

OUR STRATEGY

VISION

GREAT EXPERIENCES THROUGH SWIM, BIKE, RUN

VALUES

WE ARE PEOPLE CENTRED

We openly support and challenge each other
We are customer focused
We nurture communities

WE ARE INCLUSIVE

We remove barriers to involvement
We connect people
We have fun
We work in partnership

WE ARE AMBITIOUS

We are dynamic
We are innovative and creative
We are passionate about doing our best
We create positive impact

WE DO WHAT'S RIGHT

We are honest and respectful
We practice clean sport
We are accountable

MISSION

DEVELOPING PEOPLE AND PLACES TO GROW SWIM, BIKE, RUN

STRATEGIC GOALS

THE BIG ACTIVE

We will deliver The Big Active strategy, leading to more Active People, Active Places, and Active Lives.

OUR COMMUNITY

We will improve our participation and membership proposition to grow engagement and revenue.

DEVELOPING ATHLETES

We will deliver a pipeline of athletes to become the next generation of Olympians and Paralympians.

GREAT EVENTS FOR ALL

We will support and regulate event organisers to successfully deliver great experiences for all participants.

ENABLING GOALS

**SPORT
INTEGRITY**

**DIGITAL
TRANSFORMATION**

**COMMERCIAL
GROWTH**

**EXCEPTIONAL
PEOPLE**

**STRONG
ORGANISATION**

**SOCIAL IMPACT
(INCLUSION AND
SUSTAINABILITY)**

HOW WILL WE DO THIS?

This strategy sets out our long-term ambition. It is dynamic and enables the organisation to be agile in how it delivers the Mission in the context of the world around us. The Board will approve annual objectives aligned to the Mission and Goals and the Executive Team will be accountable to the Boards for the achievement of the objectives.