



WELSH ATHLETICS  
ATHLETAU CYMRU

*LISTEN  
ENGAGE  
REPRESENT*

Welsh Athletics Youth Development  
Conference

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CEO



WELSH ATHLETICS  
ATHLETAU CYMRU

# A YEAR LIKE NO OTHER!



The biggest challenge ever to our sport



We have all had to adapt



Embrace new ways of delivering our sport



Embrace new ways of communication



We prioritised safety above all else

# LEADING THE WAY

**How did you respond....**

Passion, creativity, understanding & honesty

The first sport to get athletes training

The first sport to re-start education

The first sport to re-start competition

**How did we respond...**

100 + webinars

Positive engagement and communication

We listened, we responded



# ONE SPORT ONE STRATEGY

**UNITE**

**ENGAGE**

**OWN IT**

**INSPIRE**

**INNOVATE**

**LEAD THE WAY**



# **WELSH ATHLETICS VISION**

*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.*



# WELSH ATHLETICS STRATEGY

- ✓ Growth in Membership, improve retention
- ✓ Safe and inclusive sport for all
- ✓ Develop Excellence – a focus on long term athlete and Coach Development
- ✓ Recognise & reward contribution made by active volunteers
- ✓ Bring new people from all backgrounds into our athletics family
- ✓ Focus on schools & physical literacy

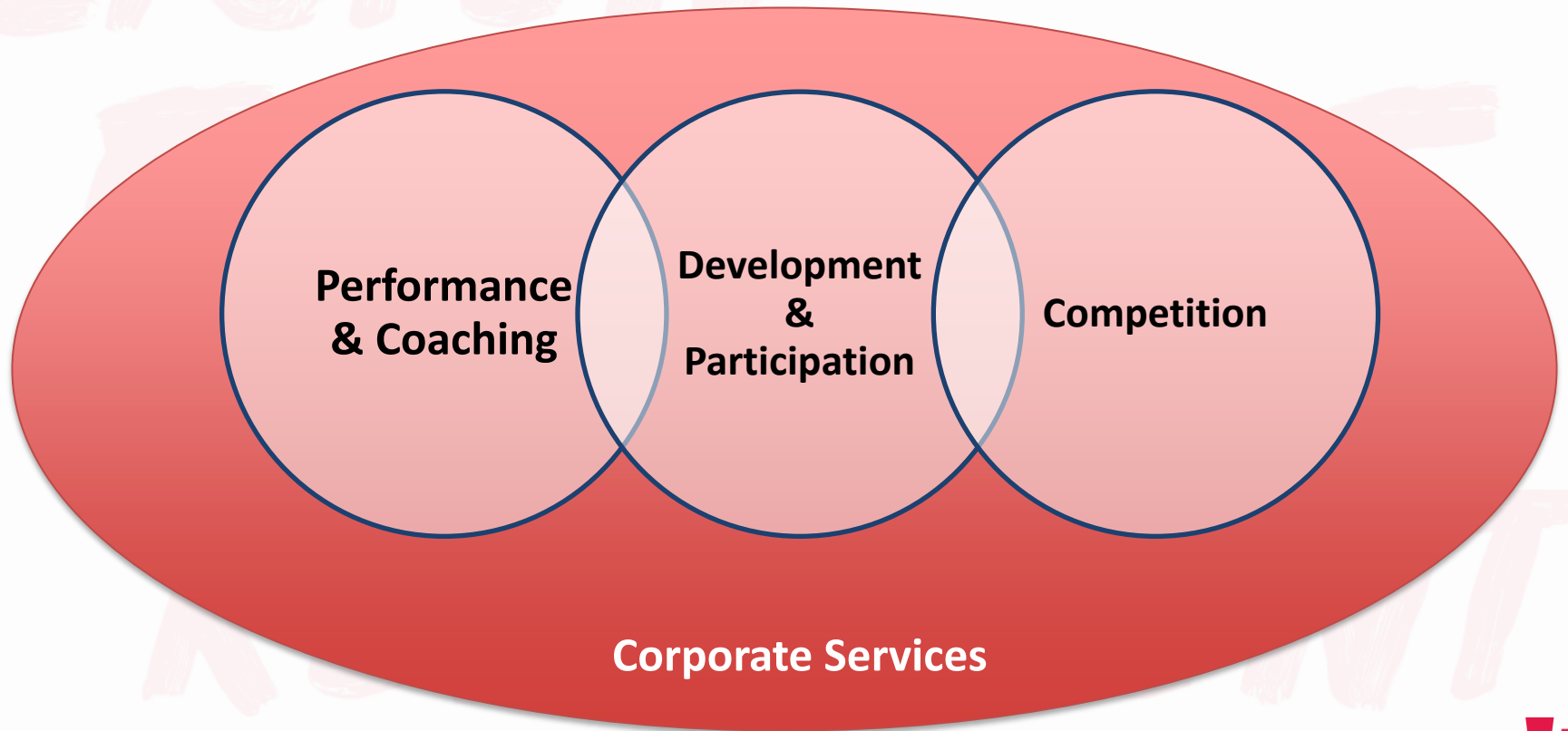


# WELSH ATHLETICS STRATEGY

- ✓ Roll out a physical literacy offering for children aged 4-9
- ✓ A competition programme that supports long term athlete development & retention
- ✓ The modernisation and professionalisation of club environments

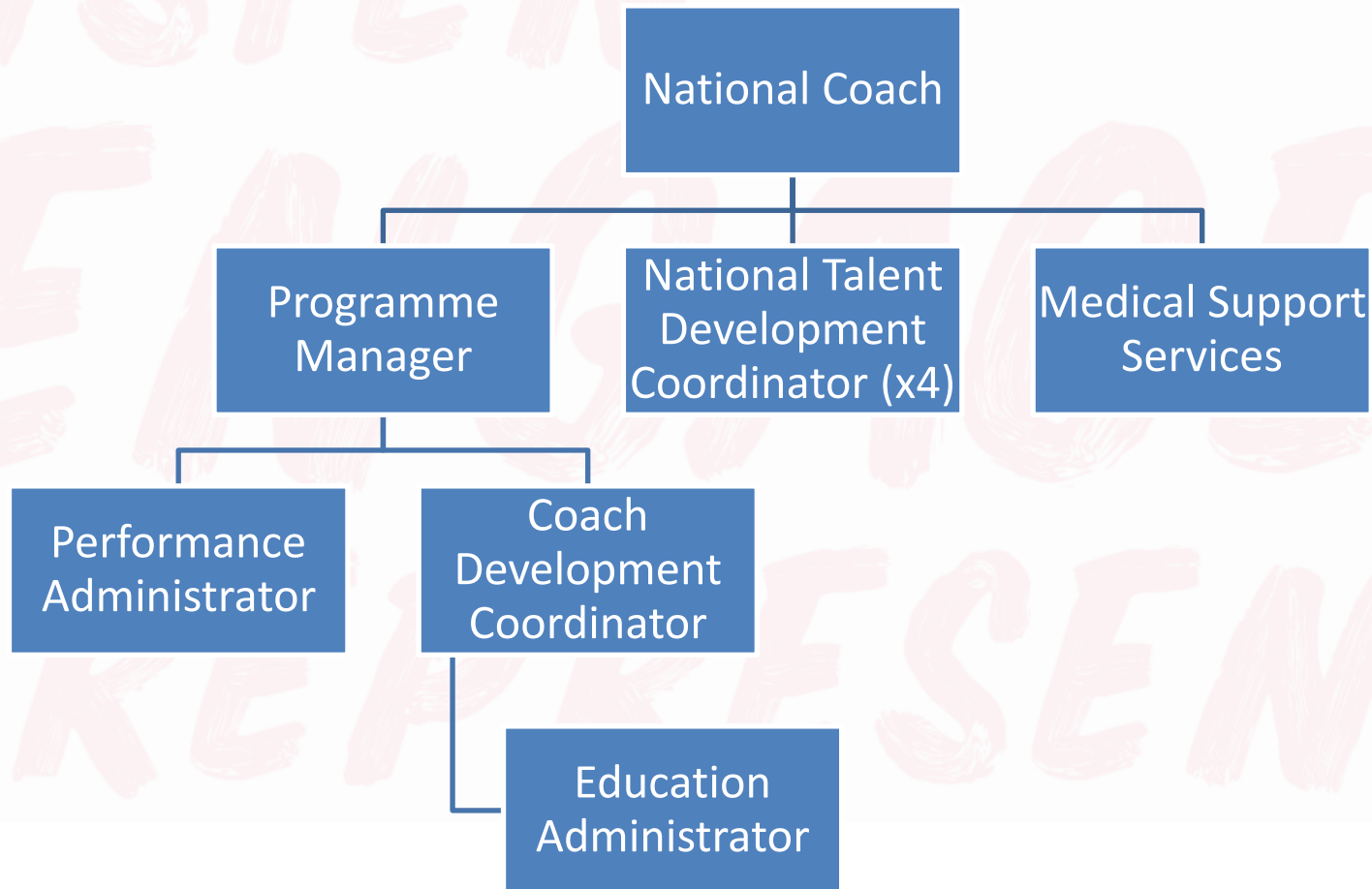


# OVERALL STRUCTURE





# How are our staff going to support our community



# Performance Development & Coaching

- Greater focus on development pathway
- Greater focus on developing event groups
- Greater focus on coach development
- Greater interaction with Development team
- Greater engagement with coaching community
- Develop the culture, develop the right environment



# 2021/22

- Continue to rebuild
- Focus on Values and Behaviours
- Be Athlete centred
- Deliver our strategic goals – roles and responsibilities
- Continue to engage
- Invest in new technology – future proofing the sport
- Be innovative, not be afraid to fail
- Respond and be ready to support



# RETURN TO SPORT

- Post-Easter return to sport plans
- Supporting the community to get ready
  - COVID officers
  - Risk Assessment
  - Licence renewals
- Updated Guidance – give us your views
- Be innovative – focus on what we can not what we can't...
- *Ask Us*
- Tell us how we can support you...we will respond



**THANK  
YOU**

**DIOLCH**



**WELSH ATHLETICS**  
ATHLETAU CYMRU