

2032 HIGH PERFORMANCE SYSTEM COACHING STRATEGY

Powered by 

Designed in collaboration with:



OUR COLLECTIVE PURPOSE

Powering success and inspiring impact by supporting and valuing
coaches in their pursuit of **craft**

COACHES:
as people and performers

CRAFT:
practice, expertise, and wellbeing that supports the
development and performance of athletes and coaches

OBJECTIVES

VALUED

SUPPORTED

CRAFT

PILLARS

Our strategic intent will flow through five pillar goals

System Alignment

The high performance system is aligned and coherent in its approach to supporting and developing coaches and coaching practice.

Thriving Coaching Workforce

Attract and retain a thriving high performance coaching workforce that is increasingly representative of British society.

Coaching Practice

Cultivate environments and ways of working that enable coaches to refine and apply their practice, and shape performance.

Coach Wellbeing

Influence lasting change within high performance sport to ensure coach wellbeing is a strategic driver at all levels, where policy and practice support a healthier high performance system.

Professional Recognition

Create the conditions for coaching to become a culturally recognised and publicly respected profession across the UK.