British Wrestling (BWA) is the National Governing Body for wrestling in the UK, including the Olympic and Commonwealth styles of wrestling and other styles within the remit of United World Wrestling, as well as other indigenous forms of wrestling.

The British Wrestling Association Ltd is a company limited by guarantee, incorporated in 2008. It has, as its voting members, the three English regions (North, Midlands and South) and the home countries of Scotland, Wales, and Northern Ireland. British Wrestling has a network of clubs, coaches and individual members across the voting members providing access to the sport throughout Britain.

BWA represents Great Britain internationally and is a member of United World Wrestling, British Olympic Association and Commonwealth Games Council. British Wrestling is recognised by Sport England and UK Sport and operates as both the British and English governing body enabling synergy of effort to support and govern wrestling.

Wrestling has a proud reputation as an inclusive, accessible and diverse sport attracting participants, volunteers and fans from a variety of backgrounds including ethnically diverse communities and lower socio-economic groups (LSEG). British Wrestling is committed to equality and diversity in all aspects of this strategy and where necessary will specifically address inequalities identified in the sports pathway and workforce.

This strategic plan provides a basis for the future of the sport and the organisation, it will shape the BWA’s relationships with its members and other stakeholders. As a coherent strategy for the sport, it is intended to reflect the priorities for wrestling across the UK whilst recognising the diversity of delivery agencies involved in wrestling.

The Board of Directors own and monitor the strategic plan, vision, mission, and strategic objectives. They delegate responsibility for the delivery of the plan to the Chief Executive. The CEO will ensure that operational plans are established to realise the objectives and report on progress regularly.
VALUES

At British Wrestling we are determined to demonstrate:

RESILIENCE
Striving for greatness in the face of adversity, having the discipline never to give up.

INCLUSIVITY
Respecting our differences and using our combined power to enable everyone to engage and achieve.

BRAVERY
Optimistic and confident to make the tough decisions to grow, adapt and excel, having the courage to do what is right and learn from our mistakes.

INTEGRITY
Transparent, honest, and honourable in all that we do, maintaining high standards and treating everyone fairly.
OUR STRATEGY

OUR VISION
A world-class governing body for a successful, inclusive, and sustainable wrestling family.

OUR MISSION
Promoting and developing the sport of wrestling so that everyone achieves their full potential on and off the mat.

OUR OBJECTIVES
- Safety, health & wellbeing for all.
- Increase membership & participation.
- Win medals and honours.
STRATEGIES

We have identified five strategic areas, their delivery and execution are interlinked and combined they will move us closer to delivering against our mission and vision.

1. PERFORMANCE
   Deliver a performance pathway, based on ‘what it takes to win’, to ensure GBR is competing at the highest levels internationally

2. PARTICIPATION
   Develop a holistic programme aimed at increasing member recruitment and retention

3. WORKFORCE
   Develop the wrestling workforce to deliver the best combat sport experience in the UK

4. COMMERCIAL AND MARKETING
   Increase the profile of British Wrestling and develop a financially secure business

5. LEADERSHIP AND GOVERNANCE
   Provide effective leadership and governance for the sport of wrestling
THE TACTICS
PERFORMANCE

Deliver a performance pathway, based on ‘what it takes to win’, to ensure GBR is competing at the highest levels internationally.

1. Commit to the Stronger Together vision of a combined home nations approach to performance.
2. Implement and maintain a high-performance culture with the ambition to be competing at Olympic Games.
3. Embed pathway standards, designed to maximise each athlete’s progression and performance, across an aligned performance pathway.
4. Ensure high quality and effective coaching takes place at all levels of the performance pathway.
5. Develop Women’s Wrestling to accelerate the development and achievements of our female wrestlers.
6. Establish the British Wrestling Academy as a hub for wrestling performance in Britain.
PARTICIPATION

Develop a holistic programme aimed at increasing member recruitment and retention.

1. Support and assist clubs to recruit and retain participants, with specific emphasis on women and girls, ethnically diverse communities and LSEG.

2. Deliver an inclusive competition offer that enhances the participant experience for all wrestlers at a level appropriate for them.

3. Support the skill development and knowledge of the wrestling family and recognise their achievements.

4. Develop and deliver inclusive programmes that demonstrate the social impact of wrestling.

5. Develop a value for money membership offer that recognises and champions the variety of motivations and diversity of the wrestling family.

6. Provide high quality event experiences that showcase the sport of wrestling in its different forms.
WORKFORCE

Develop the wrestling workforce to deliver the best combat sport experience in the UK.

1. Develop a high-quality coaching workforce that reflects the diverse participant base, specifically increasing the numbers of female, ethnically diverse and LSEG coaches.

2. Recruit and cultivate a cohort of skilled officials that reflects the diverse participant base, specifically increasing the numbers of female, ethnically diverse and LSEG officials.

3. Recruit, train and deploy a tutor workforce that reflects the diverse participant base, specifically increasing the numbers of female, ethnically diverse and LSEG tutors.

4. Support clubs to develop sustainable and secure management structures and deliver an enhanced participant experience.

5. Be a great place to work, volunteer, train and compete.
COMMERCIAL AND MARKETING

Increase the profile of British Wrestling and develop a financially secure business.

1. Generate income through wrestling activities in new and existing markets.
2. Explore opportunities for sponsorship, funding, and commercial activity to diversify income streams.
3. Increase market reach, membership, and audience retention through digital activity.
4. Raise the profile of wrestling and create a recognisable and effective British Wrestling brand through effective communications.
5. Develop the British Wrestling Academy as a key income driver and asset to the Association.
LEADERSHIP AND GOVERNANCE

Provide effective leadership and governance for the sport of wrestling.

1. Implement robust governance structures and systems across the organisation and the sport to ensure compliance with the Code of Sports Governance.

2. Deliver a whole sport approach to welfare including safeguarding of children and vulnerable adults and mental health.

3. Deliver a whole sport anti-doping plan to protect athletes and the reputation of wrestling.

4. Deliver high-quality membership focused services.

5. Explore opportunities to better support other forms of sport wrestling across the UK and ensure the BWA offer is appropriate.
DELIVERING THE STRATEGY

Our focus over the next five years will be on delivering against the ambitions of this strategy.

IMPLEMENTATION
Each headline ‘Strategy’ consists of tactics that should guide the future of the organisation and sport over the cycle. Under each tactic, actions will be established through the annual business planning process to reflect the emerging needs and demands of the sport.

PRIORITIES
In delivering this strategy we recognise that time and resources will be constrained. The table adjacent identifies five tactics that the Association will prioritise in delivering this strategy.

STRONGER TOGETHER
This strategy aims to bring wrestling across the UK together as we are Stronger Together. This will be a consistent theme through our delivery of the strategy. We hope that the information provided here will help you to realise the importance of the role that you play in supporting the delivery of this strategy, whether you are a participant, referee, club coach, volunteer, parent, or fan!

<table>
<thead>
<tr>
<th>STRATEGIC OBJECTIVE</th>
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<th>TACTIC</th>
</tr>
</thead>
<tbody>
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BRITISH WRESTLING STRATEGIC PLAN 2021 – 2025

OUR VISION
A world-class governing body for a successful, inclusive, and sustainable wrestling family.

OUR MISSION
Promoting and developing the sport of wrestling so that everyone achieves their full potential on and off the mat.

OUR OBJECTIVES
- Safety, health & wellbeing for all.
- Increase membership & participation.
- Win medals and honours.

PERFORMANCE
- Deliver a performance pathway, based on ‘what it takes to win’, to ensure GBR is competing at the highest levels internationally
  - Stronger Together
  - High performance culture
  - Embedded pathway standards
  - High quality coaching
  - Women’s wrestling success
  - Academy as a performance hub

PARTICIPATION
- Develop a holistic programme aimed at increasing member recruitment and retention
  - Recruit & retain diverse participants
  - Appealing & valued membership offer
  - Inclusive competition
  - Recognising skill development
  - Social impact
  - High quality events

WORKFORCE
- Develop the wrestling workforce to deliver the best combat sport experience in the UK
  - High-quality & diverse coaching group
  - Skilled & diverse official cohort
  - Recognising skill development
  - Coaching
  - Strong sustainable clubs
  - A great place to work, volunteer, train & compete

COMMERCIAL AND MARKETING
- Increase the profile of British Wrestling and develop a financially secure business
  - Income through wrestling
  - Diversify income streams
  - Digital reach
  - Wrestling brand
  - Academy as an asset

LEADERSHIP AND GOVERNANCE
- Provide effective leadership and governance for the sport of wrestling
  - Robust governance
  - Safeguarding
  - Anti-doping
  - Membership services
  - Inclusive of all sport wrestling