

**UNITE  
ENGAGE  
OWN IT  
INSPIRE  
INNOVATE  
LEAD THE WAY**



**WELSH ATHLETICS**  
ATHLETAU CYMRU

**A VISION FOR ATHLETICS IN WALES 2019-2026**

# OUR VISION

**TO BE THE NUMBER ONE SPORT FOR PARTICIPATION AND OPPORTUNITIES ACROSS WALES, UNDERPINNED BY A WORLD CLASS DEVELOPMENT PROGRAMME. WE WILL ACHIEVE THIS BY BEING A SECTOR LEADING ORGANISATION FOR GOVERNANCE, COLLABORATION, INNOVATION AND MODERNISATION"**

Our world is ever changing and we must constantly evolve and adapt, listening as we go, to ensure Athletics retains its place in Welsh sporting culture and maximises the contribution it can make to improving the lives of people in Wales. This strategy has taken feedback from the extensive member (customer) consultation and distilled it into a set of six strategic goals which will drive the next seven years of operational activity.

The six goals reflect the breadth of activity across athletics in Wales and allow Welsh Athletics to take advantage of its ability to influence a wide range of sporting and government agenda. We are uniquely placed to develop the skills for a lifetime in sport and to support athletic development activities from social running to the athletic pathway which drives our contribution to Team Wales and Team GB.

**Steve Perks, Chair of Welsh Athletics**

## **OUR VALUES**

**AMBITION**

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**EXCELLENCE**

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**FUN**

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**RESPECT**

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**TOGETHERNESS**

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**TRUST**

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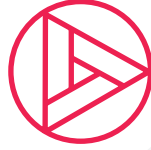


**UNITE**

**A COMMUNITY WHERE EVERYONE IS**

**VALUED AND  
SUPPORTED**

**WITHIN OUR SPORT**



## WE WILL

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Invest in athlete and coach development structures

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Develop excellence – a focus on long term athlete and coach development

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Recruit & support officials to remain active

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Ensure athletics is a safe and inclusive sport for all

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Continue to forge strong links with Disability Sport Wales

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Recognise and value the contribution made by active volunteers

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Bring new people from all backgrounds into our athletics family

## HOW WILL WE MEASURE SUCCESS?

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Growth in active membership - Targets of 20,000 affiliated members, 4000 licenced and active coaches/Run Leaders, and 600 licenced officials by 2026

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Improve retention rates across the sport - in particular between junior age groups, reducing drop out between age groups to below 15%

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Number of coaches engaging with Regional and National Development Programmes

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50% of clubs achieving 'In Sport' accreditation

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Ensure 80% completion rates for all coach and official's education

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Monitoring specific supporting demographics to help increase membership diversity in all areas of the sport

**50%**  
of clubs achieving  
'In Sport' accreditation

**ENGAGE**

**YOUNG PEOPLE**

**PREPARE EVERYONE FOR A LIFELONG**

**ENJOYMENT**

**OF SPORT**



## WE WILL

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Create and roll out a physical literacy offering for children aged 4 – 9

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Improve provision of athletics and running within every school in Wales

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Ensure every child has access to athletics programmes including The Dailymile, Quadkids and Sportshall

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Create an enhanced Teacher Education and Development programme

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Support Clubs to create safe, positive environments for all children to engage in athletics

## HOW WILL WE MEASURE SUCCESS?

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Physical Literacy offering being delivered in all 22 Local Authority areas of Wales

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100% of Schools engaged in Athletics delivery

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Increased participation levels within School Districts and Junior Athletics competitions across all parts of Wales

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Every Club welfare officer has attended face to face safeguarding training, and engaging with ongoing development opportunities

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Numbers of young athletes taking up free running opportunities across Wales





**OWN IT**

**ENSURE THAT**

**EVERYONE**

**HAS THE OPPORTUNITY TO**

**PARTICIPATE**

**AND**

**ACHIEVE**



BRITISH ATHLETICS  
CROSS CHALLENGE





## WE WILL

Train, Inspire and empower run leaders to establish their own groups across Wales

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Develop the competition pathway to support long term athlete development and retention

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Collaborate with partners to ensure everyone, everywhere has access to relevant competition opportunities

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Provide the tools, training and resources to facilitate the removal of all barriers to participation

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Champion the health & wellbeing benefits of our sport at all levels

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## HOW WILL WE MEASURE SUCCESS?

420,000 adults running every week in Wales by 2026

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Increase the demand for participation in Athletics and running

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Have 300 registered running groups, each one with a qualified Run Leader

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Increasing total opportunities to participate in each region of Wales

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Dedicated athletics facility in each Local Authority area

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Ensuring everyone has access to a local Club, Running group or free running opportunities

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To increase the number of athletes engaging with licensed competitions across Wales, specifically targeting under-represented groups

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**420,000**  
adults running every  
week in Wales by 2026

**INSPIRE**

**A NATION OF**

**CHAMPIONS**

**WHO INSPIRE THE NEXT**

**GENERATION**



## WE WILL

Create Excellent training and performance environments

Ensure Wales is represented at every Global and European Championship

Increase the visibility of our senior athletes

Deliver World Class Events that showcase our sport throughout Wales and the rest of the World

Increase the number of top 6 performances at the Commonwealth Games

Bring Athletics to a wider domestic audience

## HOW WILL WE MEASURE SUCCESS?

75% of all athletes competing at the Commonwealth Games to achieving personal best performances

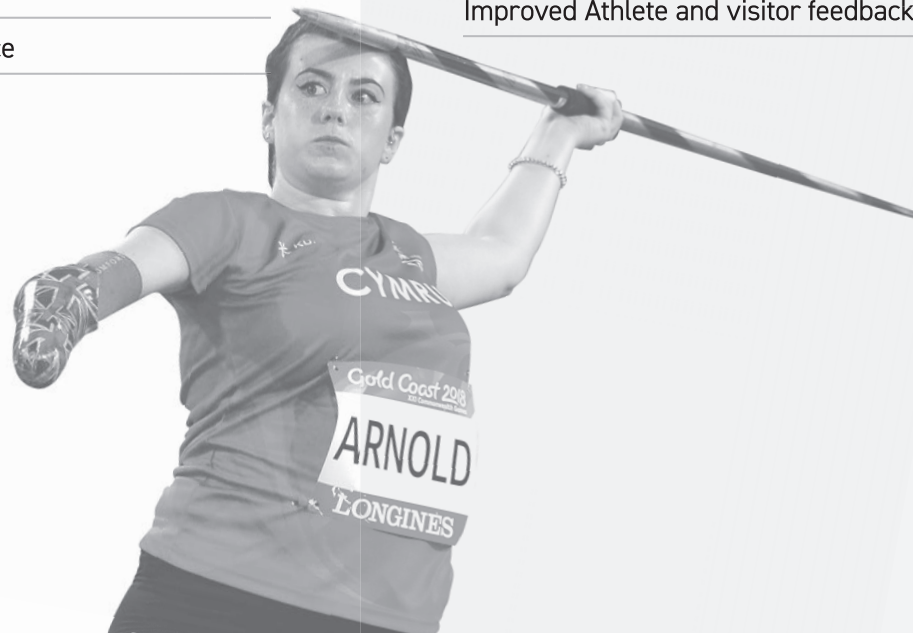
Increasing the number of Senior GB vests secured each season

Increase the number of finalists at all age groups in British Championships

Establish 3 regional performance development hubs in collaboration with British Athletics and key University partners

40,000 Social media followers

Improved Athlete and visitor feedback at competitions and event





# INNOVATE

**PROMOTE A VIBRANT CLUB**

# COMMUNITY

**CULTURE OF CONTINUOUS**

# IMPROVEMENT



## WE WILL

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Embed insight and learning into the culture of the organisation

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Continue to invest in modern infrastructure to reduce administration demands for clubs and improve athlete experience

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Provide incentives and support to facilitate the modernisation and professionalisation of club environments

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Build new collaborations to support innovation in competition provision

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## HOW WILL WE MEASURE SUCCESS?

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14 Club officer roles by 2026

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100% of clubs engaged with the club portal, each with a club development plan

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Welsh Athletics to go cashless and fully digital by 2026

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**100%**

**of clubs engaged with the club portal,  
each with a club development plan**

**LEAD <sup>THE</sup> WAY**

**BE A RESPECTED**

**TRUSTED**

**AMBITIOUS**

**SECTOR LEADING ORGANISATION**



## WE WILL

Be a high performing organisation

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Protect and safeguard the physical and mental wellbeing of staff and volunteers

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Invest in and empower our staff to develop and succeed

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Plan and implement change to secure the financial sustainability of the sport

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Demonstrate our commitment to equality & diversity

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Demonstrate our impact on the wider political and social agenda in Wales

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Ensure the sport has the most effective and robust governance structure to support the development of the sport in Wales.

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## HOW WILL WE MEASURE SUCCESS?

Annual staff engagement survey

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Annual staff and membership equality survey

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Annual customer satisfaction survey – with annual improvements being targeted

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Continuing to score 100% against the annual Sport Wales self-assurance framework

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Ensuring that over 50% of income is self-generated, improving commercial opportunities across the sport

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Improving our member engagement with establishment of athlete forums, and aligning all committees to the Governance Leadership Framework for Wales.

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**WELSH ATHLETICS**  
ATHLETAU CYMRU

**7 YEARS | 6 GOALS | 1 VISION**

**1 SPORT**