



BRITISH  
WEIGHT  
LIFTING

**STRONGER  
TOGETHER**

STRATEGY 2021 - 2025

## VISION

**New generation NGB focussing  
on Weightlifting, Para  
Powerlifting and Strength related  
activities.**



## MISSION

**Educate, inspire and create greater opportunities that appeal to a more diverse and inclusive audience resulting in greater levels of activity and a fitter, healthier and stronger nation.**



## APPROACH

- Innovative
- Focussed
- Collaborative
- Agile
- Insightful



**BWL AS ENABLER AND  
PARTNER  
SHOWCASING STRENGTH  
AS A LIFESTYLE**

## ADVOCATE FOR STRENGTH

Strong and powerful voice to inspire, educate and enable fitter, healthier communities.

Development of key partnerships and practical collaboration with other sports NGBs and health and fitness sectors.

Development of educational expertise to appeal to broader strength audience that highlights the benefits of being strong for life.

# POSITIVE EXPERIENCES FOR ALL

Develop innovative physical and digital formats that are easily accessible, inspiring and totally inclusive for broader and more diverse communities and have positive individual and societal impact.

Create and deliver strength-based activities that are safe, fun, easy to understand and relevant, reflecting the demands of the British public.

## CONNECTING HEALTH AND WELLBEING

Use our expertise to be a leading advocate for strength in the health and wellbeing sector and showcase the real physical and mental benefits associated with weight training and strength-based exercise.

Enable and empower partner organisations as well as grassroots groups to promote healthier, stronger lives.

Deliver sporting and recreational activities that encourage a more diverse audience to be stronger, fitter and happier and more able to positively face the daily challenges associated with a pandemic, age, physical or mental ill health, disability and social issues.



## CONNECTING COMMUNITIES

Take weight and strength-based activity beyond traditional boundaries, appealing to new audiences and making them more active.

Develop, co-create and enable programmes and partnerships at national, regional and local levels that promote opportunities to participate in strength-based activity.

Create a seamless and inclusive pathway in line with our Equality, Diversity and Inclusivity ambitions that showcases the benefits of being strong no matter what your age, background or beliefs.

# **BWL AS ENABLER OF SPORTING SUCCESS**

# MEMBERSHIP AT THE HEART OF EVERYTHING WE DO

Well run, safe and welcoming clubs that are inclusive and the heartbeat of the BWL community.

Great competitions that are easily accessible, providing opportunity for all involved to achieve their ambitions.

Ability to engage with our membership and provide exceptional value and support.

Significantly grow and retain membership by providing greater knowledge, opportunities and closer engagement.

# ENABLING AMBITION PERFORMANCE AND TALENT

International success underpinned by a strong athlete-centred culture, great coaching aligned to performance and talent pathways.

Develop world class infrastructure that offers official science, renowned results and successfully develops the best talent and coaches.

Success that has a positive impact on health and social well-being and inspires greater strength activity and community engagement.

## WORKFORCE AND PEOPLE

Attract and retain talented and motivated volunteers and employees.

Supply high quality training, education and support to the strength sector.

Provide expert resources, knowledge and influence to tackle inequalities and enable greater appreciation of health and physical benefits of being Strong for Life.

Strong community ethos with well trained, supported and engaged coaches, officials and volunteers.

# INNOVATION TO ENABLE BROADER ENGAGEMENT

Mixing traditional sporting development with new format competitions to ensure future relevance of weight training to attract a wider and fully inclusive audience, who have a passion for strength-related activity and sport.

A person is shown from the chest up, lying on a bench and performing a bench press. They are holding a barbell with weights. The image is in black and white with a dark blue overlay. The text "GOOD GOVERNANCE AND COMMERCIAL EXCELLENCE" is centered in white, bold, sans-serif font.

**GOOD GOVERNANCE  
AND COMMERCIAL  
EXCELLENCE**

## GOOD GOVERNANCE AND COMMERCIAL EXCELLENCE

Financial stability with increased self-sufficiency.

Innovation and digital transformation leading to improved structures and systems.

Leadership at national and international levels that defends the integrity of the sport.

Significant growth in awareness and visibility of the sport.

Be a leading advocate of expert advice and key benefits of strength across the sector and highlight the beneficial role strength can play in more diverse and vulnerable communities.

Positive and engaging culture that showcases being successful in the right manner.



## RESULTS

**More active and stronger communities**

**Effectively tackling inequality**

**Successful and respected sport**

**Greater sustainability**





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