

BASES strategy 2021 – 2025: an evolution not a revolution.

The following is an overview that the BASES Board wrote for the Spring 2021 edition of *The Sport and Exercise Scientist*, which provides some insight into the Association's strategy and operational plan.

Evolving the strategy:

With the 2015-2020 strategy cycle nearing its end, the BASES Board started work on the next stage of the strategy evolution back in 2019. Initial thoughts were shared with the Membership at the 2019 Annual General Meeting. The Board then sought feedback from Division Committees and Fellows in May 2020 before sharing a draft 2021-2025 Strategy and Year One Operational Plan with the Membership at the 2020 Annual General Meeting.

There has been strong progress over the last five years, driven by the great work of our members and committee volunteers, but we still have lots to do. The new strategy will be implemented from April 2021, and the strategy is about growing an Association and active community which members are proud to be part of, and which delivers professional status, the knowledge, guidance and connections members need to excel, whilst providing value for money.

The new strategy is an evolution, and not a revolution. The vision is still to deliver excellence in the sport and exercise sciences. However, there is a bold new mission: *to lead the advancement of knowledge and evidence-based practice within the UK's sport and exercise sciences for the benefit of human performance, health and education.*

There are five strategic objectives which include a value proposition for membership, professional standards, partnerships and advocacy, financial sustainability, and governance.

Each Strategic Objective has a few distinct work strands, which include a number of milestones, deliverables and measures. Let us take a look at each of the new Strategic Objectives:

1. To enhance BASES status as *the* professional standards body for sport and exercise sciences in the UK.

Within this objective, we will review all accreditation programmes to ensure processes are streamlined and 'Gold' standards are maintained; we will build working relationships with new employers and deployers; and we will continue to make Awards and Grants and publish Expert Statements and Position Stands.

By 2025, if we achieve all deliverables, our work will mean that BASES will be recognised and acknowledged as the UK's leading professional standards body in the sport and exercise sciences

2. To grow BASES reputation as the leading expert body for the sport and exercise sciences through strategic partnerships and advocacy.

Within this objective, we will develop and deliver authoritative and cutting-edge workshops, webinars, and events; we will implement a new stakeholder management framework, which is already well advanced; and we will develop the concept of convening a quality event for high performance institutions, partners, employers and deployers.

By 2025, if we achieve all deliverables, our work will mean that partners acknowledge that BASES is the lead expert organisation for the sport and exercise sciences in the UK.

3. To drive step-change in membership by enhancing our value proposition to sport and exercise science professionals.

Within this objective, we will undertake research regarding student membership attrition and how BASES can better support students; we will apply learnings from this market research to enhance the value proposition of membership to professionals working in academia and applied contexts; and we will develop a successful Brand Awareness Strategy to help members buy into the vision and become an active member.

By 2025, if we achieve all deliverables, our work will develop membership and will encourage members to become involved, as the improved proposition will mean that sport and exercise science practitioners will be better connected, more knowledgeable and confident to do their roles.

4. To establish financial sustainability through new and existing secure and long-term income streams.

Within this objective, we will seek sponsorship and commercial opportunities, targeting advert revenue opportunities; we will create a new Risk Management Policy, Procedures and Register; and we will undertake a review of BASES suppliers to identify any cost savings in major expenditure areas.

BASES is a not-for-profit organisation with an aim to deliver and improve membership value for money. By 2025, if we achieve all deliverables, we will have developed sustainable secondary revenue streams through sponsorship and other commercial opportunities, to support long-term sustainability.

5. To develop our governance model and define our organisational status to support the effective delivery of the BASES mission.

Within this objective, we will review the Governance structure and key policies and documents; we will consider the entity status of the organisation (any tangible benefits of becoming a charity, chartered status, etc.); and we will promote equity, diversity and inclusion by advancing the key actions within the Diversity Action Plan.

By 2025, if we achieve all deliverables, our work will mean that the board will continue to receive better information to enhance good governance and to continue ensuring the Association conducts its work compliant with regulations and strategic goals.

The success of BASES relies heavily on members engaging and volunteering across the breadth of our activities. The Board is indebted to those individuals who continue to contribute their time, energy, and expertise to the Association. Thank you.

To view a visual of the new strategy, please click <https://bit.ly/3s7mCRy>.