

Subject: Development Directors Report to the Board

10th December 2024

Dear Board Members,

I am pleased to present a comprehensive report detailing the key developments and strategic initiatives overseen by myself since appointment.

1. Strategic Partnership with SBD:

In the past few months, we have successfully negotiated a significant deal with SBD, encompassing both financial and non-financial aspects. While specific details remain confidential due to commercial sensitivity (you have all been separately provided with the exacting financials), we can agree that this deal presents a substantial opportunity for our organisation. Looking ahead to 2024, there are numerous facets of the agreement that we are actively working on to maximise its potential. Open lines of communication, coupled with the enhanced competitive environment fostered by the Competitions Director, will play a pivotal role in realising the full benefits of this strategic alliance.

2. Developing our Partnership with Eleiko:

2023 was fractious, but we are heading into 2024 with a renewed understanding and energy. Our ongoing partnership (which is up for renewal at the end of 2024), will be focussed on the British Classic Sub-Junior & Junior Championships at GSLC for 2024. The Competitions Director and I have worked tirelessly to maximise what value we can get from Eleiko, and again, the enhanced competitive environment plays a pivotal role in realising the full benefits of this partnership.

3. Elevating Athlete Experience with Red Bull:

Although we are still awaiting the signature from Red Bull management, our collaboration with Red Bull will be instrumental in elevating the athlete experience. By leveraging Red Bull's expertise and resources, we have enhanced various aspects of our events, providing athletes with a more dynamic and engaging environment. This partnership underscores our commitment to delivering world-class experiences for our athletes at the National Level.

4. Investment in Competitions Equipment:

After much "shopping around", an exceptional deal was reached for the Federation to invest in brand new competition equipment. This investment was unanimously approved by the board. The following items have been purchased and handed over to the Competitions Director for the 2024 National Series. The kit comprises of the following:

- Comp Platform – Full Eleiko (Bar/ Plates/ Combi-Rack/ Platform/ x2 Plate Racks)
- Warm-up Area – x6 Eleiko Bars/ x6 calibrated plate sets/ x6 ER Racks / x8 plate trees

5. Expansion of Sponsors Across Tiers:

A key focus this year has been the diversification and expansion of our sponsor portfolio across different tiers. This initiative aims to cultivate a more supportive community and strengthen our financial foundation. The addition of new sponsors will not only contribute to our operational sustainability but also enhance the overall value proposition we offer to our stakeholders.

6. Renewed Partnership with WLM for Media Presence:

We are pleased to announce the renewal of our partnership with WLM, strategically designed to boost the media presence of British Powerlifting. Additional investments in media support will be deployed to amplify our profile on social media platforms. This initiative aligns with my commitment to increasing visibility and engagement, thereby expanding our reach within the broader community.

7. 2024 Focus on Sport England Initiatives:

Looking ahead to 2024, a pivotal shift in focus is planned towards Sport England initiatives and funding opportunities. This strategic realignment aims to align our organization with broader national sporting objectives, tapping into resources and support provided by Sport England. By actively participating in these initiatives, we aim to secure additional funding and resources to further enhance our programs and outreach.

In conclusion, collaborative efforts have yielded significant advancements across various fronts. As we navigate the challenges and opportunities in the coming year, I remain confident in our ability to achieve our organisational objectives. Your continued support and guidance are instrumental in steering British Powerlifting towards a future of sustained growth and success.

Notes to the Board:

- Right now, it is imperative that we maintain and, in some areas, increase developmental momentum. This will be aided in part by executing on items that have been brokered through both our partner agreements, and by bringing on board those that have offered their support to the organisation (e.g. in grant writing).
- With the expansion and improvement of our front-line image through the National Series, this must be continuously supported through every tier of the organisation. Furthermore, we need to ensure parity and fairness for all Home Nations.

Ben Davis
Development Director
British Powerlifting