

PENTATHLON GB⁺

Strategy 2024 - 2028

INTRODUCTION

In April 2024, Pentathlon GB launched its 2024-28 strategy, which responds to the feedback received from stakeholders over the past 12 months and builds on the progress achieved over the past 3 years, to help guide the work of our clubs, schools, delivery partners and stakeholders into the future.

OUR PURPOSE

To inspire and enable people to start, stay, grow and succeed in our sport

OUR COMMITMENTS

The success of our 2024-28 strategy will be measured against the four commitments below, designed to take our sport into a better place:

- 1. To build a strong culture that unites our sport**
- 2. To grow our sport and its talent base**
- 3. To enable our athletes to perform on the world stage**
- 4. To create partnerships that support our programmes and clubs**

Included below are action plans that are required to achieve our strategy commitments. The delivery of these action plans will be led by Pentathlon GB and will also require the coordinated action of national partners, hubs, clubs and school delivery partners.



ACTION PLAN ONE

To build a strong culture that unites our sport

Where are we now?

Following the Tokyo Olympics our sport has experienced a period of challenge and uncertainty, linked to our sports future in the Olympics, significant personnel changes, and financial pressures. The launch of Penta+ and the confirmation of the sports inclusion in the LA28 programme provides a turning point for the sport, now positioned with a strong team to deliver our new strategic vision and its commitments.

Where do we want to be by 2028?

- A strong team culture will exist that is based on aligned values and ethos;
- The pentathlon community will feel connected to and actively support our strategy;
- A people plan will be in place to ensure that staff development is actively supported, across all programme areas; and
- Our volunteers will feel supported and recognised for the important contribution they make to our sport.

How will we measure progress?

We will:

- Measure and improve staff retention rates
- Improve stakeholder satisfaction scores



ACTION PLAN TWO

To grow our sport and its talent base

Where are we now?

Our membership base has remained static for the past 4 years and as highlighted within our 2023 talent review, we need to transform our pathway programme to safeguard our future Olympic success.

Pentathlon GB has created new participation and talent plans and now has dedicated staffing in place to support delivery; in collaboration with new national partners; a new hub structure; and committed volunteers.

Where do we want to be by 2028?

- Inclusive national programmes and community events, will enable more people to be involved in our family of sports
- A network of hubs will be supported to provide regular participation opportunities and to develop athletes involved in national talent squads;
- A strong and connected talent programme will be in place that enables athletes to consistently achieve podium success at European and World Championship events;
- An education programme will be in place to support coaches and officials, at all levels; and
- A progressive membership model will be in place that is valued and provides clear benefits to all.

How will we measure progress?

We will:

- Increase the number of people from diverse backgrounds involved in our national programmes;
- Increase event participation and membership; and
- Improve GBR pathway competition results.



ACTION PLAN THREE

To enable our athletes to perform on the world stage

Where are we now?

Our World Class Programme continues to deliver international success. In the Paris24 cycle, we are on track to achieve the milestone targets agreed with UK Sport following European; World Championship; World Cup; and Olympic Games qualification success.

Where do we want to be by 2028?

Pentathlon GB will:

- A world leading understanding and application of the new Olympic format will be in place;
- Our World class coaching delivery and skillsets will develop World and Olympic champions;
- Training and competitions will be informed by a clear data strategy, and understanding of what it takes to win and what it takes to develop;
- Integrated performance planning processes with expertise across sports science and medicine disciplines will be supported;
- A fully equipped World class elite training environment will inspire success; and
- An aligned and supported Talent development pathway will be in place.

How will we measure progress?

We will:

- Performance against key milestone targets aligned to UK Sport funding; and
- Athlete and staff feedback that demonstrates a performance environment where our people are thriving



ACTION PLAN FOUR

To create partnerships that support our programmes and clubs

Where are we now?

To support the growth and development of the sport, Pentathlon GB needs to increase and diversify its income base. Historically there has been an over-reliance on public body funding to support central costs, further challenged by a limited membership base and increased inflationary pressures.

Where do we want to be by 2028?

- Pentathlon GB will be a strong brand connected to a fan base that helps grow the profile and reach of our sport;
- Diverse income streams will be in place with membership, event, and sponsorship income increasing year on year;
- Public funding body income to support Pentathlon GB programme delivery will increase, facilitated by new partnerships and our demonstrated success in attracting more people from diverse backgrounds to our sport; and
- Hubs and other key delivery partners will be equipped to deliver participation and talent programmes.

How will we measure progress?

We will:

- Increase our income base;
- Improve website and social media engagement; and
- Increase external funding to support community programme delivery.

