

wsa

Welsh Sports Association
Cymdeithas Chwaraeon Cymru



2021
**Annual
Report**

Chair's Welcome



I have been incredibly proud to Chair the Welsh Sports Association through the period of this annual report and one of the most challenging times our society and our sector have ever faced.

I want to thank my colleagues for their support over the previous year, in particularly those members of the board who are standing down this year – Sarah Jones, and our previous Chair, Helen Humphrey who have both made invaluable contributions to the WSA.

This year the Board will elect and appoint new members, and I look forward to the fresh perspective and challenge they will bring. The coming year will be an exciting and challenging time for the WSA and Welsh sport in general as we emerge from the pandemic and focus on how we can address the challenges that have been highlighted by Covid.

It has been hugely encouraging to see the way the sector has come together during the crisis. We have all faced significant challenges, with most sport being effectively “called off” for most of the period that this report covers. On April 1st 2020, all indoor facilities were closed and they remained so until early August, and were closed again in October and late December and remained closed at the end of March 2021.

We have been extremely grateful for the support that the Welsh Government and Sport Wales have shown to our sector.

Our year has been dominated by the crisis, but we have also had the opportunity to build new relationships and strengthen existing relationships. This year, we have developed new strategic partnerships with commercial partners and with colleagues in the wider sport sector. We are pleased to be working with Community Leisure UK to strengthen

the voice of the Leisure Trusts in Wales, and we continue to diversify and grow our membership to give us a strong and diverse voice in the debate.

There have of course, been points of friction throughout the year – but we have faced them collectively and constructively as a sector, utilising our voice when and where it matters to affect real change on behalf of our members.

I hope that 2021 will mark the beginning of a new period of growth for the sector. Our lobbying voice has never been stronger, and we must seize the opportunity to centre sport in the recovery and ongoing public debate. The WSA is proud of the role we have played in the crisis, and we want to continue to provide a strong independent voice for the sector. There are real opportunities in our ability to contribute to public health, mental wellbeing and community cohesion. We will also campaign for greater investment into the sector to meet these challenges, as well as our obligations to the climate. Our new Minister in the Welsh Government, Dawn Bowden MS has huge opportunities to make an impact and we are keen to help her engage with all of our members.

Thank you to all our members, partners and Sport Wales for their continued support.

A handwritten signature in black ink that reads "Lynn Pamment". The signature is written in a cursive, flowing style.

Lynn Pamment
Chair



Our Vision

“A vibrant, active nation”

Our Mission

“To empower our members to be stronger and more successful, contributing towards a society fit for the future”

How will we achieve this?

Leading Advocacy

An independent, collective voice

Developing Resilience

Financial and organisational sustainability and professional support, training and development

The WSA is a team of like-minded organisations. We capture the power of this team to reduce costs through collaboration and shared services, addressing common challenges through business solutions.

We are not here to develop or deliver sport, that is the job of our members.

We are here to strengthen and support our members – encouraging enterprise, innovation and growing potential so that we can promote prosperous and viable businesses within the sport and leisure industry in Wales.

Leading Advocacy and Influence

In 2021 the WSA Board agreed to make minor changes to our Mission and Vision to better reflect our work, and to prepare for the development of our new strategy.



Throughout the year, we have worked with UK organisations to support their understanding of the devolution settlement, attention to which has been brought to the fore by the Covid19 crisis.

We have also supported our members to facilitate great and effective engagement with Welsh public institutions, including the Welsh Government and Senedd.

We have represented members views in Senedd inquiries, Welsh Government consultations and on the National Sport Group, to ensure that elite and professional athletes were protected, thereby enabling them to continue to train through an exemption to the Regulations.

We know that 2021-2022 will bring fresh challenges, with changes to the Sport Wales funding model and the ongoing recovery from the pandemic.

A new Government has been elected, who have set out their priorities until 2026. We fully expect climate change and equality & inclusion to be key areas of work for us and our members in coming years.

Sport can and should have a visible role in public debate, and the WSA will work to give our members a voice and a platform to influence and advocate the power of sport effectively.

Building Resilience

We continue to work with our members and partners to deliver high quality business support and services.



Over the course of 2020-2021, our membership has grown by 17% to 138 organisations.

Our training offer continues to be a great success. We delivered Covid19 awareness training to over 5000 people, mainly volunteers from sports clubs across Wales, during the course of the year alongside our partners Right Directions.

We continue to deliver training to our members on topics as diverse as politics and advocacy, safeguarding and governance.

We are working with Right Directions to develop our training and CPD offer for the sector in conjunction with our new partners CIMPSA.

In 2020 we successfully bid for the next phase of the delivery of Sport Wales' Governance and Leadership framework. WSAs innovative delivery of the programme has added substantial value to the sector, and we know the work is highly valued because of independent satisfaction surveys.

We are committed to continue to support good governance as an integral part of our offer.

Over the year, we have worked with several of our members to understand the power of our collective purchasing. We will publish the results of this work over the next year as part of our commitment to finding the best value for money for sporting organisations.

Finance & Governance

As was the case for many of our members, the 2020/21 financial year was hugely challenging.

The WSA suffered a 27% reduction in commercial revenues at a time when the demand for our services was at its highest. Our initial scenario planning and financial forecasts were anticipating a requirement to use our reserves to ensure we were able to continue to support our membership and the sector through the pandemic.

However, the increasing demand for our services resulted in a growth in our membership, increasing our membership income by 36%.

This increase, coupled with additional resilience funding from Welsh Government/Sport Wales enabled us to replace our lost commercial revenues and provide additional funds to offer further services to our members.

By the year end, we were able to record a small surplus which helped to partly recover the loss of the previous financial year. Our trading subsidiary Vibrant Nation also suffered adversely from the pandemic with a 13% drop in DBS revenues although DBS costs were also reduced, enabling a small increase in our reserves.

Looking forward to 2021/22, the current economic climate continues to be a challenging one and we remain grateful to our members and to Sport Wales for their continued and valued support.

Our efforts will focus on recovery and continued diversification of income streams to strengthen our resilience and ensure investment into our ever-expanding services continues to grow.

[Our annual accounts for the WSA and Vibrant Nation can be found here](#)

We would like to show our appreciation for our partners and associates with us on our journey in 2018/19:



watkin davies

SPORTSCOVER



Acorn

joymo



Orchard.



JUST SOLUTIONS



VENTUR

St John
Ambulance
Cymru



Priorities for 2021-2022

Our agility to respond to the changing landscape and the governance needs of the sector has helped our members protect their people and ensure that wherever possible activity has been able to continue or resume where regulations have allowed.

We want to make the most of our agility in the coming year to put ourselves and our members on firm footing for the next stage of recovery and renewal.

LEADING ADVOCACY

Be the independent voice of sport and physical activity in Wales, providing a platform for our members to contribute to public debate:

- Help our members tackle the issues we face as a sector in collaboration, including our collective commitments to diversity and inclusivity and tackling climate change.
- Contribute to and play a central role in the debate on the future of Welsh Sport in the Senedd

BUILDING RESILIENCE

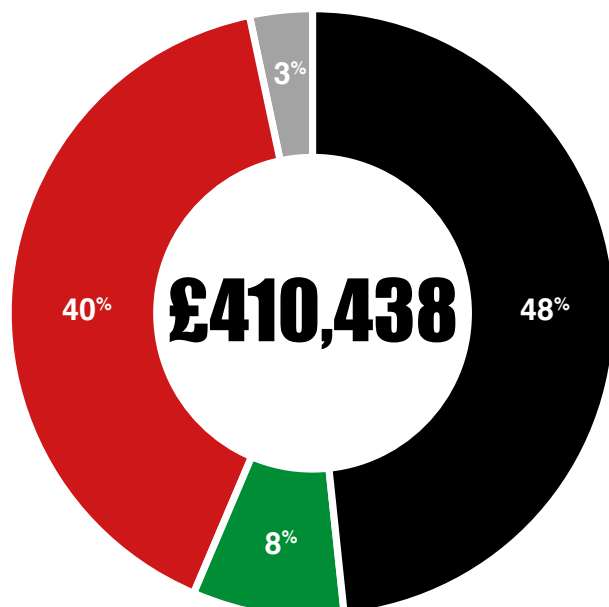
Continue to build the WSA & Vibrant Nation brand and services, reinvesting any surplus back onto the services offered to WSA members:

- Broaden the range of shared services available through professional partnerships that can demonstrate enhanced service levels and efficiency savings.
- Extend the use of our online training platform.
- Develop a shared procurement framework
- Develop our membership offer, offering new services and opportunities to all our members.
- Become more financially resilient, leveraging public investment for the greatest return to our sector.

EXPLORE OPPORTUNITIES

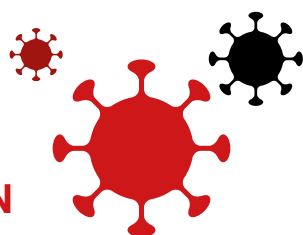
Explore the opportunity of securing charitable status to provide a new dimension to the organisation, to support future generations. The WSA is developing a new strategy, to be launched in January 2022.

BELOW IS A COMBINED INCOME BREAK DOWN FOR WSA AND VIBRANT NATION



GRANT INCOME	198,688
MEMBERSHIP	33,742
COMMERCIAL INCOME	164,537
OTHER INCOME	13,471
TOTAL	£410,438

GOING CONCERN



The directors note the impacts of Covid-19 on the company and the sector throughout the financial year. The directors have taken appropriate actions to protect the financial position of the company and have adjusted forecasts accordingly.

These forecasts have been subject to a number of scenario reviews, predominately focused on varying levels of revenue. As such the directors believe that the company is a going concern and present the accounts on that basis.