

# CASE STUDY: ENGLAND ATHLETICS

## PERFORMANCE MANAGEMENT DASHBOARDS

Addressing the challenges of accessing crucial information in an interactive and timely manner while improving consistency and accuracy.

England Athletics develops grass roots athletics in England, supporting affiliated clubs to prosper, developing more and better coaches, recruiting and supporting volunteers and officials.

Athletics & Running is currently the highest participation sport in England with almost 7 million participants. It is also one of the most inclusive sports with around 50% being female, with disability participation also at an all-time high.

England Athletics also provides and supports competition opportunities at an international (England representative), national, area and county level.

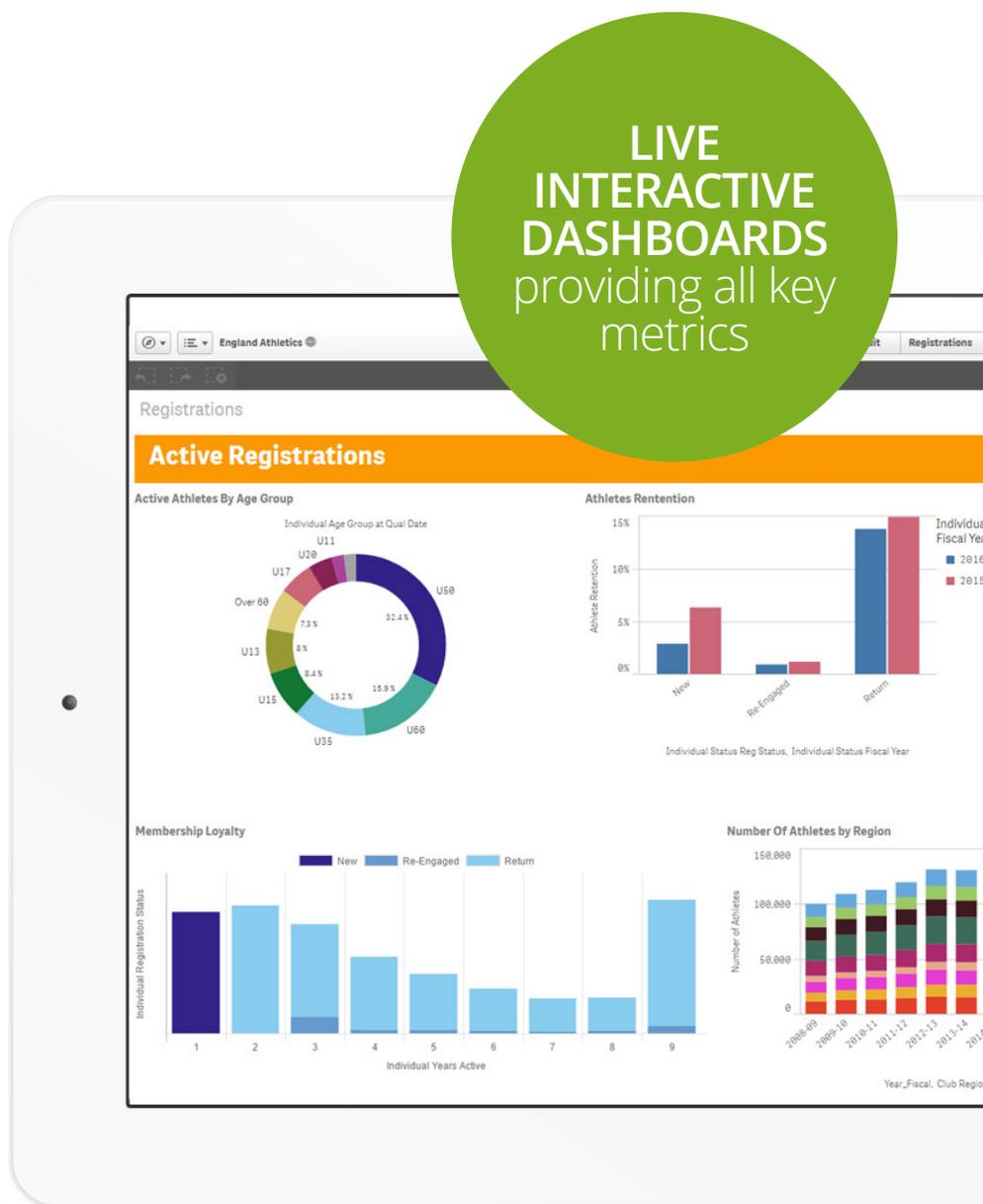
Over 149,000 athletes register with England Athletics and those athletes achieved 27 medals at the last Commonwealth Games.

### ISSUE:

#### **DATA NOT BEING UTILISED TO MAXIMUM POTENTIAL**

As a large national governing body, England Athletics has a significant number of data sources, maintained with varying degrees of consistency, across the organisation.

**LIVE INTERACTIVE DASHBOARDS** providing all key metrics



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There was a heavy reliance on IT to provide reports relating to organisational performance, but as in most organisations, IT is pulled in many directions and could not always respond in a timely manner.

The reports were often out of date by the time they appeared - the world had moved on!

Lack of consolidated reporting across the multiple data sources often resulted in incomplete views of the information, and lack of consistency led to 'different versions of the truth.' The reports were also rigid and could not be interrogated interactively by users, resulting in limited scope to gain new actionable insights from the data.

#### SOLUTION:

##### **QLIK DASHBOARD**

To determine how best to address these challenges, England Athletics explored the Business Intelligence marketplace and also looked at what other similar organisations were doing.

With its powerful visualisations, superior data extraction, transformation and consolidation capabilities and attractive Total Cost of Ownership, Qlik software was chosen as the way forward. The Qlik technology could address all of the challenges quickly and within budget

QlickiT was chosen as the delivery partner. Specialising in Qlik technologies since 2005, their focused Qlik expertise, unique development methodology, strong after-sales support and successful track record with other Sports National Governing Bodies were key differentiators.

#### OUTCOME:

##### **CONSISTENT METRICS AND BETTER DECISIONS**

By combining multiple data sources with a consistent set of metrics, England Athletics now has a live interactive Dashboard facilitating a much more professional and informed conversation with the senior management team.

This has promoted better decisions and the ability to more effectively measure

the impact of initiatives and key decisions as an organisation.

Queries on key metrics are answered instantly as they arise, without the need for laborious manual report production. This has really helped to reinforce a Performance Management culture within the Organisation.

In addition to better access to up-to-date information, the elimination of static reporting has freed up a significant amount of IT time. The rest

**MORE  
EFFECTIVELY  
MEASURE  
IMPACT**  
of initiatives

“Without the support from QlickiT we could not have achieved what we have so quickly, efficiently and effectively.

The service provided by QlickiT has been excellent. The ability of the Consultants to recognise business requirements and translate those into working dashboards has been impressive.”

Dan Isherwood, Head of Insight and Performance Management, England Athletics



of the organisation also benefits from an efficiency improvement from the on-demand access to accurate and complete information.

to replicate this in other areas of the organisation.

Importantly, the solution also demonstrates to current and potential investment partners that a wealth of key information can readily be provided to help them measure the impact of their investment.

Never before has England Athletics had a consistent set of metrics by which to measure the organisation and its activities relating to Participation and Development; all now available at the click of a button. It is now intended

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