



**WEIGHTLIFTING WALES**  
CODI PWYSAU CYMRU

# **STRATEGIC PLAN**

2020 - 2024

STRENGTHENING WALES



# INTRODUCTION

We are pleased to introduce this strategy for Weightlifting Wales, the National Governing Body for the sport, as well as for Paralympic Powerlifting within Wales. We will promote the competitive sports of weightlifting and para-powerlifting, help develop talented sportspeople across a range of sports, and improve the nation's health and fitness.

Whilst Weightlifting Wales is focused on the sports of weightlifting, para-powerlifting and strength conditioning, we support the achievement of excellence in all sports. We are keen to share our resources with other National Governing Bodies in order that athletes across a range of different sports can benefit from weightlifting and strength conditioning. Sustainable success for Wales at major multi-sport games is one of our key goals.

Weightlifting Wales' strategic aims complement those of the wider sports sector; developing an active population in which everyone can experience lifelong enjoyment of sport. We believe that well-coached strength activities benefit children's natural development and is important for the older generations; we are committed to educating the Welsh population of the benefits of physical activity. We believe that our work is unique and pivotal to improving the health and well-being of the nation, developing champions and increasing the profile of Wales on the world stage.

Over recent years Weightlifting Wales has achieved significant success. Individual membership has increased by 125%; club and academies by 150%; the number of volunteers by 145%; and participation in events by 350%. Our national teams have had successes at major championships and long-term athlete development programmes are nurturing young athletes.

Diversity and equality is being addressed through development of an inclusive programme, embracing para-powerlifting for those with disabilities and initiating a comprehensive weightlifting programme aimed at a wide section of society, in particular those from under-represented groups and socially disadvantaged backgrounds.

Partnership working is fundamental to the success of Weightlifting Wales. Our partnership with Bangor University has led to the establishment of a National Performance Centre, which provides first class facilities and has enabled the introduction of scholarships for talented weightlifters and a talent identification programme.

We are encouraging our member clubs and academies to form local partnerships with educational institutions and health care bodies. By working in partnership, limited resources are used more effectively, higher performance levels can be achieved and the overall health and fitness of the people of Wales will be improved.

Weightlifting Wales embraces the values of inclusivity, excellence and openness. It supports and empowers a community of athletes, coaches, clubs, officials and members to get the most out of their favourite sporting activities. Our sport is good for individuals' health and mental well-being. It benefits people from all backgrounds, of all ages and of varying abilities. It promotes social interactions that enrich people's lives and builds individuals' confidence. Weightlifting and para-powerlifting provide opportunities for recreation and competition for all ages. Weightlifting training is an underpinning fitness activity that enhances performance in all sports.



## **we encourage health & fitness**

We ensure clubs and academies strive to develop the health, fitness and well-being of local communities.

## **we identify & develop talent**

We have a talent identification model and develop athletes who have the skills, confidence and motivation to enjoy sport and lead a healthy life. Long term athletic development programmes are offered to gifted individuals to provide opportunities for them to become champions.

## **we produce champions**

We support elite Welsh athletes through a comprehensive performance programme, leading them to compete at international events.

## **we support clubs and academies**

We offer 40 clubs and academies support and funding via Sport Wales and encourage them to be the best they can.

## **we make the most of people's skills**

We value our volunteers, officials and coaches, and support them at events. We provide them with positive learning experiences and accredited educational courses.

## **we organise high quality events**

We arrange competitions at national venues across Wales and affiliated centres, to allow individuals from all backgrounds and of all ages to compete in a supportive environment.

# OUR ACHIEVEMENTS THROUGH THE 2015 – 2019 STRATEGY

- Increased individual memberships by **125%**  
*from 135 to 169.*
- Increased participation at events by **350%**  
*from 120 to 420.*
- Recruited, supported and retained a team of over **50** active volunteers.
- Introduced a programme to nurture **25** young talented athletes to develop socially, mentally and over the long term to develop life skills and become champions in their sport.
- Supported **48** athletes through the Talent and National pathways and **500** individuals to compete in annual national championships and development events.
- Enrolled **54** developing athletes on 3-year talent identification programme.
- Fielded an inclusive team of 16 athletes who competed in the 2018 Commonwealth Games, resulting in one gold and one bronze medal.
- Supported **31** clubs to gain community chest grants and 6 to achieve development grants totalling £95,000.00 of funding to enable clubs to develop.
- Facilitated a network of clubs and academies to develop 1000's of local members health, fitness and well-being.
- Re-aligned what is perceived as a male dominated sport as an inclusive and diversified sport, involving women, people with disabilities, socially disadvantaged people and individuals from ethnic minorities. Over 50% of our participants now are female.
- Addressed diversity and equality issues by developing an inclusive programme, embracing both para-powerlifting and weightlifting.
- Strengthened partnership with Bangor University leading to the establishment of a National Performance Centre and venue to host up to international standard events.
- Scholarships introduced for talented weightlifters at Bangor University.
- Implemented a comprehensive coach education programme in the fields of Strength and Conditioning, Weightlifting and Para-Powerlifting.
- Recruited new directors and put in place a robust governance framework.



## OUR VALUES

### Inclusivity

being open to all and working in productive partnerships.

### Excellence

committing to improvement and striving to achieve the highest standard possible.

### Openness

being transparent and accountable.

## WHY WE EXIST

*To inspire individuals to take up the sport, improve health and nurture champions.*

## WHAT IS OUR VISION.

*An active nation where weightlifting and para-powerlifting are foundations for health and all sports; a nation whose champions perform consistently at major intentional competitions.*

## THE BENEFITS WE DELIVER

- Weightlifting, para-powerlifting and strength conditioning can be undertaken at all ages, by all abilities and by people from a range of different backgrounds.*
- The sport provides opportunities for volunteering and developing people for employment.**
- Involvement in weightlifting and para-powerlifting may help address mental well-being by increasing participants' self-esteem and giving them confidence.*
- Weightlifting and strength conditioning can improve performance in a wide range of athletic sports. It underpins the development of strong athletes.**
- Weightlifting, para-powerlifting and strength conditioning develops the whole person and builds the foundations for a full and active life.*

**STRATEGIC PLAN**

**2020 - 2024**

STRENGTHENING THE WELSH COMMUNITY

## OUR WAY OF WORKING

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- *Adopting a long term, participant centred approach.*
- **Focusing on community health and well-being.**
- *Developing our people.*
- **Working together, sharing learning and resources.**
- *Building champions.*
- **Becoming more financially independant.**

## OUR CHALLENGES

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- *There is still a need to address the public's poor perception of the sport and inform them of the many advantages of taking up weightlifting, para- powerlifting and strength conditioning. We intend raising a positive profile of the sport.*
- ***Staff retention is an issue. We plan to restructure and attract more funding and sponsorship in order to retain and develop our staff.***
- *Our membership base could be wider. We plan to increase our membership by demonstrating the value of belonging to Weightlifting Wales.*





## OUR OPPORTUNITIES

- *Developing academies and clubs further by increasing the resources of Regional Development Officers.*
- *Promoting our sport as one solution to obesity and lethargy amongst the population of Wales.*
- *Promoting our sport as a way of improving mental and physical well-being.*
- *Working in partnership with health bodies, local authorities, schools, colleges, national governing bodies and others to improve the nation's health and fitness.*
- *Supporting the Government in tackling the poverty agenda together with the well-being and healthier lifestyles.*
- *Collaborating with other National Governing Bodies to make best use of resources.*



# DELIVERING OUR STRATEGY



ADOPTING A LONG  
TERM, PARTICIPANT  
CENTERED APPROACH.

Encouraging people living in Wales, of all ages and from a variety of backgrounds, to participate in weightlifting; disability powerlifting; and strength activities so that Wales becomes a strong and healthy nation.

## What we will do:

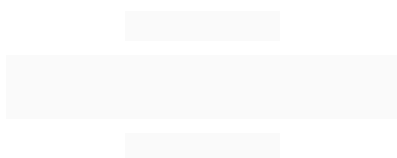
- Increase the number of affiliated centres and provide tailored support to those with the potential to reach Academy status.
- Support the development and delivery of Academy programmes.
- Market academies and affiliated centres to socially excluded and disadvantaged children, young people and adults.
- Develop a range of events and competitions to meet the needs of diverse communities.

## Measures & Targets:

	<i>current</i>	<i>four year target</i>
<i>Affiliated clubs</i>	<i>40</i>	<i>70</i>
<i>Academies</i>	<i>3</i>	<i>10</i>
<i>Participating in events annually</i>	<i>420</i>	<i>1000</i>

## Outcomes:

- Increased local provision, which widens opportunities for all ages and abilities to access the sport on a long-term basis, and improve their health, fitness and well-being.
- A network of sustainable academies and affiliated centres, providing training fitness activities in safe environments.
- Reduction in carbon footprint as a result of increased local provision.
- Sustainable centre facilities.
- Accessible, inclusive, affordable and no-cost opportunities to enable people from all backgrounds and in all situations to take up the weightlifting, power-lifting and strength conditioning.





# DELIVERING OUR STRATEGY



## FOCUSING ON COMMUNITY HEALTH AND WELL-BEING

To promote health and fitness within local communities through encouraging participation in weightlifting and strength-building with the aim of tackling obesity, improving self-confidence, raising self-esteem, developing social skills and ensuring well-being.

### What we will do:

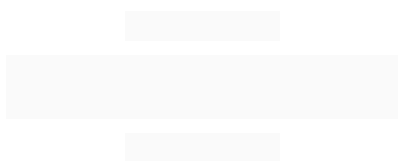
- Develop and implement national campaigns to promote health benefits.
- Engage with local organisations, community groups, schools and health bodies to involve all sections of the wider community in strength activities.

### Measures & Targets by 2024:

- *New health and fitness campaigns.*
- *New case studies of health and well-being success.*
- *2,500 children, young people and adults taking up the sport.*
- *An annual health and well-being survey conducted amongst membership.*

### Outcomes:

- **Increased number of affiliated centres and academies.**
- Rise in the number involved in the sport.
- **Improved health and well-being.**
- Increased confidence and social skills.
- **Effective outreach activity.**





To develop teams of first-class coaches, officials and volunteers throughout Wales to teach people from all walks of life weightlifting, disability powerlifting and strength conditioning.

### What we will do:

- Recruit, develop and support volunteers, coaches and officials.
- Design and deliver a junior volunteer programme.
- Disseminate good practice in coaching and mentoring to weightlifting centres and other sporting organisations.
- Provide opportunities for developing coaches through work shadowing at academies and events.

### Measures & Targets:

	<i>current</i>	<i>four year target</i>
<i>Coaches and technical officials</i>	<i>130</i>	<i>200</i>
<i>Work based learning placements</i>	<i>2</i>	<i>10</i>

### Outcomes:

- **Availability of highly skilled and qualified volunteers.**
- Individuals with transferable skills, which widens employment opportunities.
- **People from local communities actively involved in coaching and mentoring children and young people in weightlifting and strength conditioning.**
- Trained and skilled staff to meet demands of future developments.
- **Skilled and committed coaches.**
- Local and national events well attended and effectively managed by skilled and experienced volunteers and technical officials.



# DELIVERING OUR STRATEGY



WORKING TOGETHER,  
SHARING LEARNING  
& RESOURCES

To establish and maintain partnerships for collaborative working in respect of long term athlete development in sport and for physical and mental well-being of participants.

## What we will do:

- Identify partnership organisations and put in place memorandum of understanding for mutual benefit.
- Sign-post local athletes who are a part of the Welsh or British pathways to local Academies for specific sports conditioning.
- Support and guide Academies to connect and collaborate with local organisations, such as education establishments, local charities and support groups.
- Strengthen partnerships with other power-based national governing bodies to talent transfer athletes into the most suitable pathway.

## Measures & Targets by 2024:

- 20 local partnerships established.
- 5% reduction in overall costs.
- 4 collaboration arrangements finalised.
- 2 positive case studies annually.

## Outcomes:

- Cost effective use of resources.
- Improved life-long health and fitness, including physical and mental well-being.
- Well balanced and developing athletes transferring to sports which match their abilities.



DELIVERING  
OUR STRATEGY



BUILDING  
CHAMPIONS

To develop talent to become elite weightlifters and para-powerlifters and, compete successfully at Wales and UK national events, and major international events.

## What we will do:

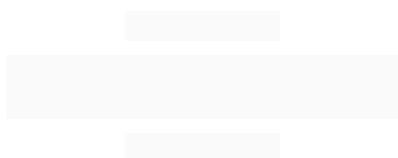
- Establish processes to identify and select talented weightlifters and para powerlifters.
- Develop the person then the athlete, then the champion.
- Develop coaches and mentors.
- Deliver a support programme to sustain International success.
- Promote medal winners as role models.
- Publicise the successes of development programmes.

## Measures & Targets by 2024:

- *50 athletes selected for long term development programmes.*
- *6 case studies of long-term development programme success.*
- *60 coaches developed.*
- *40 athletes representing Wales and 10 representing Great Britain.*

## Outcomes:

- **Talented individuals recruited to development programmes.**
- Highly skilled coaches focused on achieving an ethical, holistic, long-term approach to athlete development.
- **Excellence in both weightlifting and para powerlifting.**
- Representation at development internationals, Commonwealth, European and World Age events.
- **Increased profile of the sport and improvements in its image.**





# DELIVERING OUR STRATEGY



## BECOMING MORE FINANCIALLY INDEPENDANT

To lead and govern an efficient, effective and financially sustainable organisation that contributes to Welsh Government policies and supports the delivery of Sport Wales's strategies.

### What we will do:

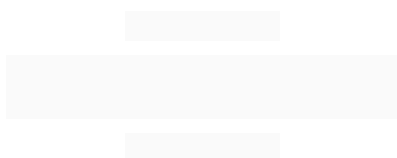
- Develop and promote a unique brand.
- Implement the Governance Leadership Framework for Wales (GLFW).
- Establish an efficient and effective Governance structure which maximises resources.
- Manage income and expenditure efficiently and effectively.
- New products leading to additional income from existing and new members.

### Measures & Targets:

- *Annual Self assurance reviews.*
- *Benchmark against the capability and GLFW framework.*
- *Policies updated annually.*
- *Income and expenditure in line with budget estimates.*
- *New income streams from the development of new products.*
- *Membership feedback via surveys.*

### Outcomes:

- **A robust Governance Framework continually developed in the light of best practice.**
- Confidence of funders.
- **Elimination of discrimination and harassment.**
- Robust processes in place to ensure children, young people, disadvantaged individuals and those from under-represented groups are effectively safeguarded.
- **A financially sustainable business.**
- Increased income and less reliance on public sector funding.



# HOW WE HELP DELIVER WELSH GOVERNMENT OBJECTIVES AND GOALS

## WELSH GOVERNMENT'S PROGRAMME FOR GOVERNMENT

The Programme for Government, states the ambition of building a Wales that is healthy and active, prosperous and secure, ambitious and learning, and united and connected. Its implementation document, Prosperity for All, sets out the aim of improving health and wellbeing for individuals, families and communities in Wales by shifting the approach from treatment to prevention to get people healthy and active. Alongside the national strategy, the Welsh Government has also published a well-being statement under the Well-being of Future Generations (Wales) Act 2015.

## WEIGHTLIFTING WALES CODI PWYSAU CYMRU

### OUR CONTRIBUTION

Weightlifting Wales's overall mission is to inspire individuals to take up the sport, develop health and nurture champions.. It is also concerned with development of the whole person, in particular supporting those who may be disadvantaged to engage in the sport and its social aspects.

Weightlifting Wales mirrors the Well-being of Future Generations (Wales) Act 2015's five ways of working by being concerned with:

- Long term objectives
- Prevention of health problems
- Integrating with other sports
- Collaborating with other bodies, including educational institutions and health bodies
- Involving as wide a section of society as possible

# WALES WEIGHTLIFTING CONTRIBUTES TO THE ACT'S SEVEN GOALS AS FOLLOWS:

## **A PROSPEROUS WALES**

- Through involvement in weightlifting as a participant or volunteer, social skills are developed and many develop increased confidence and improved self-esteem that helps them obtain meaningful paid employment.
- Weightlifting Wales is providing training and employment opportunities as a result of its work to develop local networks of clubs and academies.

## **A RESILIENT WALES**

- Development of local, community-based clubs that are easily accessible, thereby reducing carbon emissions.
- Making use of shared facilities.

## **A HEALTHIER WALES**

- Individuals of all ages, abilities and from a variety of backgrounds are encouraged to partake in the sport of weightlifting to improve their physical fitness and mental well-being.

## **A MORE EQUAL WALES**

- Weightlifting Wales encourages clubs to provide programmes for people of all ages, abilities (including those with disabilities) and from disadvantaged backgrounds.
- Many of the organisation's member clubs offer free or reduced cost sessions.
- The delivery of para-powerlifting training for those who are disabled.

## **A WALES OF MORE COHESIVE COMMUNITIES**

- The developing network of Weightlifting Wales clubs are embedded in local communities and staff undertake outreach work to engage those who are hard to reach.

## **A WALES OF VIBRANT CULTURE AND A THRIVING WELSH LANGUAGE**

- Weightlifting, para-powerlifting and strength conditioning are being developed in Wales to ensure a balanced sporting culture.
- Where necessary and possible, programmes are delivered through the Welsh language.

## **A GLOBALLY RESPONSIBLE WALES**

- Sharing, reusing and recycling of resources.
- Environmentally sustainable premises.
- Fair trade purchasing practices are encouraged.
- Reduction in carbon footprint through development of facilities within communities.