



## PURPOSE

Lead high-performance sport to enable extraordinary moments that enrich lives.

## MISSION

Create the greatest decade of extraordinary sporting moments; reaching, inspiring and uniting the nation.

## AMBITIONS

# 1

### Keep winning and win well

We will power a broader range of champions and medallists than ever before; winning with integrity and ensuring the nation's exceptional talent has the opportunity to be the best they can be.

#### FOCUS:

##### Deliver a broader range of champions and medallists

We will remain a world-leading nation for sporting success. We will invest in a longer-term, holistic view of success, powering a broader range of sports and champions.

##### Win with integrity

Together as one high-performance sporting community, we will uphold the highest standards of ethics, integrity and athlete welfare.

##### Power a diverse, inclusive team

We will ensure the only barrier to sporting success is potential. Together with partners, we will discover the nation's exceptional sporting talent of tomorrow, building a more inclusive and diverse community of sports, staff and athletes.

# 2

### Grow a thriving sporting system

We will support our sporting community across the UK to be ever-more collaborative; setting a diverse, ethical and sustainable agenda for tomorrow.

#### FOCUS:

##### Support our sports and partners to thrive

We will work collaboratively with our partners to build long-term organisational health across sports and the wider sector.

##### Enable sustained success

Working together with our partners, we will unlock sustained investment for high-performance sport to support our shared ambitions.

##### Set the agenda for tomorrow

We will ensure the UK remains a world-leading, influential player; using our expertise and influence to shape the future of performance sport on the world stage.

# 3

### Inspire positive change

We will contribute to a happier, prouder and more connected society, using the power and platform of sport to inspire positive change.

#### FOCUS:

##### Showcase extraordinary sporting moments

We will enable front-row access to extraordinary sporting moments; securing and hosting exciting global sporting events; that reach new audiences, uplift communities and help to unite the nation.

##### Inspire and unite more people, more often

Together with our partners, we will increase the relevance of Olympic and Paralympic sport; building a broader, more diverse and sustained fanbase for the future.

##### Power positive change for people and the environment

We will harness the power and platform of sport to drive positive change across wellbeing, diversity, inclusion and sustainability; walking the walk and using our voice to inspire others to act.