

# 2019-2024 STRATEGY

**TOGETHER WE ARE BRITISH WHEELCHAIR BASKETBALL**



# 2019-2024 STRATEGY

Embracing change and unlocking the potential of wheelchair basketball underpins British Wheelchair Basketball's clearly defined new strategic direction.

The 2019-2024 Strategy has been developed during a period of unprecedented success for British Wheelchair Basketball with GB squads now holding three out of four World Championship titles, and the domestic competitive game regularly broadcast via mainstream media to growing audiences.

Shaped by the sports participants, the 2019-2024 Strategy outlines a collective ambition to realise a positive future for British Wheelchair Basketball.



# TOGETHER WE ARE BRITISH WHEELCHAIR BASKETBALL

## WORLD LEADING NATIONAL GOVERNING BODY

Through attracting new investment into the sport, growing new audiences and facilitating the digitalisation of the sport.

### PROFESSIONAL DOMESTIC LEAGUE

Enabling the formation of local leagues, generating more quality competitive playing opportunities and delivering a professional league which attracts and retains the best players in the world.

### DOUBLE PARTICIPATION

Attract and retain new participants, new coaches, volunteers and officials.



#### VISION

By 2024 establish the United Kingdom as the premier nation in the world for Wheelchair Basketball



#### VALUES

**United:** Bound together by our passion for wheelchair basketball

**Drive:** Competitive, relentless, ambitious and bold

**Pride:** Unashamedly proud of our unique sport

**Grit:** Focused and determined



#### MISSION

Transforming people's lives through wheelchair basketball

### WORLD CLASS HIGH PERFORMANCE SYSTEM

Realise Paralympic, World, European and Commonwealth medal success and develop a world leading GB development academy.



## **AUTUMN 2019**

New GB Academy opens and launch of GB supporter club  
Launch of Digital Systems including new website, membership portal, league management and eLearning hub  
Launch of new wheelchair basketball coaching qualifications



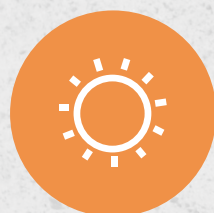
## **WINTER 2019**

New club toolkit and guidance delivered and embedded  
Sport broadcast partnerships announced 2019/20  
Launch new six-week introduction to wheelchair basketball course



## **SPRING 2020**

New Cup Final format  
Volunteer recruitment campaign  
Announce new GB tri series



## **SUMMER 2020**

Tokyo Paralympics  
Launch local leagues across the sport  
Launch 3v3 talent camps

# **MILESTONE MAP**

### **ADDRESSES:**

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