

British Weight Lifting Strategic Plan 2026 – 2030

Find Your Strong

British Weight Lifting's 2026 – 2030 strategy sets out a clear ambition to strengthen weightlifting and para powerlifting across the United Kingdom by growing participation, delivering sustainable international success and building stronger communities around our sports. The strategy is built around the central idea that 'strong' means something different for everyone; from elite athletes and first-time lifters to volunteers, coaches and communities.

The vision is to create a future 'where every lift builds strength, confidence, opportunity and connection, helping everybody find their strong'. The mission is to strengthen weightlifting and para powerlifting from grassroots to podium by developing the people, places and pathways that create more lifts and better lifters.

The strategy is structured around three core pillars:

1. Strong Performance

Focussed on achieving long-term international success while ensuring success is ethical, sustainable and athlete-centred. Priorities include strengthening talent pathways, improving coaching capability, investing in innovation and athlete monitoring, and embedding integrity, wellbeing and safe sport throughout the system.

2. Strong Participation

Designed to get more people lifting, more often and for longer. Key priorities include strengthening clubs, expanding education and coaching opportunities, creating more flexible membership models, improving access and inclusion, growing participation events and positioning weight lifting as a foundational strength discipline within the wider health and fitness sector. The strategy also commits to removing barriers to participation through its Diversity and Inclusion Action Plan (DIAP).

3. Strong People & Connections

Focussed on building a united, values-led and supportive community across athletes, coaches, volunteers, staff, partners and supporters. Priorities include improving communication and engagement, strengthening national and international partnerships, growing commercial income, supporting workforce development and creating stronger advocacy and pride within our sports.

Underpinning the strategy are four organisational values

- Strong is for Everyone; inclusion and accessibility
- Always Brave; bold and confident leadership
- Together We Win Well; collaboration and shared success
- We Do It Right; integrity, accountability and safe sport

The strategy also highlights four guiding principles for delivery: strong governance, exciting and relevant sport, purpose-led partnerships and consistent brand and marketing activity.

Overall, Find Your Strong positions BWL not only as a performance-focussed governing body, but as a modern, inclusive and community-driven organisation committed to helping more people build confidence, belonging and pride through strength sport.