

Vision and Objectives

1st July 2016

As we are about to consider our name change, it is appropriate that we should reflect on the role our club plays, our visions and objectives. The Silson Committee has agreed that Silson's Vision and Objectives stated below should guide what we do.

Whatever we are known as in the future, the most important part and what no one wants to change will be the name "**Silson**". That is what brings us together and the rest of our club's name simply describes what we do. These are Silson's objectives.

In coming up with the Vision and Objectives, some thought has been given to how the running landscape has changed.

Silson was formed in 1976 by Dr. Frank Newton with the help of others in the community. Dr. Newton was concerned about the health of his patients and wanted to promote public health and for others to enjoy the pleasure of running. It was a different time in the world of running in many ways. There were clear divisions between the amateur athletics clubs and jogging clubs although individuals could register with the AAA as unattached if they wanted to compete in athletic club events. There were no mass participation running events. Amateur runners were not allowed to win prize money. It was only a few years after women were *forbidden* to run marathons. In 1980 the longest women's event in the Moscow Olympics was the 1500m. The running landscape and attitudes to running have changed dramatically.

The biggest and most significant change recently (possibly ever) is the advent of parkrun. There are now over 1 million parkrunners in the UK across 406 locations with 7 parkruns held every Saturday within 20 miles of Silverstone. Parkrun's objective is to get adults and children running for enjoyment, it is open to anyone and everyone and it is having a significant positive influence on public health, in a strikingly similar way to that envisaged by Silson's founders. Buckingham parkrun started 2 years ago and has hosted 2866 different runners since then. This along with Junior parkrun is the most likely way to take up running today.

It is clear that Dr Frank Newton was ahead of his time and Silson was the parkrun equivalent for the local community at the time. For Silson to remain true to its original objectives, then the club and its members must actively embrace and build on the success of parkrun. In doing this we should accept that Silson is no longer the most likely entry point to running for the local community, as it was when the club was founded. Today, that role is fulfilled by parkrun. We cannot compete with parkrun for that role now but we can complement it and build on its success.

Other notable recent changes are around technology and social media. Meeting regularly in the same place at the same time used to be essential for a running club. Race organisers used to post results in newspapers and runners used to wait around for race presentations. Now the expectation is to read about events, see results and view photos on social media (before getting home if possible). In order to be relevant to a new generation running clubs need to market themselves effectively, adopting and promoting the use of technology and social media that is relevant to its members. In turn this allows more opportunity for flexibility, increased social interaction and a more diverse membership.

Finally, we also have a significant Junior membership today with approximately half of our club being under 18. Juniors and young adults are competing and training with senior runners and all age groups are supporting each other at team events.

The Vision and Objectives take all of the above into account and apply equally to juniors and seniors.

Our vision

Silson is a friendly, welcoming and inclusive club for runners of all ages and abilities from new runners to those seeking competition.

Silson's Objectives

- ❖ Be welcoming for beginners to run in a friendly, safe and social environment.
- ❖ Provide an opportunity for parkrunners and newcomers to running to take the next step.
- ❖ Develop and support runners to achieve their goals and be their personal best through provision of coaching and other support.
- ❖ Bring our members together as a team to run and compete together.
- ❖ Provide opportunities for competition for all of our runners.
- ❖ Enjoy running and keeping fit; have fun while running and socialising.
- ❖ Create a diverse membership from our local population in Silverstone, surrounding villages and Towcester.
- ❖ Give back to the local and running communities through organising events and volunteering, including at parkruns.
- ❖ Support local good causes.
- ❖ Provide value for money for our members and be "Not for Profit".
- ❖ Be proud of Silson's heritage and embrace the club's original values.