

Membership Webinar August 2025

Special Olympics
Great Britain



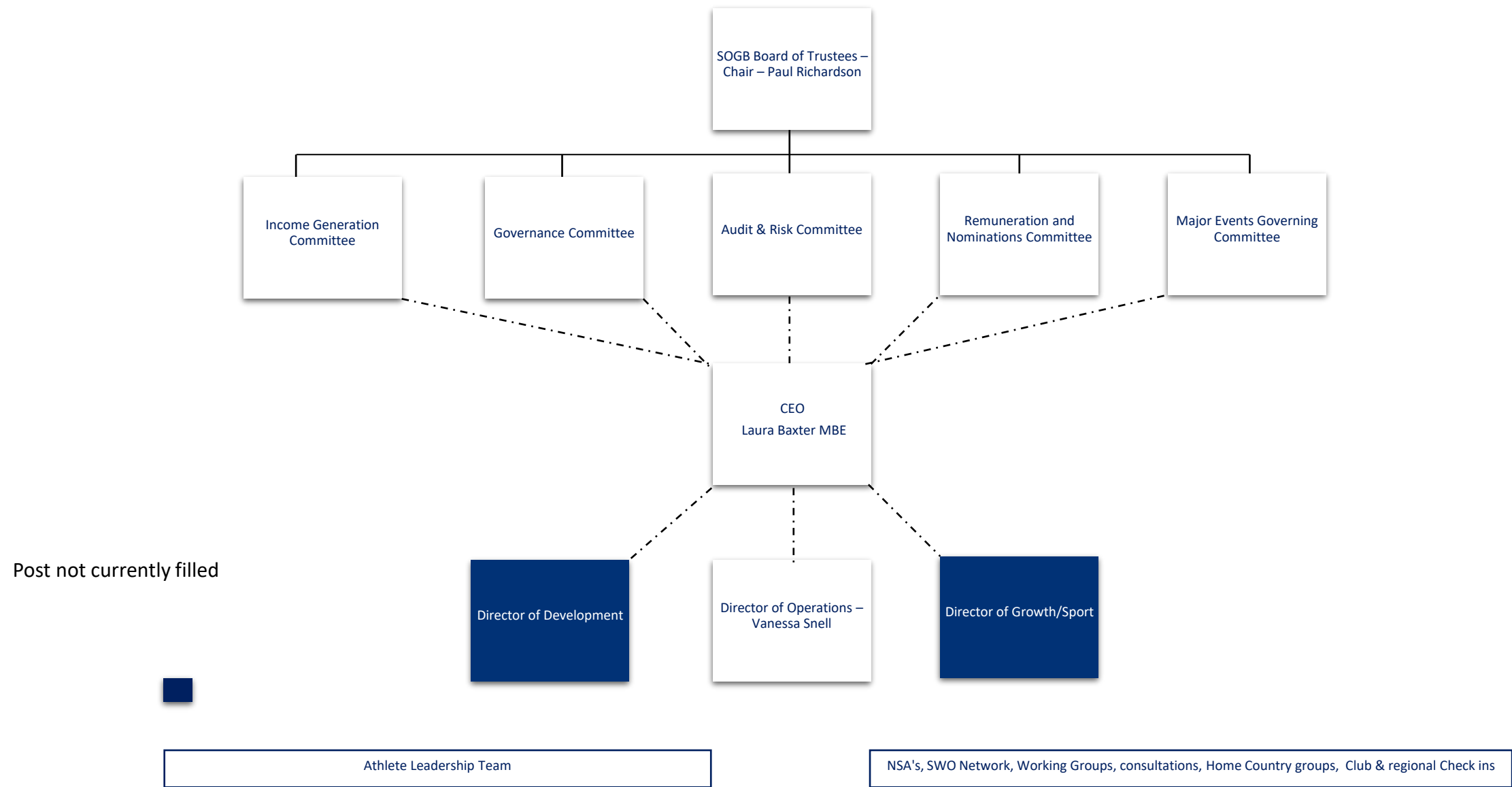
Agenda

- 01** Introduction
- 02** Who is in the National Office team
- 03** Inclusion in Action – What is our strategy?
- 04** Inclusion in Action – How are we tracking?
- 05** Our ambition - 2031
- 06** Q & A – Inclusion in Action

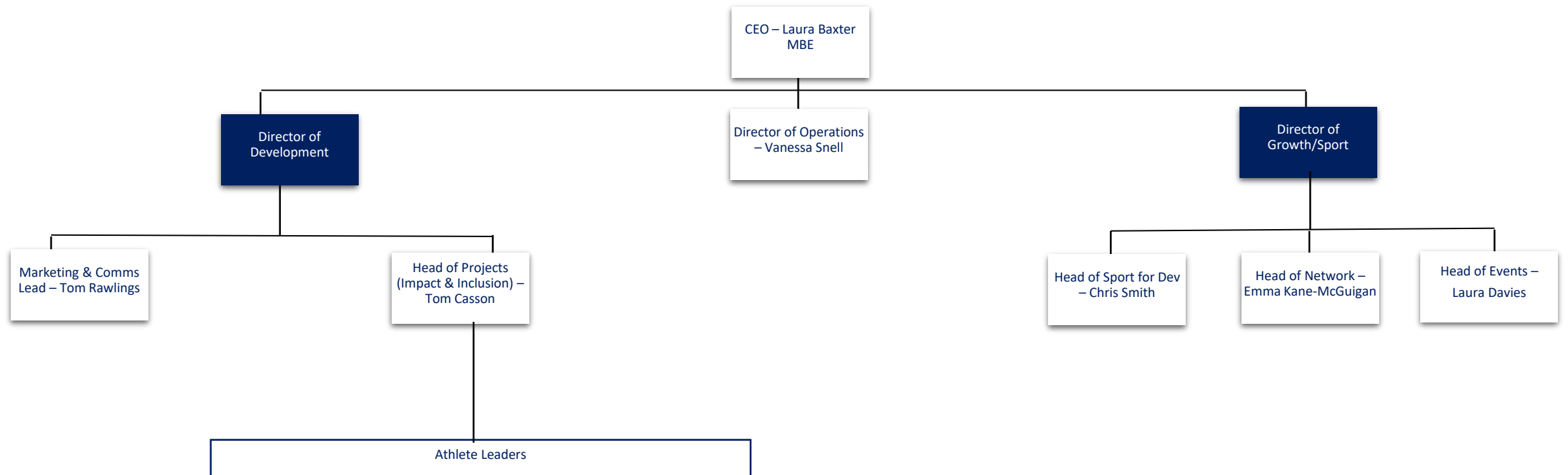
Introduction

Who is in the
National Office
team?

Organisational overview

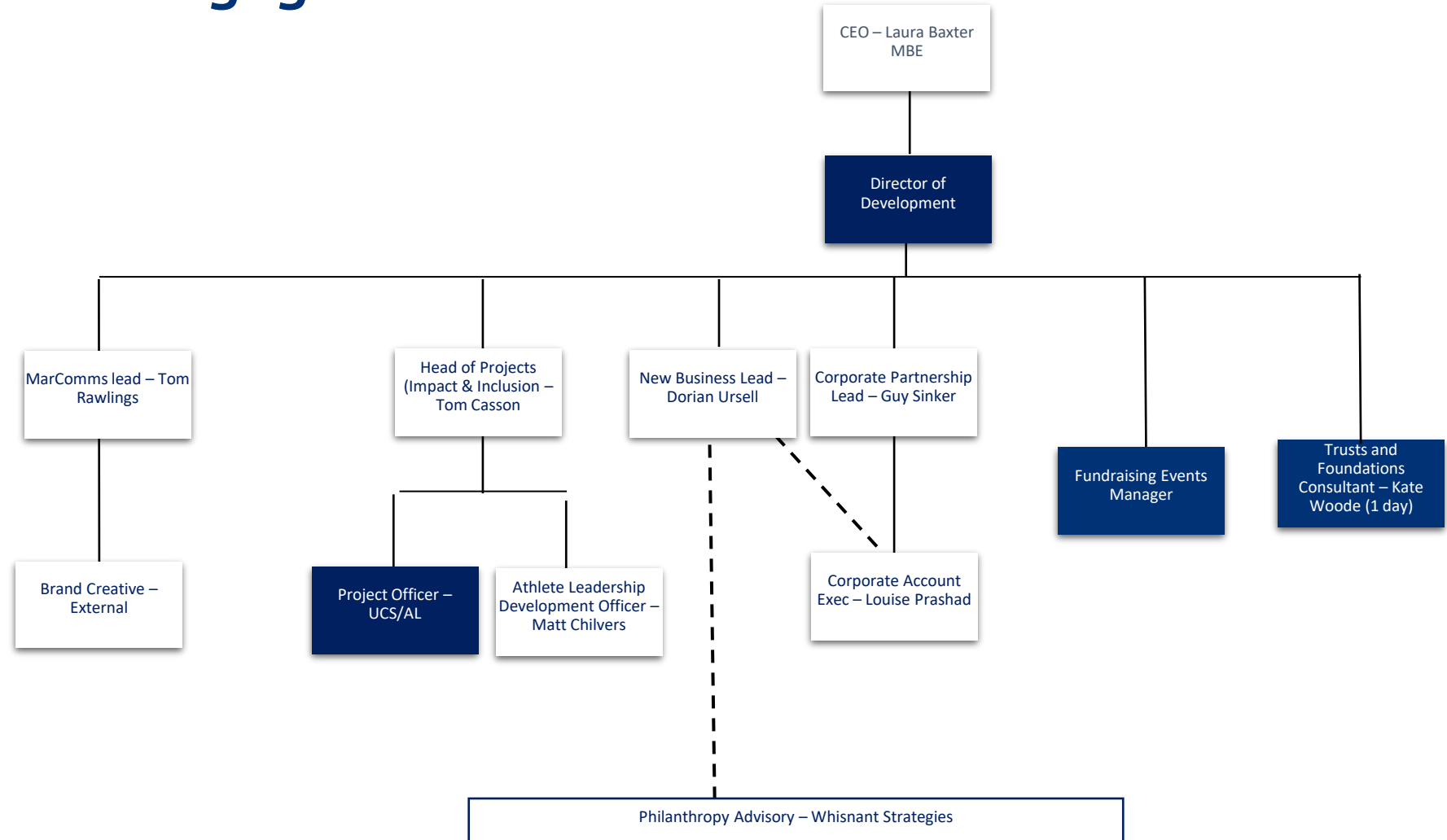


Executive and Senior Leadership Team



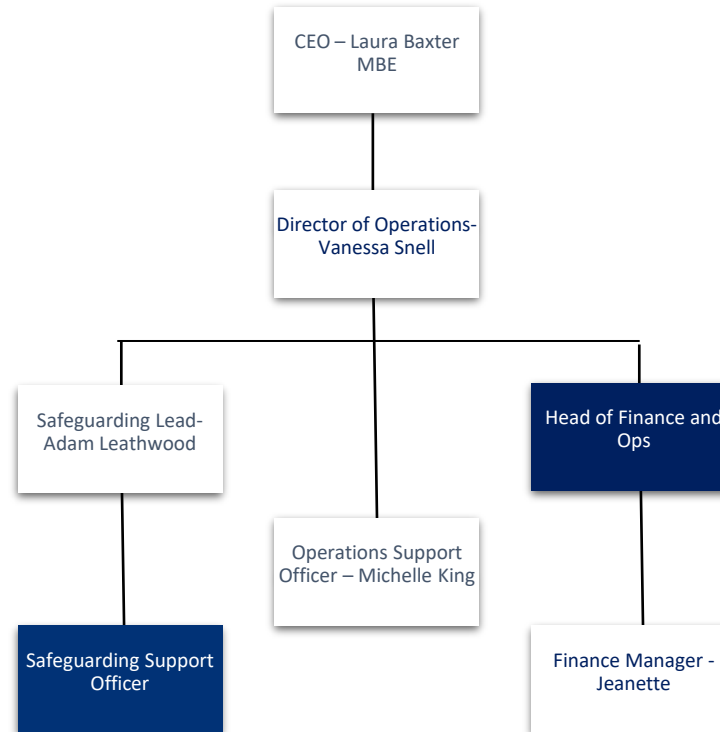
■ Post not currently filled

Development & Engagement

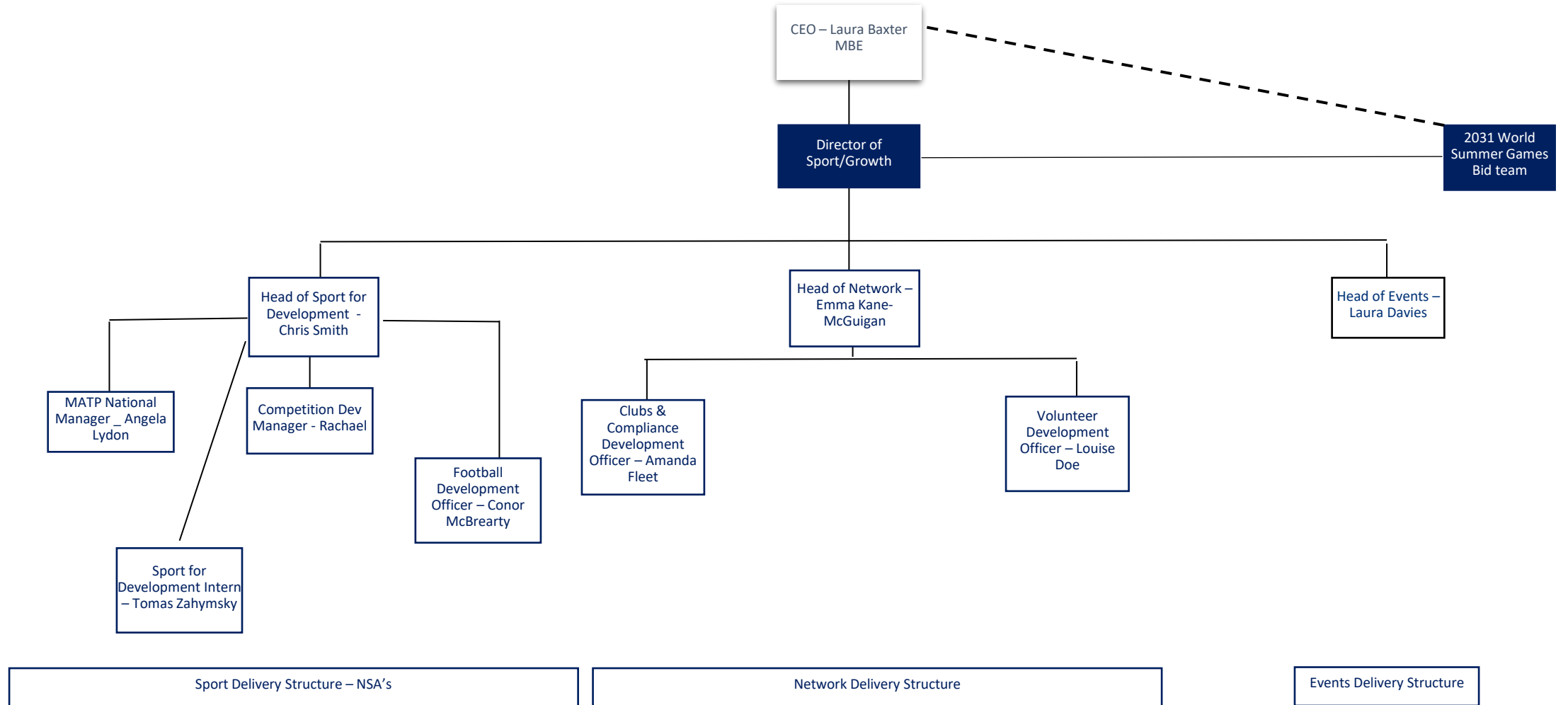


■ Post not currently filled

Operations



Organisational Growth Team



Inclusion in Action - What is our strategy?

What we want to achieve



Our Strategic Pillars

01

Enhance our
delivery model

02

Grow participation
to record GB levels

03

Drive engagement
through athlete-led
storytelling

04

Generate
sustainable and
diverse fundraising



Inclusion in Action – Strategic Priorities



01 Stronger infrastructure

- Stronger accredited programmes
- More volunteers with more skills
- Easier and faster processes
- More National Office support



02 Grow participation

- Athlete-led organisation
- More sport and competition opportunities
- Inclusive and accessible sport and competition opportunities
- Showcase the entrepreneurship of our athletes
- Local to international opportunities



03 Raise awareness

- More content created
- More stories shared
- More digital engagement
- Increased awareness of Special Olympics GB



04 Generate more income

- Increased investment
- Strong financial foundations
- More meaningful partnerships
- Potential World Summer Games bid

Underpinned by Organisational Excellence

2025 Priorities

Objective 1 – Stronger Infrastructure

- Agree structure and delivery model roll out that connects the ecosystem for SO stakeholders – 3 nation approach
- Establish Sport System strategic connection and input
- Workforce that is compliant, educated and confident to deliver

Objective 2 - Participation

- More people, more opportunities, more often – activity and local to national pathways
- Establishment of Major Events framework for domestic & international
- Consultation and plan for future NSG format
- Athlete voice and leadership integral to all aspects of development
- Drive further participation through education based initiatives (UCS, MATP)

Objective 3 - Raise Awareness

- Refine organisational purpose to become impact driven and values led
- Lead the creation of 2031 bid and SPV for delivery of bid
- Athlete led storytelling
- SROI study to understand the value of SO in GB
- Internal to external communication flow

Objective 4 – Diversify Income

- Comply with Fundraising regulator
- Maintain 2024 levels of income generation
- Initiation of medium to long term income generation approach
- Establish effective structure to deliver medium to long term income generation strategy
- Introduce SOGB to various sectors via networking opportunities

Organisational Excellence

- Zero tolerance approach to non-compliance – Understand, manage and mitigate risk
- Embed Safeguarding and Welfare practices across all workstreams to drive a positive safeguarding and welfare culture
- Focussed development within Data Protection to strengthen and comply
- Development of policies and procedures relating to HR and business operation
- Financial review alongside Bishop Fleming leading to mitigation of financial risk (Charity Number use and club financial management)

Inclusion in Action – How are we tracking?

Objective 1 - Enhance our delivery model

Success measures	Update	Progress
Develop our organisational governance	Tier 3 Code for Sports Governance achieved. Progress made within development of SOGB Accreditation and related frameworks. Network Structure Strategy progress ongoing at a slower pace – further information to come in Q3 2025.	Improving
Creation of delivery model Minimum Operating Standards	Development of compliance and delivery requirements and associated guidance and support for clubs to implement (Accreditation Agreement, Club Guide, FAQs, insurance guide, member registration information etc.). Standards of deployment comprehensive guidance under development in 2025.	Improving
Volunteer Strategy in place	Volunteer Strategy 2025-27 – launching Q3 2025.	Improving
5000 volunteers	5940 were reported in this year's SOI Census. A significant portion of this is based on MATP tutors and so there is still work to be done to grow our network of volunteering in clubs, events and related processes for succession and sustainability.	Improving
Established baseline of volunteers from diverse communities	Very low percentage (≤5%) of registered volunteers have a disclosed intellectual/learning disability. Based on current data, 90% volunteer base is 'White – English, Scottish, Welsh, Northern Irish' ethnicity. Strategy aims to enhance opportunities to grow diversity and accessibility of volunteering opportunities.	Improving
20 volunteer development opportunities	Training and Education Calendar launched. Pathways in volunteering from local to international level. Launch of Toyota Coaching Grant , Safeguarding training grants and events/ corporate partner opportunities.	Improving
75% volunteer satisfaction	61% volunteers satisfied with volunteer registration form/process between 2021 and 2025 – there was in +10% satisfaction between 2022 and 2025 showing improvement. 70 % volunteers satisfied with general support for their club – more insights needed	Improving
100% safeguarding compliance standards	26 volunteers lack a valid DBS/PVG which equates to 3.9% of the 719	Improving
Automation of 5 member facing processes	Volunteer Registration, Athlete Registration, Safeguarding and other reporting, Enquiry forms, Event volunteering, event sanctioning, Accreditation, Updating member information, and other general processes.	Completed
3 Home countries delivering to aligned model	Progress ongoing with Network Structure Strategy – single standardised and aligned Accreditation agreement and accreditation process in place across Scotland, England and Wales with aligned strategy. Ongoing conversations with groups in Scotland, England and Wales.	Improving
5 developed partnerships to strengthen network	Partnerships with Active Norfolk and National Governing Bodies in place with plans to grow	Improving
Recruitment of 4 home country focused development staff	Plans drawn up for this but not yet in a position to resource this. Maintaining existing structure.	Maintaining
Established membership voice structure	Working Groups, member webinars, home country connection, club connection and National Sports Advisors appointment. Further work to be done to enhance member voice on a strategic level.	Improving

Objective 2 – Grow participation

Success measures	Update	Progress
13,000 SO participants	12,666 athletes and participants reported in this year's SOI Census. This is growing and again includes the MATP network which constitutes a signified % of this number. Work to be done to grow in specific regions.	Improving
Partnerships created to generate athlete growth	Includes work with Active Norfolk, National Governing Bodies and other charities	Improving
250 athlete leaders developed	83 trained by end of 2024. 105 by end of 2025	Improving
180 competitive opportunities annually	Circa 80 competitive opportunities currently being offered in 2025. These are a blend of SOGB led and partnership opportunities with NGBs.	Maintaining
5 participation showcase events	19 come and try events scheduled for 2025	Completed
2 national events delivered	Summer Series of Sport 2022 National Winter Games 2024 13 national events/competition in place for 2025	Completed
Attendance at 2 World Games	Berlin WSG 2023 and Turin WWG 2025	Completed
5 National Virtual engagement opportunities	Strong Minds sessions, Athlete Leadership Quizzes throughout lockdown, fitness sessions, SOI Coaching Webinar series Membership webinars (8 to be delivered in 2025)	Improving
27 sports with development plans in place	10 Sport Development Plans currently being developed	Improving
4 participation programmes developed	19 come and try events scheduled for 2025	Completed
Coach qualification standards developed	Coach Support Grant launched with improving relationships with NGBs to support. Generic resources and signposting on the website. Standards of deployment guidance in development 2025.	Improving
10 meaningful relationships with NGBs	Two MOUs signed with Table Tennis England and the LTA. MOU with Badminton England currently in development. Contract with the English FA in place until June 2026	Improving
5 sports development related partnerships	As above	Improving
1 SO Social Enterprise with 4 athletes employed	Creation of 2 websites niallguite.com and Unified Shop – Unified Business development to 6.0	Improving
Competition pathway strengthened	Ongoing work within 11 priority sports to develop a consistent pathway from local to national and international opportunities for athletes	Improving

Objective 3 – Raise Awareness

Success measures	Update	Progress
Facebook - 2,000,000 annual reach	1.834,934 in 2024	Improving
Twitter - 16,500 followers	15,225 – X number declining across industry	Improving
Instagram - 6,000 followers	7,970	Completed
Linkedin - 3,500 folowers	4,199	Completed
Youtube - 1000 subscribers	1,236	Completed
20% increase to database annually	7,944 latest number	Improving
New accessible website designed and implemented	New website launched in Q1 2022	Completed
Development of SOGB brand	Currently under development with brand positioning	Improving
2 Athlete led marketing campaigns	Coop Campaign led by 5 athletes	Improving
1 media partnership	Close relationship with BBC Sport prior to Joe Wilson's departure	Improving
4 national tv segments annually	BBC Sport documentaries on National Winter Games and World Summer Games	Improving
15 regional press articles annually	Yes, but this isn't counted as we do not have a media monitoring agency	Improving
4 engagement surveys delivered		
10 hero athletes stories developed annually	17 in last 12 months	Improving
accessible/easy read communication distributed	Easy Read Comms Provided with emails to membership / easy read forms created for athletes	Improving



Objective 4 – Generate more income

Success measures	Update	Progress
£5m income generated	2021 £1,116,879, 2022 £1,810,530, 2023 £2,004,423, 2024 £1,851,906 - Total of £6,783,738	Completed
4 new corporate partners	Toyota GB, Dream, Coop, CNA Hardy, Kukri, Adams Street Partners, Top Golf...	Improving
£2m government funding	System Partner of Sport England totaling £1.5m over 4 years	Improving
50% of all income to be unrestricted	Substantial amount of Corporate Partner Income remains unrestricted and is increasing (CCEP donation increasing to £100k annually, Toyota GB £50k restricted with further projects project with additional extra funds). New Challenge and Events offering already bringing in 5 figure unrestricted funds	Improving
2 national fundraising events/campaigns	We launched our GB campaign with Coca Cola & Coop called Meals that Matter - Sales from the meal deal goes towards SOGB. Work is going into the creating a profitable Interpartner Sports Day.	Improving
1 high net worth event annually		Maintaining
200 regular giving supporters		Maintaining
10% uplift from corporate partner employee fundraising	Launch our new Challenge and Events offering to partners, this has already raised 5 figure sums for us. We've expanded our Fuller's Partnership and are receiving more funds from the Fuller's Football Tournament and Bridge Walk. We'll be launch our new Fuller's ways of working shortly which will also generate further funds.	Improving
develop fundraising guidelines for accredited programmes	Basic guidance was created and is on the website – review to take place	Maintaining
100% financial governance compliance	Compliance has improved significantly over the past 4 years both at National Office and at club/region level. The quality of information being received is better and the number of returns not received has reduced significantly to only 3 in 2024. The statutory accounts are fully compliant with the SORP and the accounts are being filed earlier each year. More work needs to take place regarding financial oversight of funds held outside of National Office control.	Improving
aligned financial process	There has been good progress on ensuring consistency and alignment across processes. Internal control measures have been reviewed and improved, and processes and policies are being applied consistently.	Improving
Establish financial reserves and route back from Covid 19	Work is happening on this but progress is slower than hoped. YE 2023 saw National Office back in a positive position with reserves of £5k, however, YE 2024 accounts show reserves of negative £55k. Work is taking place for financial year 2025 to bring the reserves back to a positive position and closer to the level set out in the reserves policy.	Slow Progress
Fundraising team in place	We've expanded our fundraising team to consist of: Director of Development, Corporate Partnership Lead, New Business Lead and Fundraising Executive.	Improving

Our ambition - 2031

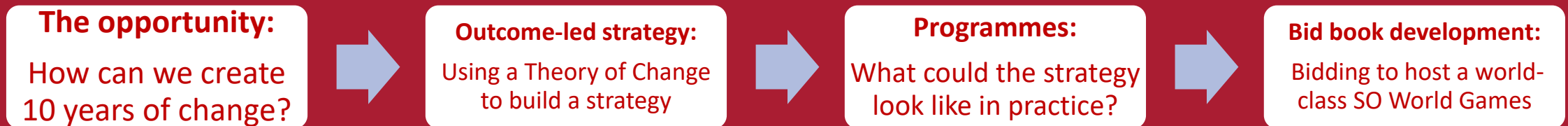
Introduction

10 years of change: A bid plan and legacy strategy for the 2031 Special Olympics World Games

Great Britain is considering bidding for the right to host the Special Olympics World Games in 2031. This represents a key element of the Special Olympics Great Britain Inclusion In Action strategic plan, which supports the international movement's drive to contribute to the United Nations Sustainable Development Goals. Initial discussions have been held between the Cabinet Office, Special Olympics GB (SOGB) and other key stakeholders.

A successful major sporting event bid requires visionary thinking and a detailed and realistic implementation plan, co-ordinated between a wide network of partners and industries. This document, created in partnership between SOGB and thinkBeyond, sets out the vision for change that we think is achievable by 2034.

It defines where we want to get to and how we can get there using world-class organisations and experts to create systemic change across Great Britain. We have also created a high-level approach for the development of a bid organisation and successful event bid book. The structure below shows the different sections covered.



Please note, this document is designed to prompt discussion and build the case for a co-ordinated and highly effective bid. The strategy will develop and be enhanced throughout these conversations, and should therefore be seen as a starting point rather than a destination. Everything and anything in this document is up for discussion and will be revisited alongside our partners, athletes and advisors over the bidding period.

Re-imagining legacy

The UK has an opportunity to bid for the 2031 World Games and momentum is building

This would be a new event for the UK, not just in terms of operational event delivery.

A UK World Games has the power to drive systemic change and to improve the lives of the ~1.5m people with an intellectual disability in the UK, as well as millions of friends, family and organisations in their networks.

A successful event and legacy would look different from what we are used to seeing in the UK. The event would be a catalyst and a milestone within an ambitious and wide-reaching 10-year programme of change.

The UK already has a highly effective network of organisations supporting people with Intellectual Disabilities, including Special Olympics GB and several national, regional and local charities.



Accelerating ten years of change

A 2031 bid should be the start of our 10yr vision and a catalyst for change



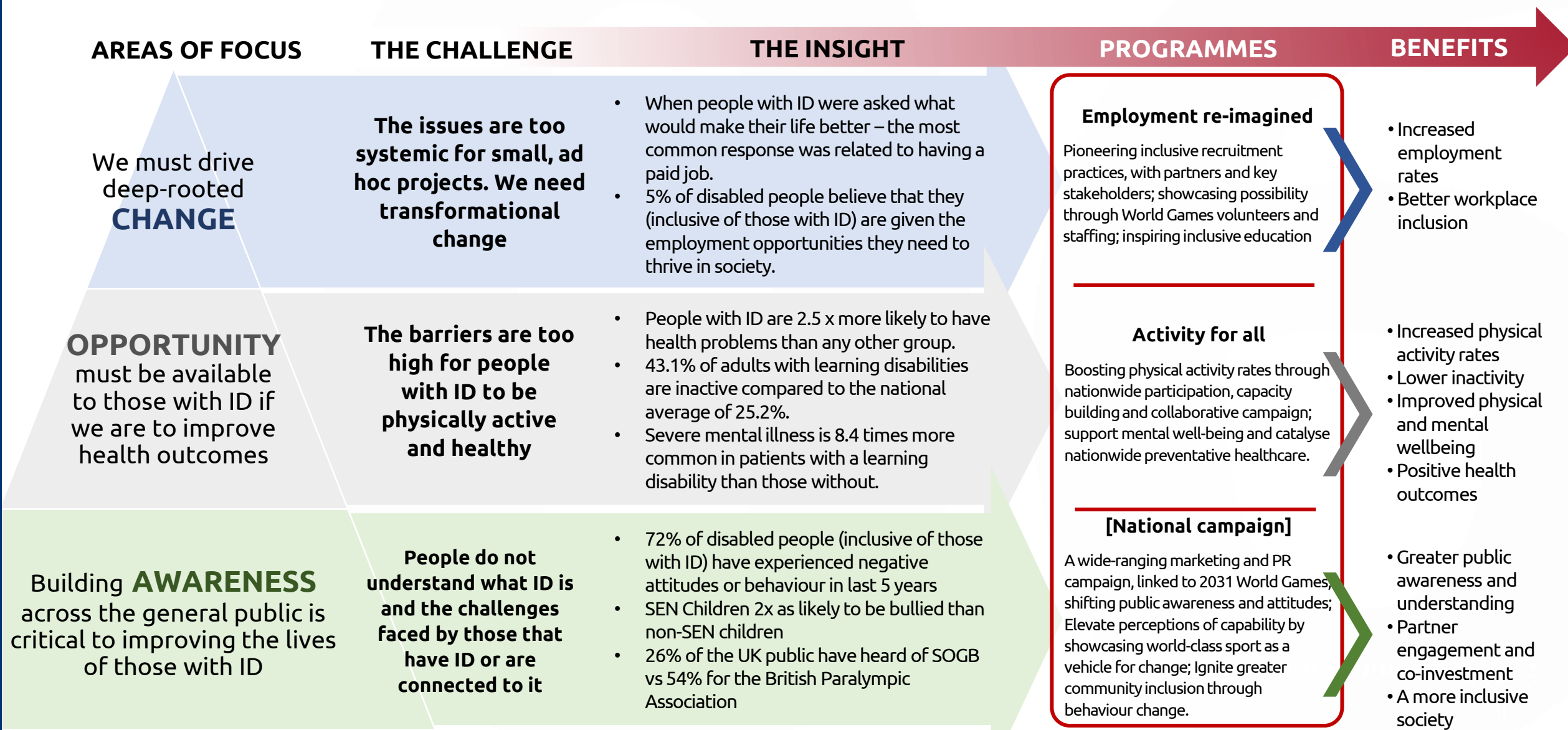
10 years of change: What could success look like in 2034?

Systemic change in how people with Intellectual Disability (ID) are understood and treated in the UK	A domestic and international programme that shifts perceptions and drives lasting change	Improved health outcomes for those with Intellectual Disability
Government policy and sector-wide infrastructure that enables health and physical activity for those with Intellectual Disability	Improved employment outcomes, enabled by a nationwide employability programme for adults with ID	A highly effective and collaborative network of delivery partners, led by global experts



10 years of change – strategy on a page

A three-tiered approach to delivering systemic change for people with ID



Q & A – Inclusion in Action

Inspiring stories of courage,
strength and determination

Let me win.
But if I cannot win,
**let me be brave
in the attempt.**
- Special Olympics athlete oath

