

Inclusion in Action

Strategic plan 2021 - 2027

Special Olympics
Great Britain



Our purpose

To provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

Our vision

We will be a thriving, financially sustainable organisation that is at the forefront of innovation within the Special Olympics movement and recognised as a leader in driving societal change and inclusion through the power of sport for people with an intellectual disability in Great Britain.

Our values

We are Special Olympics GB. This is Inclusion in Action.

We are confident
and brave!

We laugh
and have fun!

We are kind
and respectful!

We have integrity and
choose to include!



Our strategic priorities



01 Stronger infrastructure

- Stronger accredited programmes
- More volunteers with more skills
- Easier and faster processes
- More National Office support



02 Grow participation

- Athlete-led organisation
- More sport and competition opportunities
- Inclusive and accessible sport and competition opportunities
- Showcase the entrepreneurship of our athletes
- Local to international opportunities



03 Raise awareness

- More content created
- More stories shared
- More digital engagement
- Increased awareness of Special Olympics GB



04 Generate more income

- Increased investment
- Strong financial foundations
- More meaningful partnerships
- Potential World Summer Games bid



You can download the full strategy, summary, easy-read and video versions on our website at www.specialolympicsgb.org.uk/inclusion-in-action