



STRATEGIC PLAN

AMENDMENT RECORD

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1. Introduction

This strategic plan considers the objectives of British Powerlifting over the next five years and the issues around achieving them.

This plan should be considered as working and living document, requiring regular updates. Every British Powerlifting member is encouraged to contribute to making this plan workable and achievable.

As a recognised Governing Body for, our role is to inspire all UK powerlifters through exceptional leadership and expertise.

We are responsible for the growth and success of powerlifting at every level. Our work sees us support a network of powerlifting clubs and gyms across the UK, as well as the thousands of people actively involved in all disciplines of powerlifting.

We strive to deliver exceptional training programmes, educational structures and competitions that create opportunities for people to participate and excel in our sport. Whether you're an aspiring powerlifter at your local club or an elite athlete competing on the international stage, we are here to help all members to fulfil their potential.

2. National Governing Body (NGB) Recognition

After considerable and persistent effort, we achieved NGB status March 2022. This though specifically excludes Paralympic Powerlifting (Bench Press), which remains with British Weightlifting.

There is no magic money tree and the benefits will take some time to materialise. However, what it does do is raise our profile considerably above all other UK powerlifting organisations.

We have contacted Sport England regarding funding who have said their priority over the past year has been to confirm future levels and terms of investment for over 130 long-term partners whose existing Sport England investment ran out at the end of March 2022, or soon after. They've used a new investment model with each of these partners and also tested a different and more collaborative way of working, which presents a potential model for how they might work with other new, long-term partners in future. It has taken lots of time and effort, but that's to be expected for a total public investment of over £500 million.

Sport England are now turning their attention to possible partnerships beyond this group, as a key part of their 2022-25 implementation plan for Uniting the Movement, alongside establishing and resourcing the new partnerships team, which only came into existence in April 2022.

Whilst they think next about the who and how of new partners, it's an opportunity for organisations, like British Powerlifting, who want to work with them to consider how best to align with Uniting the Movement, i.e., what can their contribution be? This will put British Powerlifting in the strongest possible position to secure support or investment. At the heart of the Sport England strategy is a commitment to grow a movement of partners who share their ambitions. This will not always mean entering a financial relationship, but they want to work with anyone who can collaborate around the 'big issues' in Uniting the Movement.

Sport England acknowledge the challenges of increased cost of living and the need for many to still recover from the pandemic. They recognise that this may be a challenging time for many and invite us to continue to share with them where there are particularly pressing issues impacting our work.

3. Membership

- a. Membership is at the heart of everything we do; well run, safe and welcoming clubs that are inclusive are the core of the British Powerlifting community. We must provide great competitions that are easily accessible, providing opportunity for all involved to achieve their ambitions. The ability to engage with our membership and provide exceptional value and support must continue.
- b. Since the birth of the GBPF, membership has increased by an enormous amount, fuelled by the surge in classic lifting.
- b. In 2019 we reached over 4500 registered members, then the pandemic hit. So, numbers in 2020/2021 were significantly down. However, this year we have recovered strongly and currently are up to 4750.
- c. We are gaining lifters from other organisations, particularly ones who support drug free lifting. However, we should not be complacent as some lifters do seem to be attracted to go elsewhere, either because it's "more fun" or because they are not good enough to do well in British Powerlifting. There are also those who feel our anti-doping policies are not stringent enough and so choose to lift with a non-WADA compliant Association.
- d. University participation is increasing strongly, and this is largely due to the introduction of the IPF World University championships. We ran the 5th British University Championships at Moulton College with a large number of entries and a representative from BUCS attended. We now have powerlifting included in the BUCS programme for 2022/23. This will mean some administrative changes in the way entries are handled, but that's manageable. FISU had organised the first official World Cup for 2022 in Moscow. Unfortunately, because of the Ukraine situation, this was cancelled. However, the IPF have now stepped in to organise a FISU sanctioned World Cup in Turkey.
- e. The British Powerlifting Approved Club scheme continues to gain more qualifiers and a requirement to have a Safeguarding Officer has been added.

- f. We do have a growing problem of members not being able to find suitable competitions to enter. It has become the norm that competitions become fully subscribed very soon after entries have opened. This is a direct result of the growth in our membership and we need to find ways of providing more competition opportunities.

4. Finance

- a. Following three successive years of trading loss, we must retain financial stability with increased self-sufficiency. For the last two years we have made a reasonable trading profit; this has resulted from the much lower number of internationals, due to the pandemic, but also to increased income from Eleiko commission. 2022 will be pivotal in deciding if our finances really are in good shape.
- b. The majority of our income comes from membership so increasing membership directly correlates with our ability to fund activities. We also get a significant amount of revenue from championship entry fees.
- c. Our major expenditures are for international entry/doping fees and drug testing. We are containing this by only paying for those finishing higher than halfway up in the results.
- d. We are rebating £10 - £12 per senior member back to English Divisions and Wales to promote development in those regions. This will need to be reviewed to support our nationwide anti-doping programme.
- e. We have an improved sponsorship agreement with SBD, which is renewable four yearly, although we do get some help with lifter's personal equipped equipment from Titan. Some lifters have managed to get personal sponsorship, but this is not the norm. We have also received limited sponsorship from A7 and we will be reviewing our arrangement with SBD to clarify our relationships with other sponsors.

5. Coaching

- a. Our Level 1 and Level 2 coaching courses approved by PD Approval (formerly SkillsActive) and recognized by REPS (Register of Exercise Professionals).
- b. We are in the process of getting our courses accredited by CIMSPA (Chartered Institute for the Management of Sports and Physical Activity)
- c. Fred McKenzie, Pete Sparks and latterly Charlie Marillier are running courses, but we need to have at least 12 months of courses at both levels mapped out and well-advertised.
- d. Charlie is also updating the course material based on feedback from course attendee and others.
- e. We have engaged several more course tutors.

6. Technical

- a. Whilst we have a good number of IPF Category referees, we face a challenge getting Cat 2s through the Cat 1 exam and National Referees through the Cat 2 exam.
- b. In particular, the practicals are particularly demanding and require thorough preparation.
- c. IPF rules require international referees to officiate at least two internationals in the four-year qualifying period, as well as two national championships, in order to retain their registration.
- d. Getting the required number of international referees to officiate at international abroad is an ongoing problem. We are fined if we don't field enough referees and have increased the expenses allowed
- e. Many divisional and national referees are relatively inactive and ways of improving this need to be addressed.
- f. A Referee's Licence will be introduced requiring all referees to submit their activities for the previous one or two years in order to retain their status.

7. Anti-Doping

- a. In accordance with IPF anti-doping rules all our testing is currently carried out by the CCES (Canadian Centre for Ethics in Sport) under contract to the IPF.
- b. The championships which are tested, and the athletes selected are determined by the IPF, so that all our testing is wholly independent. Sample collection is undertaken by specialist houses such as UKAD or IDTM.
- c. The IPF carry out OCT and top level lifters are included in the Registered Testing Pool (RTP). In addition, all lifters in sub-junior, junior and senior international championships have to submit an ADEL course completion certificate before they can be entered
- d. Our Agreement with the IPF also includes a Testing Pool and National Testing Pool. The former comprises 12 athletes and the latter a maximum of 144.
- e. All lifters in the RTP and TP must provide their quarterly whereabouts to the WADA ADAMS.
- f. We are in active discussion with UKAD for them to take over our testing. However, we first must satisfy their Assurance Framework, which has a big emphasis on education.
- g. Many of our members have completed the on-line questionnaire and become accredited UKAD advisers and this all helps to improve lifter education on anti-doping issues.

8. Organisational Development

- a. We have a vacant Communications Director position and we have appointed a Magazine Editor who is publishing issues on a quarterly basis.
- b. We have appointed Development and Competition Director along with a Performance Director who are valuable additions to the Board. These, of course, are new roles and will take to time to produce results.
- c. We have established a Medical Committee, headed up by a retired GP, who is also a lifter.
- d. Most people who participate in the running of British Powerlifting are essentially lifters and apart from those who have retired from competitions, their main aim is to lift. They all help for the love of the sport and not for any monetary or personal advantage and this is fundamental in a sport such as ours.
- e. Whilst we are essentially an amateur organisation, in order to develop and grow we must adopt a more professional approach to the way we operate. The importance of this cannot be understated.
- f. In a commercial setting we would have a Succession Plan in place, but for our type of sports organisation this is not practicable. Nevertheless, we have to recognise that we will lose officers for lots of different reasons and must be prepared to readily find replacements. This is particularly important for our senior directors.
- g. If we are seen as a well-run federation, we will attract more members and sponsorship. This will help to provide a robust framework to support the work of our officers and officials.
- a. Home Country organisations are now well established and their membership is growing strongly.
- b. However, each English division has a different level of organisation and capability. The EPA and British Powerlifting should do all they can to support weaker divisions.

9. Image & Marketing

- a. Our re-branding to “British Powerlifting” has been very successful and is now well recognised.
- b. The website is continually being updated with new features as and when the need is identified.
- c. All championships, whether they are divisional, national or British, need to look good on streaming and video. Many people post videos of lifters on-line and if backgrounds look untidy it presents a bad image of powerlifting. Loaders also need to be presentable in appropriate T-shirts etc.
- d. Finding prestigious venues, particularly for our key British championships, is an ongoing problem. Similarly, capable promoters are essential to the successful running of competitions. We need to find more people willing and able to take these on.

- e. We are now professionally live streaming championships thanks to White Lights Media, who also provide excellent photography and video service to members.
- f. Good quality marketing material, including brochures, flyers and banners are also essential to promote British Powerlifting effectively.

10. Development of Lifting Excellence

- a. A Performance Director has been appointed and one of his key tasks is to develop a structured scheme for the development of powerlifting excellence.
- b. We now have Head Coaches for each of our international teams and we will build on this to develop lifting excellence. Development squads need to be established that feed into the mainstream teams.
- c. Whilst master's performance has been outstanding at World level, the competition in open meets is becoming ever tougher. We have good success in Classic championships and plenty of new talented lifters. However, apart from a few notable exceptions, our equipped lifters are seriously lacking in numbers and depth.
- d. we must take advantage of our growing membership to find and nurture new talent.

11. Key Objectives

- a. Remain the UK's key advocate for drug free powerlifting; creating positive experiences for all, connecting strength to health and well-being.
- b. To establish a funding pathway with Sport England.
- c. To secure funding for our anti-doping programme, which we are not currently entitled to as we are not an Olympic nor Commonwealth Games sport.
- d. To identify and develop suitable people to take on senior/board level roles.
- e. To establish a secretariat to take on some of the routine administration tasks currently done by the CEO and others. This would also be aimed at helping head coaches with international selections.
- f. To win more gold medals at World and European championships.
- g. Expansion and improvement of the Coaching Corps.
- h. To achieve 5000 members by the end of 2023.
- i. To run more local competitions so that all members get the opportunity to compete.
- j. Production of more professional marketing material.
- k. To identify suitable companies for additional sponsorship.