



The British Association of  
Sport and Exercise Sciences

# 2025 - 2028 STRATEGY

## OUR VISION

To contribute to healthier lives and improved performances through sport and exercise sciences.

## OUR MISSION

To innovate, advance knowledge, promote best practice and advocate the profession by building a collaborative and inclusive sport and exercise science community.

## OUR OBJECTS

PER OUR MEMORANDUM OF  
ASSOCIATION

- The promotion of research in sport and exercise sciences
- The encouragement of evidence-based practice in sport and exercise sciences
- The distribution of knowledge in sport and exercise sciences
- The development and maintenance of high professional standards for those involved in sport and exercise sciences
- The representation of the interests of sport and exercise sciences nationally and internationally.

## OUR STRATEGIC OBJECTIVES

To support the careers of sport and exercise scientists through professional development, setting standards and promoting excellence within the sector.

To champion sport and exercise sciences through targeted advocacy and strategic partnerships.

To improve representation of sport and exercise sciences by growing and diversifying a membership that is more reflective of society and the communities we serve.

## FOCUS

### PROFESSIONAL STANDARDS:

Promote the importance of being a regulated member.

### CPD:

Provide authoritative and cutting-edge CPD for our members throughout their career stages.

### EXCELLENCE:

Recognise excellence through Fellowships, Awards and Grants.

### ADVOCACY:

Advocate for the profession and positively influence sport and exercise sciences beyond the sector.

### PARTNERSHIPS:

Develop new relationships and strengthen existing relationships with stakeholders, partners, employers and deployers.

### MEMBER RECRUITMENT:

Be the trusted membership body for practitioners, academics, technicians and students of sport and exercise sciences.

### MEMBER RETENTION:

Improve member retention and engagement.

## OUTCOMES BY 2028, WE WILL HAVE:

Provided ongoing opportunities to support the sector to deliver high professional standards.

Further developed strategic partnerships and opportunities to advocate for sport and exercise sciences

Grown our membership to represent a more diverse sport and exercise sciences workforce.

The professional body for sport  
and exercise sciences in the UK.

FAIRNESS



PROFESSIONALISM



HONESTY



RESPONSIBILITY



EXCELLENCE



[BASES.ORG.UK](https://bases.org.uk)