

MOVING FORWARD TOGETHER.

Mission, Vision, and Strategy

2022



FORWARD TOGETHER



Chair's Foreword



Ed Warner OBE
Chair

Great Britain
Wheelchair Rugby

Welcome to GB Wheelchair Rugby's strategy for our great sport through to the Paralympics in Paris in 2024.

This is an exciting moment in time for wheelchair rugby in Great Britain. Our elite team are proud Paralympic champions, on top of the world for the very first time, clubs up and down the country are back training and competing after the lockdowns of the pandemic, and GBWR itself is under new leadership and has a fresh image with a vision to match.

Looking out over the coming years, our ambition is to lead the growth of vibrant wheelchair rugby communities, setting the standard in Britain and more widely for the promotion of disability sport, and of course for our GB team to continue to excel on the world stage.

We can only achieve these objectives if we all move forward together – players, volunteers, clubs, fans, commercial partners, and GBWR ourselves. I hope that you are inspired to join us in our mission and to play your part with us in the exciting future for wheelchair rugby that lies ahead.

Let's go!

Ed W

CEO's Foreword



Jason Brisbane
CEO

Great Britain
Wheelchair Rugby

I feel immense pride in presenting our new look GBWR brand along with our strategy that will take us to the Paris 2024 Paralympics.

We are excited to use our new mission, vision, and look and feel to elevate wheelchair rugby to new heights, and build on the gold medal success of our GB team at the Tokyo Paralympics. We wanted our brand to truly reflect the character of the sport, one that is brave, dynamic, and exciting, and we feel this rebrand achieves this. Wheelchair rugby continues to be a sport that provides many individuals access to the only team sport they are physically able to play in a competitive league structure. Our clubs also provide a hugely important social role helping those whose lives have been impacted through injury, illness, or those who live with challenging lifelong conditions, to thrive and live a fulfilled life. We are so much more than a sport.

We have received fantastic support over the last decade and we are grateful to all of our partners, supporters, and members who have enabled the sport to get to where it is today. There is however so much more to do and we now take the first steps into wheelchair rugby's next phase of development. This is such an exciting time for wheelchair rugby and we want to provide even more people the opportunity to move with us on this journey as we take disability sport forward together.

Jason

Priorities

2021/24



DEVELOPMENT OF CLUBS AND MEMBERS

- Support the longevity of clubs with a focus on fundraising and recruitment
- Drive the improvement of the member experience through new suites of qualifications and development opportunities for all
- Expand our youth provision and support clubs to develop their own
- Increase gender and ethnic diversity across membership

RAISE THE PROFILE OF THE SPORT

- Attend, promote, and stage world-class domestic and international tournaments
- Create impactful digital strategy and rebrand
- Drive partnerships and commercial opportunities

DRIVING ELITE PERFORMANCE

- Develop and deliver a sustainable performance pathway
- Implement new GB training programme and performance team
- Achieve podium finishes at Euros, Worlds, and 2024 Paralympic Games

Our enduring philosophy

As an organisation, our actions are guided by this philosophy

**EVERYBODY HAS A TRUE
FORCE WITHIN THEM.
WHEELCHAIR RUGBY EXISTS
TO HELP PEOPLE FIND IT,
EXPLORE IT, AND SHOW IT.**



**“SUDDENLY THERE
WAS A SPORT THAT I
COULD GET INVOLVED
WITH AND IT REALLY
LIT A FIRE UNDER ME
AND CHANGED MY
LIFE”**

WHEELCHAIR RUGBY CLUB MEMBER





Our mission

**TO LEAD, PROMOTE,
AND GROW VIBRANT AND
INCLUSIVE WHEELCHAIR
RUGBY COMMUNITIES,
AND CONTINUALLY ACHIEVE
SUCCESS ON THE
GLOBAL STAGE.**

**TO BE A *WORLD-CLASS*
SPORTING ORGANISATION
THAT SETS THE STANDARD
IN *PARTICIPATION,*
ELITE PERFORMANCE,
AND *PROMOTION* IN
DISABILITY SPORT.**

**OUR FOUNDATION AS AN ORGANISATION HAS BEEN SET THROUGH
TREMENDOUS **HARD WORK, A GROWING COMMUNITY AND SUCCESS**
IN TOKYO. IT IS NOW OUR DUTY TO BUILD UPON THIS FOUNDATION TO
ENSURE THE SPORT HAS THE **OPPORTUNITY TO GROW** AND SUCCESS
CAN CONTINUE INTO PARIS 2024 AND BEYOND.**





1.7
MILLION
IMPRESSIONS



FIRST EVER
MEDAL
FOR WR
PARALYMPIC
GB TEAM



FIRST
GOLD
FOR A
EUROPEAN
NATION



CURRENT
PARALYMPIC
CHAMPIONS



1 MILLION
VIEWERS
DURING
PARALYMPIC
FINAL



430M
NATIONAL
PRESS
REACH

GB Team
History
Makers



GB Team is just the start. We are Paralympic champions but we are also community champions.



**OVER 1
MILLION
POTENTIAL
PARTICIPANTS**



**CLUBS
ACROSS
GREAT
BRITAIN**



**NATIONAL
PROGRAMME
WITH SPINAL
INJURY UNITS**



**YEAR-ROUND
NATIONAL
LEAGUES**



**JUNIOR
PROGRAMME
& TALENT ID
PATHWAY**

**Community
Champions**

To be a world-class sporting organisation we need a world-class brand.

Our brand is a key asset for attracting new participants, new partners and increased media interest.

Our brand will build positive perception of our organisation and our work.

***THIS IS OUR
NEW BRAND.***





Our brand
future

We will be

**THE DRIVING
FORCE OF
DISABILITY
SPORT.**

WE WILL BE A LEADER.

WE WILL SET THE STANDARDS.

WE WILL DRIVE DISABILITY SPORT FORWARD.

Our brand personality

LEADER



MOTIVATOR



PASSIONATE



REAL



DYNAMIC

Creative
direction

WHERE GREAT FORCES UNITE

MOMENTUM

FORCES

ENERGY

POWER

CONTACT

CONNECTION



Creative examples



2022/24 MILESTONES





2022 community milestones



MOVE WITH US.



On a journey to Paris and beyond



MOVE WITH US.

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FORWARD
TOGETHER.***

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GBWR
GREAT BRITAIN WHEELCHAIR RUGBY