



THE BRITISH ATHLETES COMMISSION LIMITED

BAC Mission Statement

The mission of the BAC is to ensure that UK athletes in world class performance systems train and compete within a fair, supportive and transparent system, which gives them the best opportunity of reaching their sporting goals, and helps prepare them for success in life after sport.

The BAC will fulfil this mission statement by working in 3 key areas

1) Representation within sports

Objective

Every sport should have a clearly defined reporting structure which enables information and ideas to flow both ways, and ensures accountability at every level.

How?

By working with athletes, Performance staff, and key NGB Personnel, to ensure that each sport has a system which achieves the stated objective, whilst taking into account the individual aspects of the sport.

Questions

- Is there a suitable system in place already?
- Is what we are doing making the sport more successful?

2) Representation outside sports

Objective

British Athletes should have their views represented clearly and effectively at every level of decision making in British Sport,

How?

By ensuring that the BAC is represented at every level within the elite sports network, and works closely with all key decision makers and service providers.

Questions

- Is it necessary for Elite Athletes to be represented in this area?
- Is this representation effective?
- How can we prove that we are giving a true representation of the athletes' views?

3) Services

Objective

British Athletes deserve to receive the best services available, to enable them to be the best they can be while they are competing, and to ensure that they enter life after sport equally well prepared.

How?

By working with current service providers including UK Sport, the BOA and the Home Country Sports Institutes, to assist, and where possible, to enhance the current provision of services to Great Britain's athletes, and where there are gaps in that service, to facilitate service provision.

Questions

- Does this duplicate an existing service?
- Does it assist an athlete in reaching their sporting goals?
- Does it assist an athlete in their life after sport?