British Biathlon Union

Target 2030

EXECUTIVE SUMMARY

British Biathlon Union Strategy Target 2030

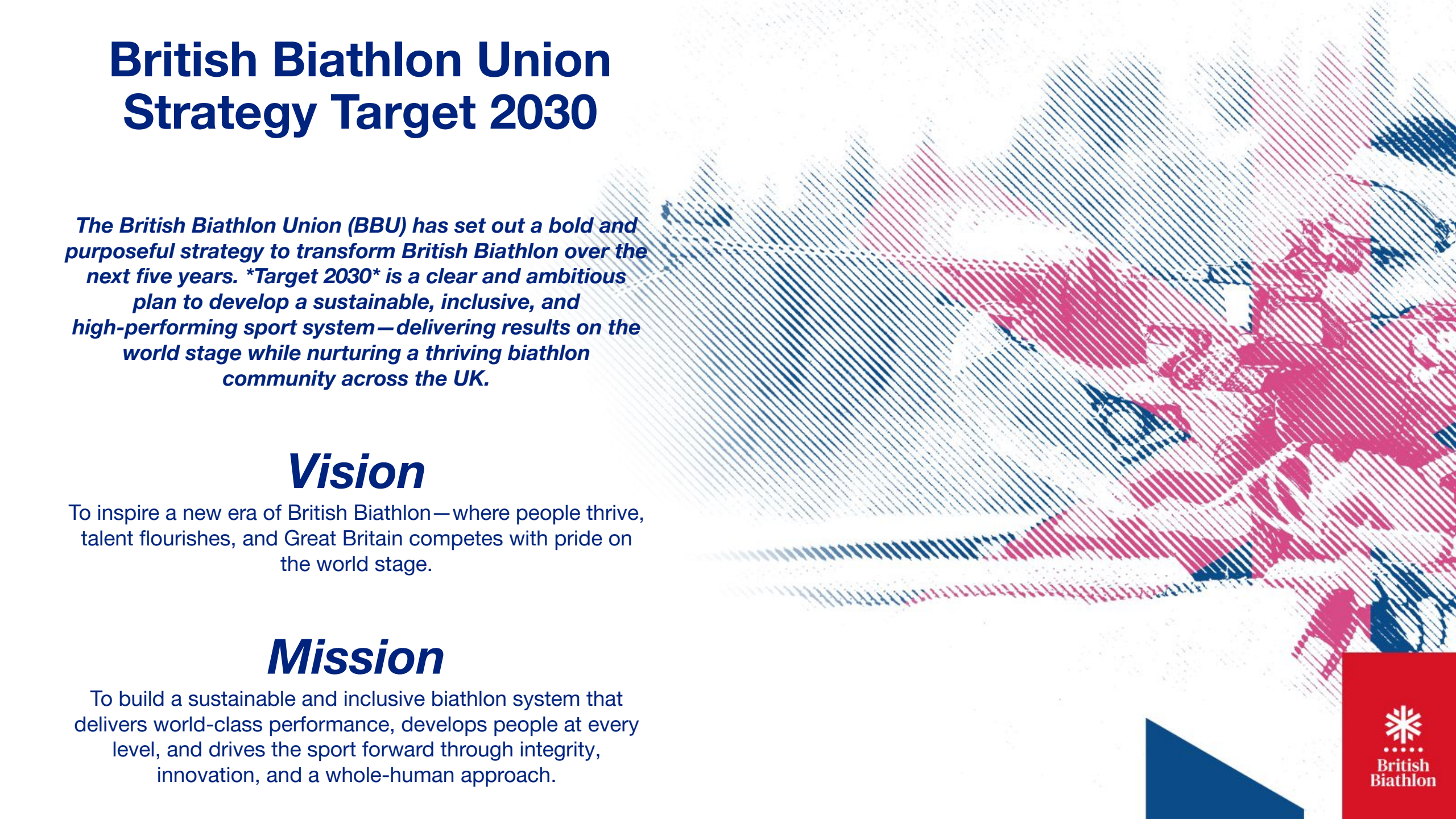
The British Biathlon Union (BBU) has set out a bold and purposeful strategy to transform British Biathlon over the next five years. *Target 2030* is a clear and ambitious plan to develop a sustainable, inclusive, and high-performing sport system—delivering results on the world stage while nurturing a thriving biathlon community across the UK.

Vision

To inspire a new era of British Biathlon—where people thrive, talent flourishes, and Great Britain competes with pride on the world stage.

Mission

To build a sustainable and inclusive biathlon system that delivers world-class performance, develops people at every level, and drives the sport forward through integrity, innovation, and a whole-human approach.



Our Strategic Targets

1. Driving World-Class Performance

We will build an integrated high-performance system to elevate British athletes to the top of the international rankings. This includes embedding the para-biathlon programme, delivering a 10-year podium pathway, and ensuring access to world-class support and resources.

Target: Increase British Biathlon Performance and Representation across all levels of International Competition, culminating in greater Olympic and Paralympic representation and success by 2030

2. Extending Our Reach

We will expand the visibility and appeal of biathlon in the UK to attract new athletes, fans, and commercial partners. By investing in marketing, partnerships, and grassroots programming, we will build a strong, inclusive community and fanbase.

Target: To increase the profile and awareness of biathlon in the UK—broadening its appeal to new athletes, sponsors, and fans, and establishing a sustainable platform for growth and performance.

3. Embedding strong and transparent governance

We will lead by example, embedding integrity, transparency, and athlete-centred governance. Through DEI, safeguarding, and ethical leadership, we will become one of the most trusted and progressive governing bodies in UK winter sport.

Target: To become a leading winter sport in terms of good governance, demonstrating integrity, transparency, and athlete-first decision-making by 2030.

4. Embracing Innovation

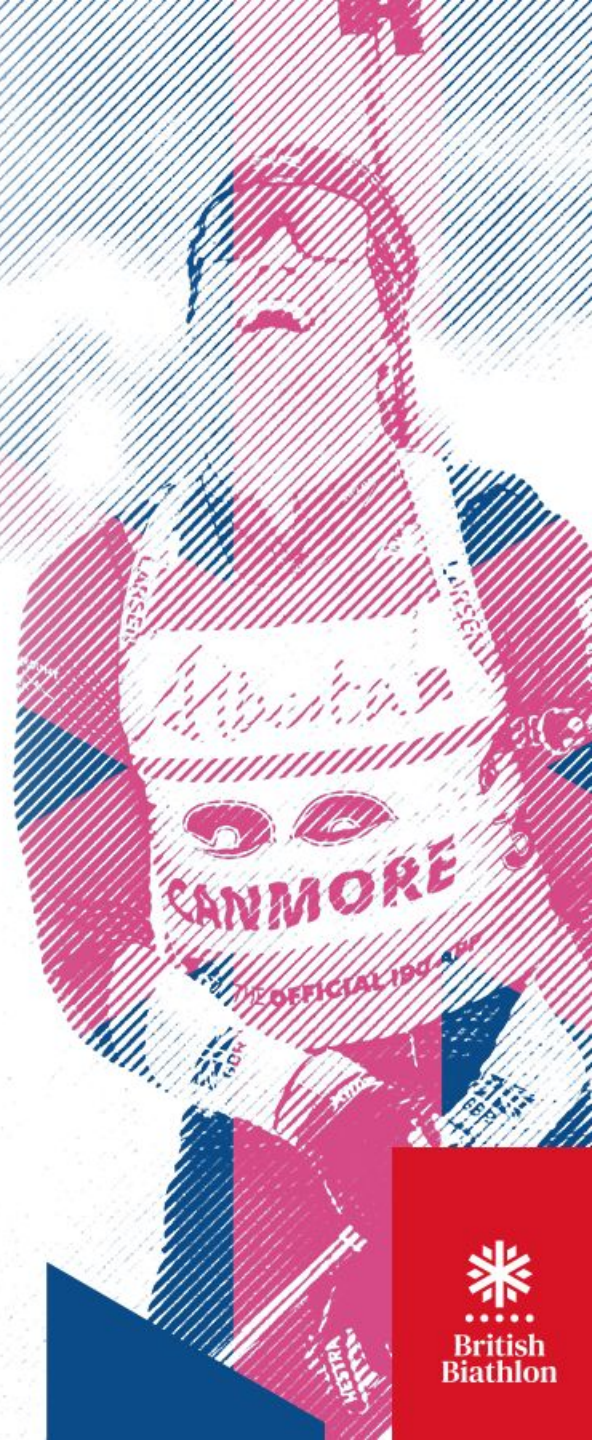
We will harness innovation across sustainability, equipment, waxing, and data to gain competitive advantage and safeguard the sport's future. A curious mindset will drive our pursuit of excellence both on and off the snow.

Target: To reduce the BBU's environmental impact in alignment with the IBU sustainability strategy while driving innovation in equipment, waxing, and data analytics—empowering the sport's evolution and performance at every level.

5. Creating a Winning Culture, the Right Way

We will develop a winning culture that values wellbeing, character, and long-term development. Success will be measured not just in medals, but in how we support athletes and staff as whole people.

Target: To embed a values-led performance culture that prioritises the whole human—establishing the BBU as a leader in athlete welfare, personal development, and sustainable success.



Conclusion

Target 2030 is our commitment to deliver meaningful, lasting impact. It is a strategy grounded in performance and fuelled by people—aimed at putting British Biathlon on the global map while shaping a better, stronger, and more inclusive future for everyone in the sport.

It represents a unified vision to grow a sport rooted in precision, resilience, and ambition, and to build an environment where athletes, coaches, and communities can thrive. Grounded in world-class performance, sustained through innovation and good governance, and fuelled by a culture that puts people first, this strategy is our blueprint for success—measured not only in medals, but in meaningful progress.

This is not the work of one team or one season—it is a long-term movement powered by collaboration, curiosity, and commitment. Together with our athletes, partners, supporters, and stakeholders, we will deliver *Target 2030* and build a legacy that endures.

British Biathlon. Bold. United. Moving Forward.