

THE BRITISH ATHLETES COMMISSION STRATEGY



VISION:	To Support and Empower Great Britains Athletes 2018-2021					
MISSION:	We champion the athlete voice and work in partnership to enhance athlete wellbeing 					
OBJECTIVES:	1. To ensure by 2020 all world class performance athletes have access to effective independent, confidential advice and support 2. To ensure by 2020 the interests of the athlete sit at the heart of decision making across the high performance system 3. To build the BAC reputation so that it is appreciated by athletes and (seen as) a trusted and respected partner of the high performance system 4. To uphold strong governance and leadership delivering long term financial sustainability & success					
STRATEGIES:	Providing effective confidential advice and support through timely and expert interventions.	Ensuring the athlete voice is represented across the high performance system.	Building a BAC reputation which inspires and engages all stakeholder groups.	Developing inspirational organisational health		
TACTICS:	Develop effective advice, support and mediation that is delivered by an experienced and dedicated team.	Support and engage with athlete representatives to create a vibrant and effective network across the high performance system.	Consistently and continuously deliver on our promise to athletes and stakeholders.	Consistently demonstrate strong leadership and Governance, meeting the requirements of the Governance Code for Sports.		
	Ensure retention of pro bono legal support and other relevant specialist partners.	Support Athlete Representative training to enhance their personal development and ensure effective delivery of their role.	Ensure excellent visibility, accessibility and communication to all our stakeholders so they are aware & engaged with the positive contribution the BAC makes	Lead and advocate a robust culture of safeguarding, equality and diversity.		
	Enact early interventions and informal resolutions to deliver better outcomes for athletes by building collaborative relationships across the high performance system.	Develop a mechanism through the Athlete Representative Network and Athlete Advisory Group that ensures the collective athlete voice is represented at the UKS Board, EIS, WCPs and other key system stakeholders.	Internal approach that ensures everyone at the BAC feels informed/engaged with the vision and strategy and their contribution	Strengthen Board, AAG and Committee recruitment, structure and succession planning		
	Support the embedding of an effective lessons learned culture across the high performance system to drive continuous improvement in athlete and staff wellbeing.			Create an effective organisational culture that delivers what the system needs		
VALUES:	CREST - Caring, Responsive, Effecting Change, Supportive and Trusted					

Levels of activity key:

- Continue as now.
- Continue, but do it differently, or to a higher standard or emphasis.
- New approach/model or major change.