



WELSH ATHLETICS
ATHLETAU CYMRU



*LISTEN
ENGAGE
REPRESENT*

**Welsh Athletics and Run Wales
National Conference
Vale Resort, Hensol
Saturday 19th October 2019**



WELSH ATHLETICS
ATHLETAU CYMRU

THE STRATEGY FOR THE SPORT IN WALES

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Head of Operations



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Welsh Athletics 2019-2026 Strategy



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WELSH ATHLETICS STRATEGY

An overview....

- **Significant member consultation**
- **Athlete and Clubs at the centre of everything we do**
- **A focus on the sport not the funding streams**
- **Put the sport in Wales first**
- **A desire to empower clubs to lead**
- **One sport approach**
- **Clarity of role and purpose**





TO BE 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.



UNITE

A COMMUNITY WHERE EVERYONE IS **VALUED AND SUPPORTED** WITHIN OUR SPORT



INSPIRE

A NATION OF **CHAMPIONS** WHO INSPIRE THE NEXT GENERATION



ENGAGE

YOUNG PEOPLE PREPARE EVERYONE FOR A LIFELONG ENJOYMENT OF **SPORT**



OWN IT

ENSURE THAT **EVERYONE** HAS THE OPPORTUNITY TO **PARTICIPATE AND ACHIEVE**



INNOVATE

PROMOTE A VIBRANT CLUB **AND COMMUNITY** CULTURE OF CONTINUOUS **IMPROVEMENT**



WELSH ATHLETICS
ATHLETAU CYMRU

7 YEARS | 6 GOALS | 1 VISION

1SPORT



LEAD THE WAY

BE A RESPECTED **TRUSTED** **AMBITIOUS** SECTOR LEADING ORGANISATION



UNITE

Creating a community where everyone is valued and supported within our sport

We will...

- **Invest in athlete and coach development**
- **Develop excellence – focus on long term athlete and coach development**
- **Recruit and support officials to remain active**
- **Maintain a safe and inclusive sport for all**
- **Enhance opportunities for para athletes**
- **Recognise and value our volunteers**
- **Bring new people from all backgrounds into the athletics family**

UNITE

What will success look like in 2026...

- ✓ **20,000 members**
- ✓ **4,000 licenced and active coaches/run leaders**
- ✓ **600 licenced officials**
- ✓ **Improved retention rates – below 15%**
- ✓ **Increase in coaches engaging with Regional and National programmes**
- ✓ **80% completion rates for all coach and officials education**
- ✓ **50% of cubs achieving 'InSport' accreditation**
- ✓ **Improved diversity in all areas of the sport**



ENGAGE

Engaging young people and preparing everyone for a lifelong enjoyment of sport

We will...

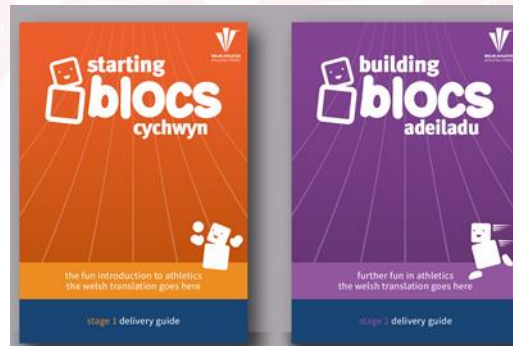
- **A new junior athletics offering for children aged 4-9**
- **Improve provision of athletics/running across the education sector**
- **Enhance the Teacher Education and Development programme**
- **A safe & positive environment for children to engage in athletics**



ENGAGE

What will success look like in 2026...

- ✓ Junior offering available in all 22 Local Authorities in Wales
- ✓ 100% of schools engage in athletics delivery
- ✓ Every child in Wales has access to athletics programmes
- ✓ Increase participation across each schools district and junior athletics competitions across all of Wales
- ✓ Every club welfare officer is qualified and engaged



OWN IT!

Ensuring that everyone has the opportunity to participate and achieve

We will.....

- **Train, inspire and empower run leaders to create new and exciting running groups**
- **Develop the competition pathway to support long term athlete development**
- **Ensure everyone, everywhere has access to relevant competition opportunities**
- **Remove barriers to participation**
- **Champion the health and wellbeing benefits of our sport**



OWN IT

What will success look like in 2026...

- ✓ **420,000 adults running every week**
- ✓ **Increased demand for running**
- ✓ **300 registered running groups**
- ✓ **Increasing total opportunities in each region of Wales**
- ✓ **Dedicated athletics facility in each Local Authority**
- ✓ **Everyone has access to a club, group or free running opportunity**
- ✓ **Increase number of athletes engaging with licenced events**
- ✓ **Number of young athletes taking up free running opportunities**



INSPIRE

*Develop a nation of champions
who inspire the next generation*

We will...

- Create performance training environments
- Increase our presence at Global and European Championships
- Increase visibility of our senior athletes
- Deliver World Class Events
- Increase number of top 6 performances at Commonwealth Games



HALF MARATHON SERIES



INSPIRE

What will success look like in 2026...

- ✓ **75% of selected athletes competing at CWG to achieve personal best performances**
- ✓ **Increase number of senior GB representation**
- ✓ **Increase number of finalist at all age groups in British Championships**
- ✓ **Establish 3 regional performance development hubs**
- ✓ **40,000 social media followers**
- ✓ **Improved athlete and visitor feedback at Competitions**



INNOVATE

Promote a vibrant club and community culture of continuous improvement

We will...

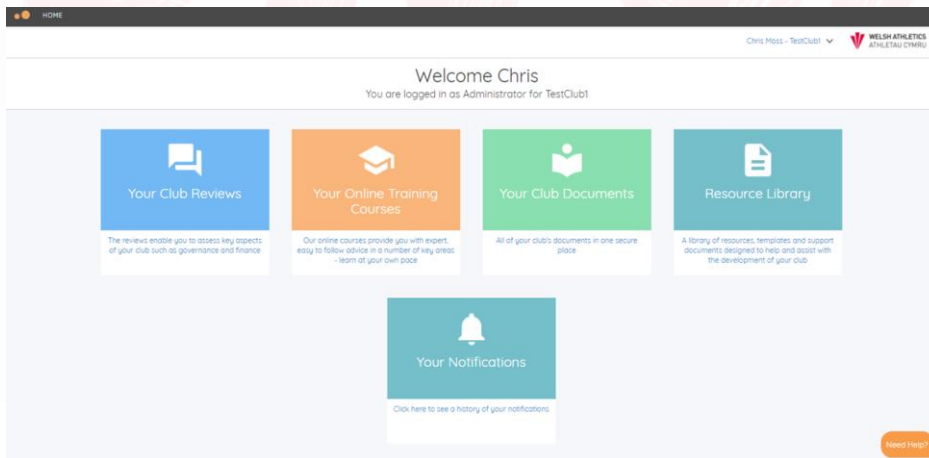
- **Enhance and expand digital solutions to assist clubs and members**
- **Be a learning led organisation**
- **Invest in modern infrastructure to reduce admin demands for club**
- **Incentivise modernisation and professionalisation of club environments**



INNOVATE

What will success look like in 2026...

- ✓ 14 professional club officer roles
- ✓ 100% of clubs engaged with the club portal
- ✓ 100% of clubs with a development plan
- ✓ A cashless and fully digital Welsh Athletics



LEAD THE WAY

Be a respected, trusted and ambitious sector leading organisation

We will...

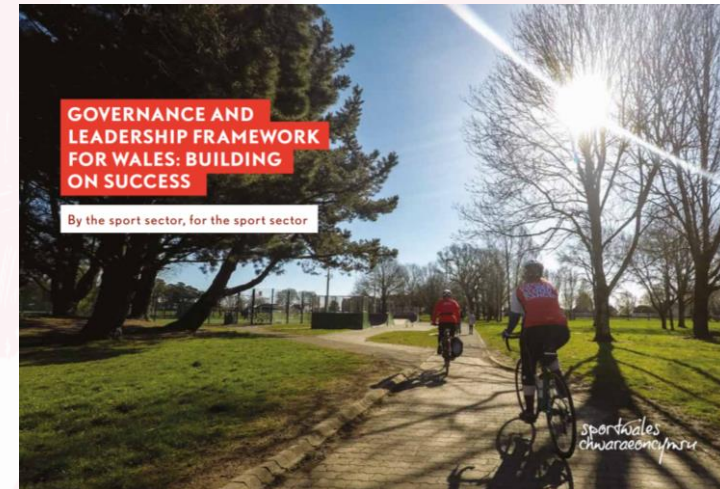
- **Be a high performing organisation**
- **Safeguard staff wellbeing**
- **Invest and empower our members**
- **Ensure financial sustainability of the sport**
- **Demonstrate our commitment to equality and diversity**
- **Demonstrate our impact on political and social agenda**
- **Have a robust and effective governance structure**



LEAD THE WAY

What will success look like in 2026...

- ✓ Improvements in staff engagement survey
- ✓ A more diverse membership and workforce
- ✓ Launch and drive improvements in annual member satisfaction survey
- ✓ Maintain 100% score in self assurance process
- ✓ Ensuring 50% of income is self generated



OUR STRATEGY

- **Shaped by the membership, shaped by you!**
- **Everyone has a role to play**
- **Everyone pulling in same direction**
- **Everything aligned**
- **Continuous engagement – be agile**
- **Behaviours shape our working**
- **Be willing to take risks**
- **Be willing to change**
- **Don't be afraid to fail!**

