



DEIB Chair Announcement

4th March 2025.

The Board, in accordance with our appointment policy, are pleased to announce that Samantha Townsend has been appointed to the position of DEIB chair.



Samantha has a varied professional background, a qualified teacher, who now works in the charity sector specialising in volunteer management. In her work as the manager of a volunteer-led social enterprise which hosts the local food bank, and in her service as a locally elected councillor, she encounters the real life consequences of deeply entrenched inequalities every single day.

Samantha has lived experience of multiple marginalisation herself as a working class, autistic, bisexual woman. She says:

"I have experienced for myself the benefits for exercise in general, but powerlifting specifically for my mental wellbeing. I can see that creating opportunities for more people to access and feel at home in Powerlifting can only be of benefit to those individuals and the sport itself."

"I'm so happy that the board has decided to create the DEIB role as is appropriate for a serious sport. My job is really to listen, I don't have all the answers, I haven't experienced every struggle, but I'm confident that going forward together we can make sure powerlifting really and truly is for everyone."

There is an open Equalities meeting held quarterly. Please email Samantha for an up-to-date schedule at equalities@britishpowerlifting.org

A handwritten signature in black ink, appearing to read "James Brincat-Smith".

James Brincat-Smith.

Chief Executive Officer

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