

STRATEGIC PLAN 2026-30

# FIND YOUR STRONG



BRITISH  
WEIGHT  
LIFTING

# OUR STORY



## BRITISH WEIGHT LIFTING HAS ALWAYS BEEN ABOUT STRENGTH.

Not just the weight, but the strength of people, communities and connection.

It starts with a barbell. With learning how to lift well. With adding kilos, making more lifts, and building confidence from the ground up.

Across the United Kingdom, weightlifting and para powerlifting is growing, through our clubs, our high level coaches, our passionate volunteers, and our committed people, all choosing to test themselves, support others, and belong to something bigger.

**Now, together, we are ready to build a strong future for our sports. Helping more people find their strong.**

# OUR PURPOSE



## HELPING YOU FIND YOUR STRONG

**Strong looks different for everyone.**

It's an athlete chasing a new personal best.  
A club coach creating space for confidence.  
A volunteer giving their time so others can lift.  
A student stepping up to a barbell for the first time.  
A para powerlifter celebrating on the podium.

Strong is sport that lifts people up.  
A club opening its doors to new faces.  
A parent attending a class, re-finding their strength.  
A soldier, rebuilding.  
A nation inspired by its team at the Olympic and Paralympic Games.

Strong is a personal best irrespective of your age.  
The applause that follows a lift.  
The feeling of belonging and being supported.

Strength is not reserved for the few.  
It's certainly not only physical. And it really never looks the same twice.  
It lives in all of us. And we are here to help you find it.

**BWL. Find Your Strong**

## OUR VISION

# FORGING A STRONGER NATION THROUGH WEIGHT LIFTING

Where every lift builds strength, confidence, opportunity and connection,  
helping everybody **find their strong.**

## OUR MISSION

# TO STRENGTHEN WEIGHTLIFTING AND PARA POWERLIFTING

from grassroots to podium by building the people, places and pathways that create more lifts and better lifters, helping more people **find their strong.**

# THIS IS HOW WE DO THINGS

## STRONG IS FOR EVERYONE

**We lead with inclusion,  
opening our sports to every age,  
every stage and every level.**

We share our expertise  
supporting others to progress,  
belong and thrive.

## WE DO IT RIGHT

**We set the standard  
across our sports.**

We act with care and integrity,  
never cutting corners and  
never compromising what  
matters most.

## TOGETHER WE WIN WELL

**We are one community.**

Our athletes, coaches, clubs,  
members, volunteers, board,  
staff and partners, united  
in support of each other's  
progress and success.

## ALWAYS BRAVE

**We lead with  
confidence and clarity.**

We make bold, informed  
decisions that strengthen our  
people, our performance and  
the future of our sports.





**FIND YOUR  
STRONG**

# OUR NEXT FOUR YEARS

**Our strategy is built on three areas of focus:**

This plan provides a clear framework for the next four years, grounded in our guiding principles, with measurable actions designed to strengthen performance, participation and connection, and secure the long-term future of our sports.

# 1

**STRONG  
PERFORMANCE  
TO WIN AND  
TO WIN WELL**

# 2

**STRONG  
PARTICIPATION  
TO GET MORE  
PEOPLE LIFTING,  
MORE OFTEN  
AND FOR  
LONGER**

# 3

**STRONG  
PEOPLE &  
CONNECTIONS  
TO UNITE  
AND BUILD  
SUPPORTIVE  
COMMUNITIES**

## **STRONG PERFORMANCE**

# **WE ARE HERE TO WIN AND TO WIN WELL.**

With success that is earned, ethical, safe and sustainable, and supported by clear pathways, world-leading coaching and shared standards.



### **We will:**

- **Focus our performance system on long-term international success**
- **Strengthen talent development and support coaching capability**
- **Provide clear, transparent pathways for weightlifting and para powerlifting**
- **Invest in innovation, shared data insight and athlete monitoring**
- **Champion integrity, wellbeing and a shared understanding of what it means to win well**

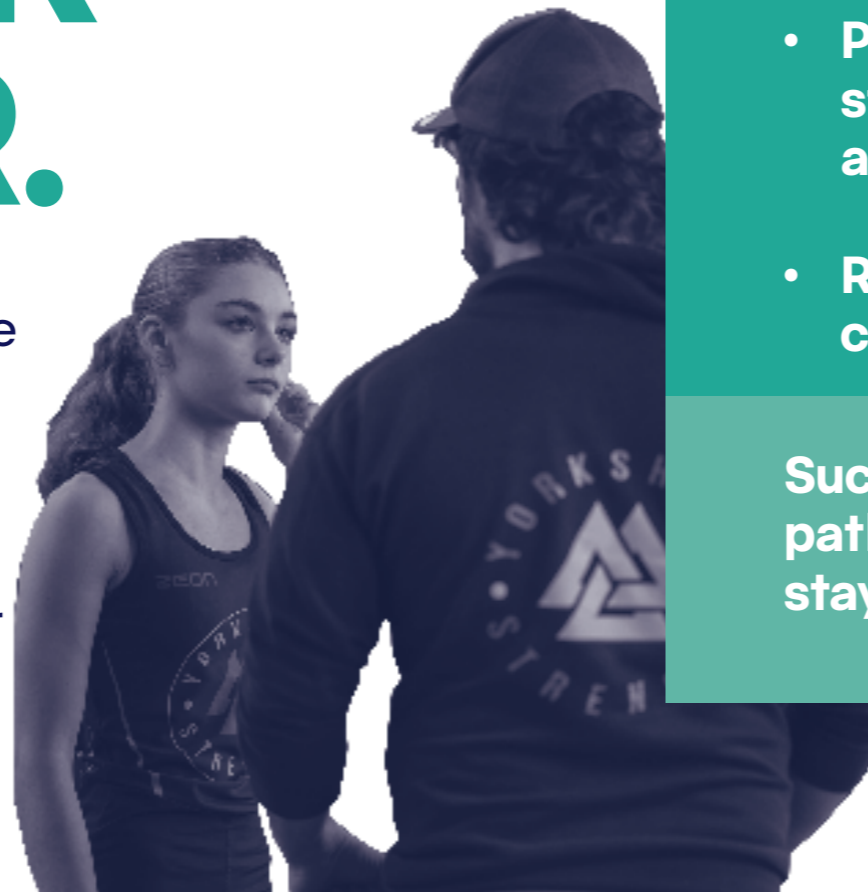
**Success goes beyond medals. It includes progression for all lifters, at every age and stage, personal bests, confidence in the system, and pride in achieving success the right way.**

## **STRONG PARTICIPATION**

# **MORE PEOPLE LIFTING, MORE OFTEN AND FOR LONGER.**

Strong participation is the engine of strong sport.

We want weightlifting and para powerlifting to be visible, welcoming and relevant, whether someone is lifting for fitness, competition, confidence or community.



### **We will:**

- **Build strong clubs as the heart of participation**
- **Create flexible memberships that reflects different motivations and involvement**
- **Open strong entry points for young people and new audiences, inspiring a new generation to lift, belong and grow**
- **Expand education to support confident, capable lifters and coaches**
- **Grow events that inspire, connect and recruit**
- **Position weight lifting as a foundational strength discipline within the wider fitness and wellbeing space**
- **Remove barriers to access so more people can start, stay and progress**

**Success means more people lifting, more pathways into sport, and more opportunities to stay involved for life.**

## **STRONG PEOPLE & CONNECTIONS**

# **UNITE AND BUILD SUPPORTIVE COMMUNITIES**

Our athletes, coaches, volunteers, board, staff, partners and supporters are the strength behind everything we do.

We will nurture a culture that is values-led, connected and supportive, where people feel heard, valued and proud to belong.



### **We will:**

- **Build pride, advocacy and connection through ambassadors and fans**
- **Build strong, aligned partnerships nationally and internationally**
- **Support a healthy, skilled and motivated workforce and volunteer base**
- **Define and live our values through our code**
- **Strengthen two-way communication with our community**
- **Grow sustainable commercial income to reinvest in our sports**

**Success looks like a united movement, strong in culture, in relationships and aligned in purpose, with the commercial support that enables us to achieve our mission.**

# GUIDING PRINCIPLES

Our Guiding principles for strong foundations



## GOVERNANCE & MANAGEMENT

Strong governance with clear accountability, integrity, and a prioritisation of safe sport

## EXCITING SPORT

Sport that inspires, succeeds and stays relevant.

## STRONG PARTNERSHIPS

Purpose-led partnerships that create shared value.

## BRAND & MARKETING

A consistent brand, a clear message, channel appropriate communications, data and insight-led.

**STRENGTH IS BUILT,  
NOT GIVEN.**

**AS WE ENTER OUR NEXT CHAPTER,  
WE ARE HELPING MORE PEOPLE  
FIND THEIR STRONG, BUILDING  
MORE THAN PERFORMANCE.  
WE BUILD CONFIDENCE,  
BELONGING AND PRIDE.**

Through every lift, every lesson and every connection, we are shaping a sport that is ambitious, inclusive and resilient for generations to come.

Whether you lift the barbell, coach from the side, volunteer your time, support behind the scenes, partner with purpose or cheer from the stands, this is your movement.

Over the next four years, we will report, measure and celebrate our progress, ensuring every step strengthens our people, our sports and our community.

A weightlifter is lying on a bench, performing a bench press. Two spotters are standing over the lifter, one on each side, providing support. The lifter is wearing a blue singlet with 'ELEIKO' written on it. The spotters are also wearing blue singlets. The background is a red wall with some text, including 'IGLAN'. The lighting is warm and focused on the lifter. The text 'FIND YOUR STRONG' is overlaid on the image in large, bold, white letters.

# FIND YOUR STRONG



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