

Strategy 2026 - 2030

Vision

To develop race walking in England & Isle of Man

Mission

- To raise the standard of England Race Walking at all levels
- To increase the knowledge of coaches and others interested in these events.

Our Values

- We act in the spirit of cooperation.
- We communicate well with all our stakeholders.
- We welcome everyone regardless of ability, race, religion, sex, age or any other factor.
- We are innovative.

SWOT Analysis

Strengths

As a small event easier for talent to be encouraged and nurtured

Focused on race walking not the complete athletic programme.

Weaknesses

The number of competitors is declining

Competitors are only in a few locations in the RWA Area.

Traditional routes (i.e. employer events) to attract competitors are no longer available.

Limited number of Officials

Level of performance as measured by 10th in UK ranking is declining.

Have few guaranteed financial revenue streams, so impacts long term planning

Difficult to get reasonable priced suitable courses for races.

Opportunities

Get race walking into more T & F Leagues and Open meetings.

Partner with other event promoters to share costs and showcase race walking.

Threats

Not seen as part of athletics, especially within Track & Field.

Less publicity than other endurance sports

Rules difficult to understand by people outside of the sport.

Many other endurance sports that people can take part in

Strategy

With the input from the SWOT analysis our missions will be achieved by four strategies

- Competition Provider
- Coaching & Development provider
- Promotion of Race Walking
- Governance

The key communication from the strategy is our aim to increase the number of race walkers, local races, judges and coaches together. One should not increase a lot more rapidly than the others.

Objectives

This is to be reviewed every year with new targets and measures.

Competition Provider

Hold Regional championships at 5km

Success criteria:

Increase number of starters in Area 5km by 20% from 2026 numbers in 2027.

Get 10 5km finishers under 25 mins (Male) \ 26min (female) in 2027

Hold Regional YAG championship

Success criteria: Get 3 finishers in each race by 2028

Increase number of judges

Success criteria: Get 6 more judges qualified each year.

Coaching & Development Provider

Hold Tasters Days in all the four regions

Success criteria: Hold 4 Tasters Days in all the four regions in 2026

Hold Development Projects in all the three main regions

Success criteria: Hold 3 Development Projects in all three main regions in 2026

Encourage the setting up local leagues using existing fixtures to promote more competition
Success criteria: Create two local leagues per year from 2027

Hold coaching days:

Success criteria: Hold a coaching day yearly from 2026

Hold a talent transfer sessions per year

Success criteria: Hold a talent transfer session yearly from 2026

Get the walk promoted by England Athletics in the same way they promote the Steeplechase

Success criteria: Race walking initiative set up by England Athletics by the end of 2026

Get more coaches qualified to coach the walk.

Success criteria: Get 6 new coaches qualified each year.

Promotion of Race Walking

Ensure more people see race walking

Success criteria: Stage one race walking event within other events (Not T&F) each year from 2026

Get walking into more Open meetings

Success criteria: Get walking into 8 additional open meetings in 2026 and in all subsequent years.

Get walking into more YAG T & F leagues

Success criteria: Get walking into two YAG leagues each year from 2027.

Change the perception of race walking

Success criteria: Develop logical arguments to explain the rules and that loss of contact does not mean a walker is “cheating”.

Success criteria: Change the “B” rule to include an element of leg straightening e.g. supporting leg must be straight in the vertical position, to give a better image of race walking and then subsequently remove this updated B rule completely

Success criteria: Race walking is not perceived as an event mainly for older athletes

Engage with other athlete bodies e.g., SEAA, MCAA, Northern Athletics, EA Regional councils & EA

Success criteria: Working together to get more athletes to try the walk event

Develop better digital comms

Success criteria: Have active Facebook, Instagram & Twitter accounts and an up to date website by the end of 2026

Appoint race walking Ambassadors

Success criteria: Identify suitably younger race walkers to target 5 athletic clubs near them in 2026 to explain the strategy and promote race walking in 2026

Fully understand why athletes cease to participate in the race walk event

Success criteria: Get facts by end of 2026 to see why people are no longer involved.

Governance of Race Walking

Manage Permits on behalf of England Athletics

Success criteria: Permits issued on time and levy collected promptly

Coordinate Race Walk Fixtures in England

Success criteria: Reduction in fixture clashes

Distribution of 50% of levy profits each year for coaching and development to the Regions for use on Coaching & Development

Hold regular Committee meetings and bi yearly Extended Committee meetings

Have practical steps to ensure the event is available to athletes regardless of ability, race, religion, sex, age or any other factor.

Out of scope

Any initiative based around Fitness walking