



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.

2. National Governing Body (NGB) Recognition

- a. Achieving NGB recognition is the single most important goal for British Powerlifting. Without this we are just one of several other powerlifting organisations, albeit affiliated to the IPF.
- b. Previous applications have been unsuccessful mainly due to governance documentation issues.
- c. A new pre-application was submitted February 2015 and 12 months later, exchanges of letters and a meeting, we gained a clear of idea of what we had to do:
 - i. Merge the Constitution with the Memorandum and Articles of Association,
 - ii. Re-brand to British Powerlifting,
 - iii. Produce a Equality and Diversity Policy,
 - iv. Update Child Protection and Vulnerable Adult Policy,
 - v. Produce Anti-Doping Policy
 - vi. Provide organisational clarity, particularly regarding the Home Countries.
- d. Following lodging of the new Articles at Companies House, a further application was submitted August 2017. This was against the revised and simplified Pre-Application Procedure. We finally received an answer in February saying we met most of the criteria, but asking further questions regarding “influence”
- e. We answered those and more on Paralympic powerlifting over a protracted period. Eventually after continual pressure we received an answer in February 2019. Regrettably, our pre application was turned down on the grounds we didn't have influence over Paralympic Powerlifting.
- f. We have since had a meeting with the Recognition Panel hosted by Sport England and possible ways forward were identified.
- g. The key advantage of NGB recognition is raising the status of British Powerlifting unreachably higher than all other UK powerlifting organisations.

3. Membership

- a. Since the birth of the GBPF, membership has more than quadrupled, fuelled by the surge in classic lifting.
- b. In 2018 we reached almost 4350 registered members. However, the signs are that the rate of growth, not unsurprisingly is slowing.
- 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.
- d. University participation is increasing and this is largely due to the introduction of the IPF World University championships. We are running the 4th British University Championships at Moulton College and this has attracted an unprecedented number of entries. We are also applying for recognition of powerlifting to the British Universities, Colleges and Sports (BUCS). This would enable university teams to obtain funding for their teams. However, this is proving problematic because the BUCS operate.
- e. A British Powerlifting Recognised Club scheme has been introduced. This aim of this is to give clubs with the requisite facilities and coaching expertise official status.
- f. Incentive schemes are already being introduced and these should bring in a good number of new people from the club environment.
- g. Our target now is to reach 5000 members by the end of 2020.

4. Finance

- a. Although our finances are fairly good, but we have made a trading loss for three successive years and we need to take measures to ensure this isn't an ongoing trend.
- 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. The number of international teams is increasing putting a further burden on our finances.
- d. We are rebating £10-£12 per senior member back to English Divisions and Wales in order to promote development in those regions.
- e. We have an improved sponsorship agreement with SBD, which is renewable on a bi-annual basis, although we do get some help with lifter's personal 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.
- f. We now have a discount agreement with Eleiko, which will benefit us and our members.

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. 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.
- c. Pete Sparks is also updating the course material based on feedback from course attendee and others.
- d. We also need to engage more coaching specialists to further develop our courses.

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 now 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. Many divisional and national referees are relatively inactive and ways of improving this need to be addressed.
- e. A Referee's Licence has been 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. We are testing at our major championships and carried out 89 divisional and national tests in 2018. This will be at least maintained in 2019, We now have to pay 25% VAT on IDTM's cost, which means that it's now less affordable to increase the level of testing.
- b. Around 20% of our income is being spent on testing and this money is well spent.
- c. Out of competition testing (OCT) will be piloted, but funding and administration of this has to be carefully managed. However, this could be much easier once we attain NGB recognition.
- d. Our on-line championships entry system includes having to provide whereabouts information for the period running up to the event and will facilitate OCT testing.
- e. 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 World championships have to provide their "Whereabouts" information. Last year, several lifters in our senior equipped team were tested out of competition by the IPF.

- f. The IPF and WADA closely monitor national testing results and any failures are followed up to ensure the correct penalties are imposed. The IPF reserve the right to intervene if they feel proper processes are not being followed.
- g. A number 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 now have a Communications Director and the posts of Development Director and Performance Director will be advertised in due course.
- b. 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.
- c. 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.
- d. We are going in the right direction with the establishment of the Law and Legislation Committee headed by a practising solicitor, who is also a lifter.
- e. 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.
- f. 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.
- h. Home Country organisations are now well established and their membership is growing strongly.
- i. 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 web-site 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. We are now professionally live streaming championships thanks to a tie up with Wired Up Media Ltd.
- e. Also we have White Lights Media providing an 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. British Powerlifting does not currently have 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 some successes, but we must take advantage of our growing membership to find and nurture new talent.
- d. The proposed new Performance Director's first task will be to address these points.

11. Key Objectives

- a. Getting NGB recognition is the most important element of this plan.
- b. To achieve recognition by BUCS.
- c. To find more willing and able people to take on jobs in British Powerlifting.
- d. To win more gold medals at World and European championships.
- e. Expansion and improvement of the Coaching Corps.
- f. To achieve 5000 members by the end of 2020.
- g. Production of more professional marketing material.
- h. To identify suitable companies for additional sponsorship.