

# Athletics: a sporting example

Run faster, throw further, aim to jump higher.  
Athletics offers the chance to participate, an  
opportunity to succeed.

From elite performer to recreational runner, full-time coach or  
volunteer official, athletics involves people of all ages and all  
abilities. It deals with fulfilling not just a sporting potential, but  
a human potential.

Every gold medal, every personal best, is based on the athletes'  
development from school sports day to the world stage.  
It involves a team of coaches, officials and volunteers.

The benefits are far wider than individual sporting  
achievement. Open to everyone, athletic participation can  
lead to increased social inclusion and stronger communities.  
By promoting a healthy lifestyle, it challenges issues such as  
obesity and heart disease. It provides an inspirational example  
of team work, self-discipline and the desire to achieve.

Athletic values can inspire the individual and communities as a  
whole. Support for Welsh Athletics will not just help to develop  
a sport. It will help to develop a nation.



Honoured with an MBE, OBE, and Welsh  
Woman of the Year, before being made  
a Dame in 2005, Tanni Grey-Thompson  
remains one of the nation's most  
successful and popular athletes. Tanni  
has won a total of 16 Paralympic medals  
including 11 gold, held over 30 world  
records, and won the London Marathon  
six times.

Top: Commonwealth Games, Manchester 2002  
Middle: Commonwealth Games, Melbourne 2006  
Bottom: Commonwealth Games, Manchester 2002



# Welsh Athletics: achieving our potential

## Our purpose:

**Inspiring participation, performance and excellence; running, jumping, throwing ... achieving!**

Welsh Athletics is the official governing body for athletics in Wales. 5000 registered athletes, more than 70 active clubs. Together, we aim to shape a new future for athletics development and achievement.

We have a proud history, a great track record. By providing structure we aim to create a seamless pathway from regional schools and clubs, to national elite performance. We support grass roots activity and translate this into national sporting success.

Welsh Athletics is dedicated to improving our sport at both club and national level. We target improved development, education and performance.

At all levels, athletics is a journey. While we develop a wealth of talent for the Commonwealth, British and Olympic teams, we also ensure that athletic opportunities exist for people of all ages and abilities.

Our mission is to create a structure that allows sports men and women to maximise their potential. Based on the development of a club standard, a national competition structure and professional athletics development centres, we will ensure the success of athletes throughout Wales.

People remember their champions. Champions remember their team. Sponsorship for Welsh Athletics will ensure that not only competitive athletes, but the team of coaches, staff and volunteers that support them, can realise their potential.

# Clubmark: raising the national standard

Our approach is simple.

Welsh Athletics is founded on a club network of athletes, volunteers and the wider community. We aim to provide the best possible foundations for our club members, to raise the athletic standards throughout Wales.

Our Clubmark scheme offers a charter mark for all our clubs. By offering a set of minimum operating standards and helping clubs to develop, we will ensure a more sustainable and successful athletics environment.

Clubs are linked to regional athletics councils who provide local leadership. By linking both to athletics development centres we can create a focus for dedicated educational activity. We can develop the athletes, coaches, and volunteers of the future.



Welsh Athletics clubs who offer club structure, competition and coaching opportunity for developing youngsters



Welsh Athletics clubs who offer junior track and field competition



Welsh Athletics affiliated clubs



Athletics is a significant sport in Wales. The athletic example can lead the competitor from the city street, to the wilds of Snowdonia. There is more than one challenge.

Welsh Athletics works to improve performance over four core disciplines: the Commonwealth and Olympic Games discipline of track and field, together with cross country, road running and mountain running.

Welsh athletes can be found conquering upland Wales, a challenge of steep gradients and rugged terrain. They tackle grass, woodlands, water and mud as they cross country. They pit mind and stamina against endless city streets and they run, jump and throw at the Olympics.

Working with the Federation of Disability Sport Wales, we have developed an integrated National Outdoor Championship for both able-bodied and disabled athletes.

We work to provide a structure of development and competition across the range of athletics disciplines and abilities. From the international Snowdonia mountain races, to the world cross country championships, we aim to develop athletes who can compete at the highest level.



## From field to fell: athletics for all

Top to bottom:  
Welsh Outdoor Track & Field Championships  
Sugar Loaf Mountain Running Race  
Great Wales Run 2008  
Inter Regional Cross Country 2008

# Passing the baton: from grass roots to gold medals

Welsh Athletics aims to ensure that athletes can maximise their potential from the very first moment that they encounter the sport.

Working closely with the Welsh Schools Athletic Association, we seek to nurture the long term health of athletics in Wales. We provide a dedicated athletics curriculum. We work with teachers to improve the basic movement literacy of young athletes.

Supported by a national coaching team, our athletics development centres will offer weekly sessions for 11-15 year old athletes. We aim to develop sound athletic foundations. Supported by workshops for coaches and teachers, we work to ensure that talent is not only identified, but nurtured.

Athletes of all abilities, all ages, need to compete. By supporting a wide ranging junior competition structure, our young athletes can set their goals and develop to obtain them.

Offering a direct link from schools and clubs, our talent development academy provides a focal point for emerging young athletes. From school to academy, we will provide a clear pathway from grass roots development, to elite athletic performance.

We not only aim to improve the health of young people. We aim to provide them with a link to future sporting success, at the very earliest stage of their athletic potential.

Support for Welsh Athletics will not just put the winning podium in sight. It will allow our athletes to achieve it.

World Indoor 400 metre champion  
Jamie Baulch goes back to basics



Welsh Athletics involves over 400 active coaches and 300 officials.  
We aim to train hundreds more each year.

Right across our club and regional network, we are dependent on a large volunteer workforce. From competition to club night, this generous volunteer community dedicates its time to improving athletic performance.

# Born champions: our coaches, officials and volunteers



Volunteer coaches and officials provide the foundation for our junior and senior leagues. They ensure the success of the Welsh Athletics Championships. They represent the health of athletics competition throughout Wales.

If an athlete is to improve, then so must the team that supports them. Welsh Athletics has a responsibility to develop not only our competitive athletes, but the wider athletics community that ensures our national success.

We aim to build a nationwide network of highly motivated coaches and officials at all levels. Our formal education programme focuses upon providing minimum standards for the development of coaches, officials and volunteers.

Our athletics development centres offer an opportunity for coaches to share good practice, while reinforcing the foundations of a national athletics curriculum. They create a hub of activity through which we can achieve athletic excellence.



We support more than the competitive athlete. There is more than one role. From club official to club champion, we offer people a chance to participate, a chance to develop, a chance to succeed. Welsh Athletics works to maximise the nation's athletics performance, by maximising the potential of the individuals and communities who support it.

Welsh Athletics develops the athletes of tomorrow, while nurturing the champions of today. We aim to ensure that talent can reach its full potential.

We have an undoubted athletic pedigree. As a nation, we have a great track record for the provision of elite athletes to both Commonwealth and Olympic teams.

Supporting Welsh Athletics will help us to develop elite athletes who can deliver a world class performance.

## Marking the pathway: delivering elite performance



“World class coaches can create world class athletes. Athletes need an environment that enables them to achieve and perform at a higher level. Welsh Athletics inspires athletes through performance management, and performance coaching.”

—Philippa Roles, Discus.  
Setting Welsh records from under 15 to under 23 levels, Philippa has twice made the Great Britain Olympic team.



“From the earliest successes of junior league and championship competition, to a personal best on my debut at the 2006 Commonwealth Games – I have been supported at every stage of my career. Without the development structure offered by Welsh Athletics, we simply would not succeed.”

—Rhys Williams, 400 metre hurdles.  
A bronze medallist at the 2006 European Championships, Rhys is one of the UK's leading track performers and a confirmed Olympic standard athlete.



“Athletes benefit from first class venues and competition, as well as access to leading coaches, sports science and support services. Welsh Athletics creates an environment dedicated to improving athletics development, education and performance.”

—Tim Benjamin, 400 metres.  
Winning Welsh titles at every age group, Tim has developed into one of the UK's top performing 400 metre runners. A silver medallist in the 4x400 metre relay at the European Championships in 2006, Tim is now an established Olympic athlete.

# Supporting Welsh Athletics: realise your potential

Welsh Athletics is entering the most significant period in its history. Athletes from across Wales have set their sights on the 2012 London Olympic Games.

Now is the time to promote the athletic example. Corporate sponsorship will place you at the heart of athletic development in Wales.

Attend a nationwide calendar of events and competitions. Become part of a network of schools, clubs and regions. Take part in athletic development across all ages and abilities, and identify the stars of tomorrow. Work with the champions of today.

Become part of the team. Realise your potential to help a nation reach theirs.

“From local athletics events, to international sporting recognition, Brecon Carreg is delighted to be associated with the development, and the successes of our nation’s talent. Athletics provides an inspirational example, not only for sportsmen and women, but for us all.”

—Gill Bullock, Marketing Manager  
Brecon Carreg

“S4C is proud to support the Welsh Talent Development Academy which will help nurture the top athletes of the future and provide positive role models to inspire young people. Our involvement reflects S4C’s wide commitment to sport in Wales.”

—Rhian Gibson, Director of  
Commissioning, S4C

Meddai Rhian Gibson, Cyfarwyddwr Comisiynu S4C, “Mae S4C yn falch iawn o gefnogi'r academi sy'n datblygu talent yng Nghymru trwy feithrin athletwyr o'r safon uchaf ar gyfer y dyfodol a pherfformwyr fydd yn ysbrydoliaeth i bobl ifanc. Mae ein cefnogaeth yn adlewyrchu ymroddiad eang i chwaraeon yng Nghymru.”

—Meddai Rhian Gibson,  
Cyfarwyddwr Comisiynu S4C