## Strategy 2016 - 2021



To influence, connect and provide weight lifting and weight training to make it an Our role is 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 To pursue sport. We are committed to change a culture and to stimulate Olympic and Paralympic success, whilst reducing our vision of inactivity and increasing participation to encourage a fitter, stronger and healthier nation. More people taking part in **Greater inclusivity** Globally successful A well-managed NGB that To turn our vision weight lifting and weight The UK leading the World maximises investment into reality we aim so everyone can training on a regular basis on and off the platform to achieve take part into weight lifting STRONG **STRONGER STRONGEST** TALENT **PERFORMANCE GOVERNANCE INVESTMENT** Manage the sport help those who are help those who Provide inclusive Provide Winning frequently Create sustainable inactive to regain are active and competitions for at an Olympic, and NGB in the most investment streams to environments. Through ···· their strength in Paralympic, effective, efficient and wish to become those who want opportunities and develop and support their daily lives. fitter and stronger. to compete to support for talented World, European, safe way possible. Weight Lifting. be their best. lifters to raise their Commonwealth and International level potential to succeed. Improved Understand our place in Targeted provision A skilled and committed **INVEST** our resources in We will, amongst **PROMOTION** of Improved and more the market and of **PROGRAMMES** weight lifting and weight the most effective and opportunities and inclusive PLACES to lift BE THE BEST WE CAN other actions training WORKFORCE and events efficient way inspiration to lift at that Taking the **INNOVATIVE** approach By •----Promoting **COLLABORATION** Sticking to our **VALUES** All leading to **SOCIAL AND INDIVIDUAL ECONOMIC COMMUNITY** improvements PHYSICAL HEALTH **MENTAL HEALTH DEVELOPMENT** DEVELOPMENT in the nation's **DEVELOPMENT**