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 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.

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

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.

INVEST Create sustainable investment streams to develop and support Weight Lifting.

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

Promoting COLLABORATION

Taking the INNOVATIVE approach

Sticking to our VALUES