

STRATEGY 2016 TO 2021



Our role is...

To influence, connect and provide weight lifting and weight training to make it an everyday part of people's lives in England, Northern Ireland and the United Kingdom.

To pursue our vision of...

To inspire a nation of weight lifters through exceptional leadership and expertise which will revolutionise a sport. We are committed to change a culture and to stimulate Olympic and Paralympic success, whilst reducing inactivity and increasing participation to encourage a fitter, stronger and healthier nation.

To turn our vision into reality we aim to achieve...

MORE PEOPLE
taking part in weight lifting and weight training on a regular basis

GREATER INCLUSIVITY
so everyone can take part

GLOBALLY SUCCESSFUL
The UK leading the World on and off the platform

A well-managed NGB that **MAXIMISES INVESTMENT** into weight lifting

Through...

STRONG
help those who are inactive to regain their strength in their daily lives

STRONGER
help those who are active and wish to become fitter and stronger

STRONGEST
Provide inclusive competitions for those who want to compete to be their best

TALENT
Provide environments, opportunities and support for talented lifters to raise their potential to succeed

PERFORMANCE
Winning frequently at an Olympic, Paralympic, World, European, Commonwealth and International level

GOVERNANCE
Manage the sport and NGB in the most effective, efficient and safe way possible

INVESTMENT
Create sustainable investment streams to develop and support Weight Lifting

We will, amongst other actions...

Improved **PROMOTION** of opportunities and inspiration to lift

Targeted provision of **PROGRAMMES** and events

A skilled and committed weight lifting and weight training **WORKFORCE**

Improved and more inclusive **PLACES** to lift

INVEST our resources in the most effective and efficient way

Understand our place in the market and **BE THE BEST WE CAN** at that

By...

Promoting **COLLABORATION**

Taking the **INNOVATIVE** approach

Sticking to our **VALUES**

All leading to improvements in the nation's...

PHYSICAL HEALTH

MENTAL HEALTH

INDIVIDUAL DEVELOPMENT

SOCIAL AND COMMUNITY DEVELOPMENT

ECONOMIC DEVELOPMENT