



Introducing Gregg Cropper

I have recently joined British Weight Lifting as Head of Strategic Engagement. I am a degree qualified engineer and worked within the manufacturing industry for around 20 years, travelling the world designing, building, installing and fixing big budget machines.

I started volunteering in sport around 2009 and I then quickly saw the need to assist England Touch Association (the NGB for Touch Rugby) and therefore volunteered as marketing manager for 2 years and then successfully applied for the president role in 2011. Managing my time with a full-time job and being the head figure and main ambassador role for the business, liaising with all major stakeholders was critical.

Having built the England Touch Association in a volunteer capacity so much in such little time, I then took the leap into sport full time. I applied for a job at the Rugby Football League as National Manager, responsible for the recreational forms of Rugby, where I ran a number of events across the country, along with corporate events at Old Trafford and half-time games at Magic Weekend.

I then moved to England Squash as Major Events and Competitions Manager and created a new events strategy and delivered the competition programme for the season. In 2018 I took on the Chief Operating Officer role at England Touch, which was the first paid role for the organisation.

I am now delighted to be joining British Weight Lifting as the Head of Strategic Engagement.

My main areas of focus are four-fold:

- Undertaking a membership review, revamp and relaunch.
- Developing a strategy to tackle inequalities to embed into our culture.
- Developing a young people's offer, ideally starting at primary school age to engage with young people to ensure they "have a voice" moving forward.
- Developing a new competition format that's exciting, inspiring, adaptable and accessible.

I look forward to meeting British Weight Lifting members as we start to return to physical competitions!

Gregg Cropper, Head of Strategic Engagement