inclusive sport that can be played by everyone, improving the health of the nation but also connecting people, teams and communities to help build a stronger society for all.

Amidst the disruption of 2020, and at a time when we weren't able to enjoy playing the game as we knew it, we stepped off the playing field and used the time to talk and listen to our rounders community. We found out what rounders means to people, why and how they are involved and what we could do to better support them. We asked difficult questions about the barriers many

people in society face in accessing, not only rounders, but sport and physical activity in general, many of which had been exacerbated during the pandemic.

From this we developed a strategy to grow, engage and connect our community. This strategy is **Rounders: Reconnected**. It will not only create more opportunities for people to engage in our sport and get active, but it will also focus on tackling some of the inequalities that act as a barrier to physical activity.

Rounders: Reconnected acknowledges the great work that has taken place and is the start of a new journey. One where players voices count; where we work closely with stakeholders and partners, where inclusivity is baked in and values matter and where the park is your playing field. One where having fun is a rule and competition is celebrated and where rounders is at the beating heart of communities. This has been created by our staff, our board and our community.



WHO WE ARE

Our Purpose

Over the next decade we will grow and develop the Nation's much loved game into a thriving, modern, inclusive sport that can be enjoyed by everyone.

How we behave:

We have established a set of behaviours and values that help guide us as an organisation and a sporting community. These will underpin everything we do, not only in delivering our strategy, but also to develop and showcase our personality and culture as a sport.

WE ARE IN THIS TOGETHER

- We listen to and serve our community
- We bring people together
- We are the best we can be, together
- We reflect and act for our community

WE DO THE RIGHT THING

- We create a safe and trusted environment
- We are accountable through a sense of openness and honesty
- We take responsibility for our actions
- We deliver on our promises

WE ARE FOR ALL

- Equality and diversity is a given
- We are open, inclusive and accessible to all
- We have fun getting active
- We are fair and respectful

WE KEEP MOVING ROUNDERS FORWARD

- We are collectively ambitious
- We remain relevant and adaptable
- We are optimistic and promote progress
- We are brave

WHAT DO WE WANT TO DO

Our Four Posts Of Focus

To achieve our strategy and reimagine what rounders will look like in 2032 we have developed key areas of focus. Everything we do will deliver against one or more of our four posts.

1 GROW

Creating opportunities for more people to play rounders for fun, to get active or start their rounders journey with the aim of 1 million people playing by 2032. A particular focus will be placed on tackling some of the inequalities that exist within sport and physical activity.



1 MILLION
people playing by
2032

2 ENGAGE

Evolve our membership offer in order to support and service our players, volunteers and our workforce resulting in a happy and engaged community of 100,000 members by 2032.



100,000
members by
2032

3 COMPETE

Expand and develop a fit for purpose competition structure and pathway culminating in a commercially viable national league structure.



**COMMERCIALY
VIALE
NATIONAL LEAGUE
STRUCTURE**

4 CHAMPION

Promote our sport and raise its profile with stakeholders, partners and the media at a national and international level in order to be Commonwealth Games ready by 2032.



**COMMONWEALTH
GAMES
READY**
by 2032





OUR PITCH

In addition to our four posts we have identified three fielders. These fielders are our enablers and work together by being interconnected to help us to **Grow** our game, **Engage** our community, **Compete** at all levels and **Champion** our sport to deliver our strategy:

Our fielders

1

PARTNERSHIPS

Collaborate with likeminded organisations to help us deliver our ambitions and develop commercial partners to invest in our sport.

2

DIGITAL

Transform our digital presence to meet the needs of the modern participant.

3

GOVERNANCE

Build a sustainable and resilient organisation using effective systems and transparent leadership. Provide clear rules, regulations and support that in turn contribute to a safe environment for all.

“

We cannot do this alone and we will continue to work alongside our partners, stakeholders and our current and potential rounders community. We will lead when we are required to lead and listen when you need us to listen and our values will always underpin how we behave in doing what is right for rounders.”

Natalie Justice-Dearn
Rounders England CEO

KEEPING SCORE

How will we measure our success?

We will work collaboratively to outline measurable objectives and initiatives that deliver against our four posts. This will drive the strategic direction of the organisation and influence the annual operational plan. We recognise that this cannot be done in isolation: communication, transparency and partnership are essential to our success. We will be brave, bold and willing to change direction throughout the lifecycle of this strategy to do what is right for rounders.

10 YEAR AMBITIONS

We have developed a set of ambitious targets setting out our aspirations of where we aim to be by 2032. We are optimistic and our ambitions will motivate and drive the delivery of this strategy placing rounders in the heart of the Nation's sporting community.

5 YEAR OBJECTIVES

Setting ourselves key objectives for the next 5 years will enable our strategy to stay focussed yet adaptable to ensure we remain relevant within society. We will identify a baseline and outline a set of realistic yet ambitious measures aligned to our posts and fielders to monitor progress.

1-3 YEAR INITIATIVES

We will develop a set of initiatives to help us deliver against our objectives and these drive our operational plan. The operational plan and budget will be scrutinised annually alongside our initiatives and projects with partners.

THE OVERALL STRATEGY WILL BE REVIEWED AT THREE YEAR INTERVALS.



**WE ARE
ALL
ROUNDERS**



“

**I LOVE THE SOCIAL
ASPECT OF IT, I LOVE THE
WINNING, I LOVE THE
BANTER, MENTALLY I AM
SO READY TO GET BACK TO
ROUNDERS, BRING IT ON!”**

“

**AT SCHOOL WE USE
ROUNDERS FOR STUDENTS
OF ALL ABILITIES TO FIND
THEIR LOVE OF SPORT AND
IMPROVE THEIR PHYSICAL
AND MENTAL WELLBEING.”**



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