

WELCOME TO

# WSA

Welsh Sports Association  
Cymdeithas Chwaraeon Cymru

2025 BASELINE  
REPORT



NUMBERS & REVENUE

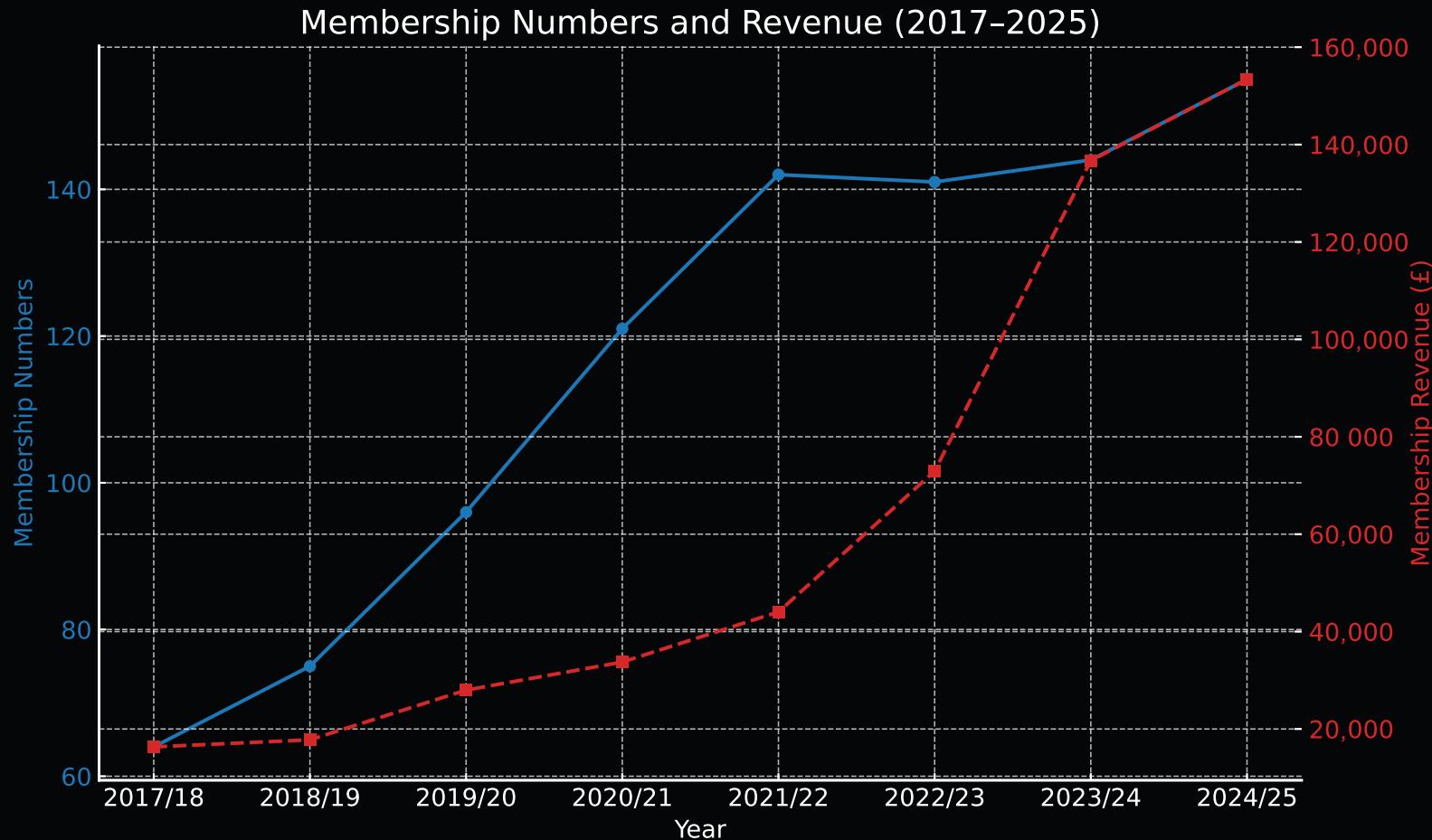
# MEMBERSHIP

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## MEMBERSHIP RETENTION RATE

Retention remained above 90% throughout the reporting period, meeting our strategic objective.

## MEMBERSHIP SHARED SERVICES

Four new Membership Plus services were launched, with 18 delivered over the past year. In January 2025, Safeguarding Plus was introduced and accessed by four member organisations.

## TRUSTED SHARED SERVICE

Strong demand continues, with members valuing quality, responsiveness and support during organisational transitions.

## REINVESTMENT TO WSA

Income from shared services is reinvested into the WSA team, creating three new roles since 2022.

# ADVOCACY & PUBLIC AFFAIRS

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As a leading, independent, and united voice for the sector, we provide evidence to the Senedd and Welsh Government across a wide range of areas. During this strategic cycle, our contributions have included the following:

## KEY AREAS OF CONTRIBUTION

- Responded to 13 Government and Senedd consultations during 2024–2025, covering issues such as Non-Domestic Rates, the bus network, poverty, and social inclusion.
- Ensured our members' voices were recognised as businesses, not just providers of sport and leisure services.
- Worked with Sport Wales and other member organisations to make a substantive contribution to the Senedd inquiry on the impact of cuts to sport and cultural sectors.
- Supported the publication of a landmark Senedd report in January 2025.
- Coordinated action with members, helping to influence the Welsh Government's decision to reverse cuts in the 2025–2026 budget.

## ONGOING ADVOCACY AND REPRESENTATION

- Supported members on a wide range of specific issues throughout the year.
- Provided regular updates on activity in the Senedd, Welsh Government, and other relevant public bodies.
- Delivered in-person training and board briefing sessions for members.
- Worked in partnership with Cricket Wales as part of our Advocacy Plus service.



COMMERCIAL PARTNERS & INCOME  
**PARTNERSHIPS**



**HUGH JAMES**

*sportwales*  
chwaraeoncymru

**HOWDEN**

 GRAY DAWES  
SPORTS

**JUSTSOLUTIONS**  
CONSULTANTS

 Harlequin<sup>®</sup>  
PRINTING & PACKAGING

**NET WORLD  
SPORTS**

 watkin davis  
insurance consultants  
Part of **HOWDEN**

**ActiveXchange**

**SPORT:80** 

 **ENTERPRISE**  
RENT-A-CAR

 **SPORTSCOVER**  
EUROPE



**PURECYBER**

 FL  
& LIGHTING  
& ELECTRICAL

 SMARTGED

**joymo**

St John  
Ambulance  
Cymru



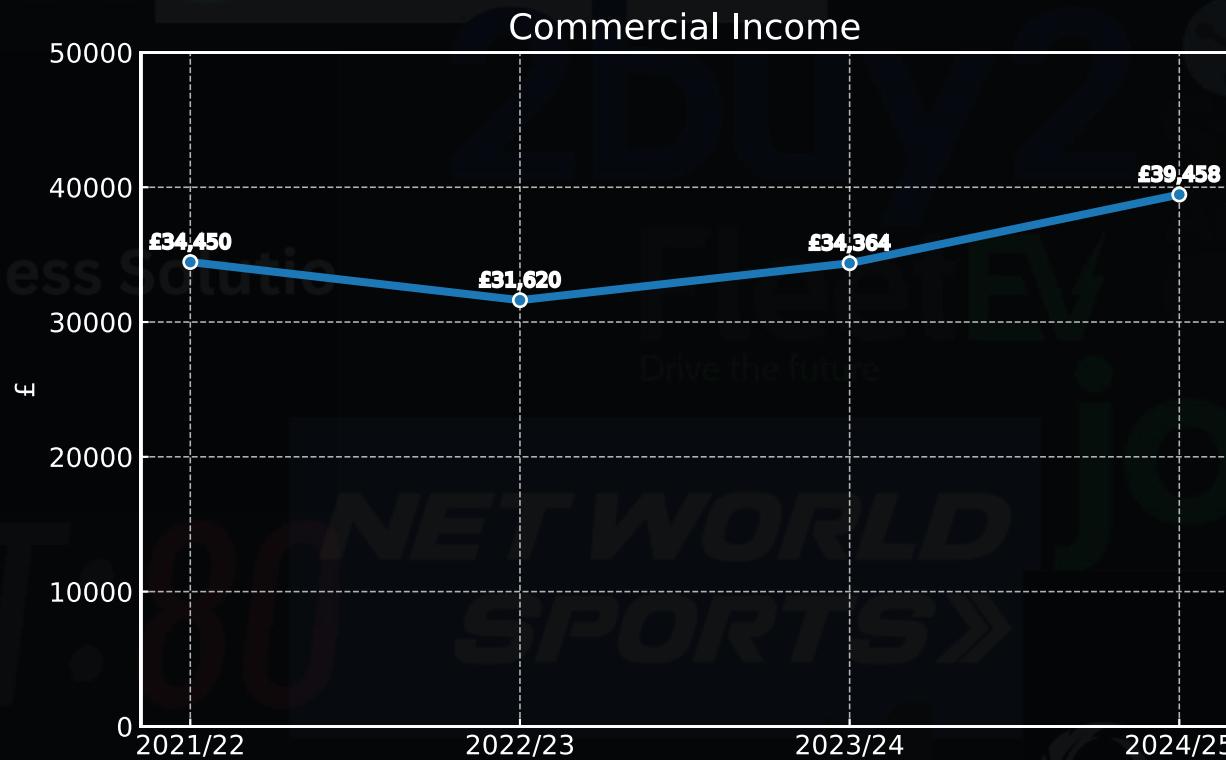
**2buy2**

 **Calor Risk**

By the end of the 2024/25 financial year, we had further expanded our commercial network, securing two new partners for our members: Quill Business Solutions and You.Smart.Thing.

Another significant development was the rebrand of our long-standing insurance partner, Watkin Davies, to Howden, in October 2024. This new identity strengthens our partnership, adding further value and resources to the sector, with Howden ranked among the world's ten largest brokerages.

This growth in partnerships has driven our commercial income to new heights, surpassing previous levels that were temporarily boosted in 2021/22 by the now-closed Government Kickstart Scheme.



# SOCIAL MEDIA AND WEB FOLLOWING

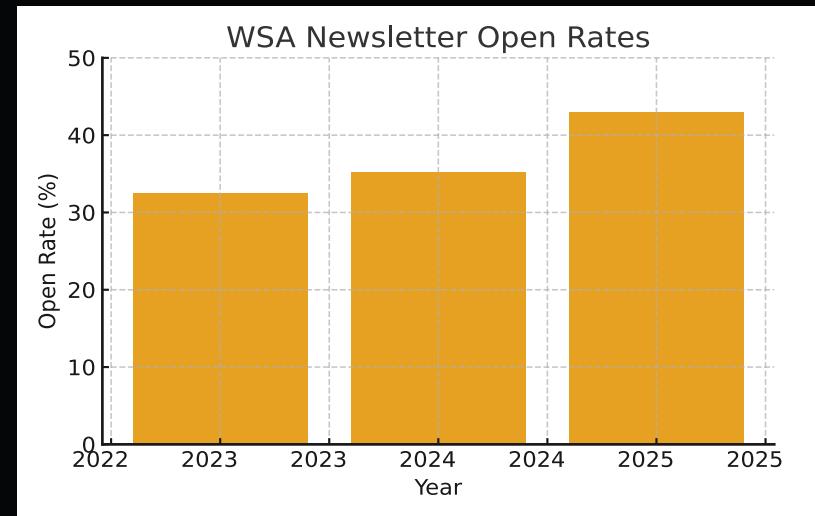
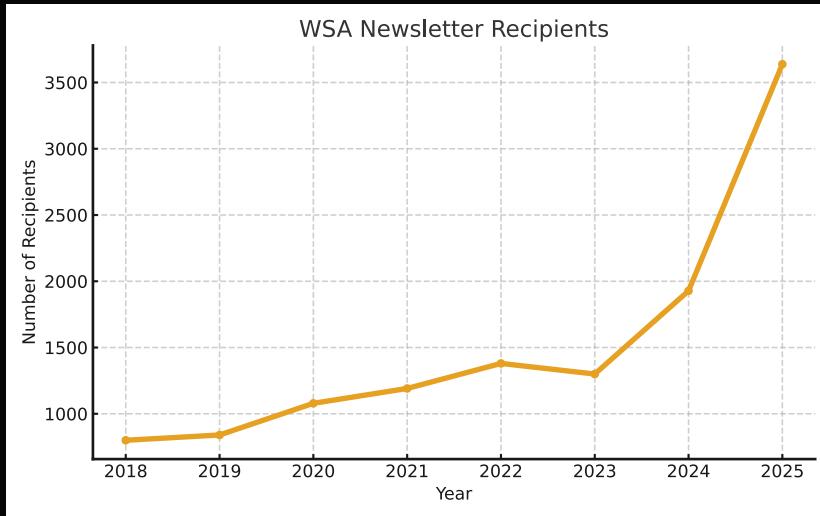
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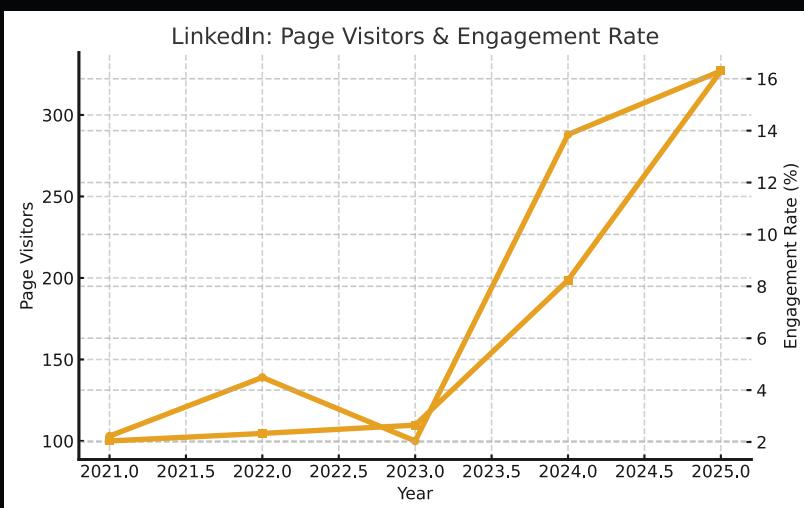


# WSA NEWSLETTER

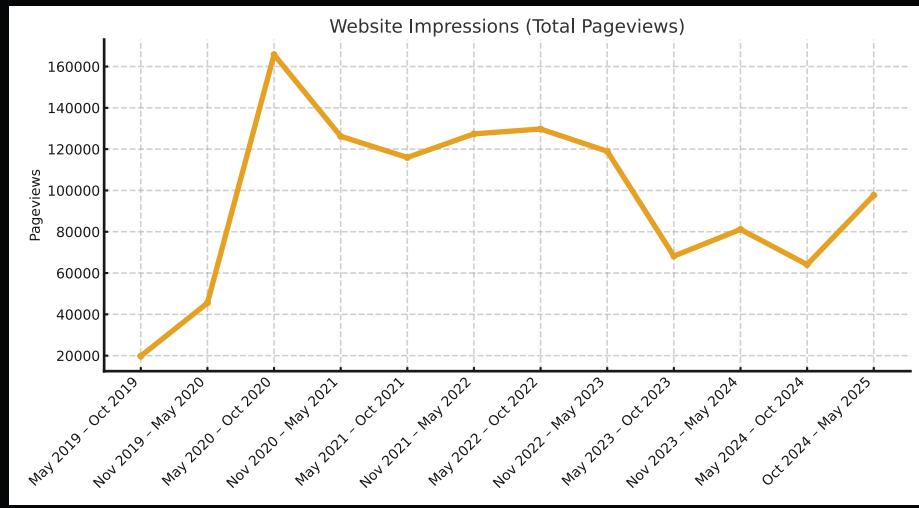


**Our average newsletter open rate of 43% exceeds the industry benchmark of 39.13% for 'Recreation, Sports & Entertainment,' as reported by [emailtoolster.com](http://emailtoolster.com).**

## LINKEDIN ENGAGEMENT



## WEBSITE IMPRESSIONS

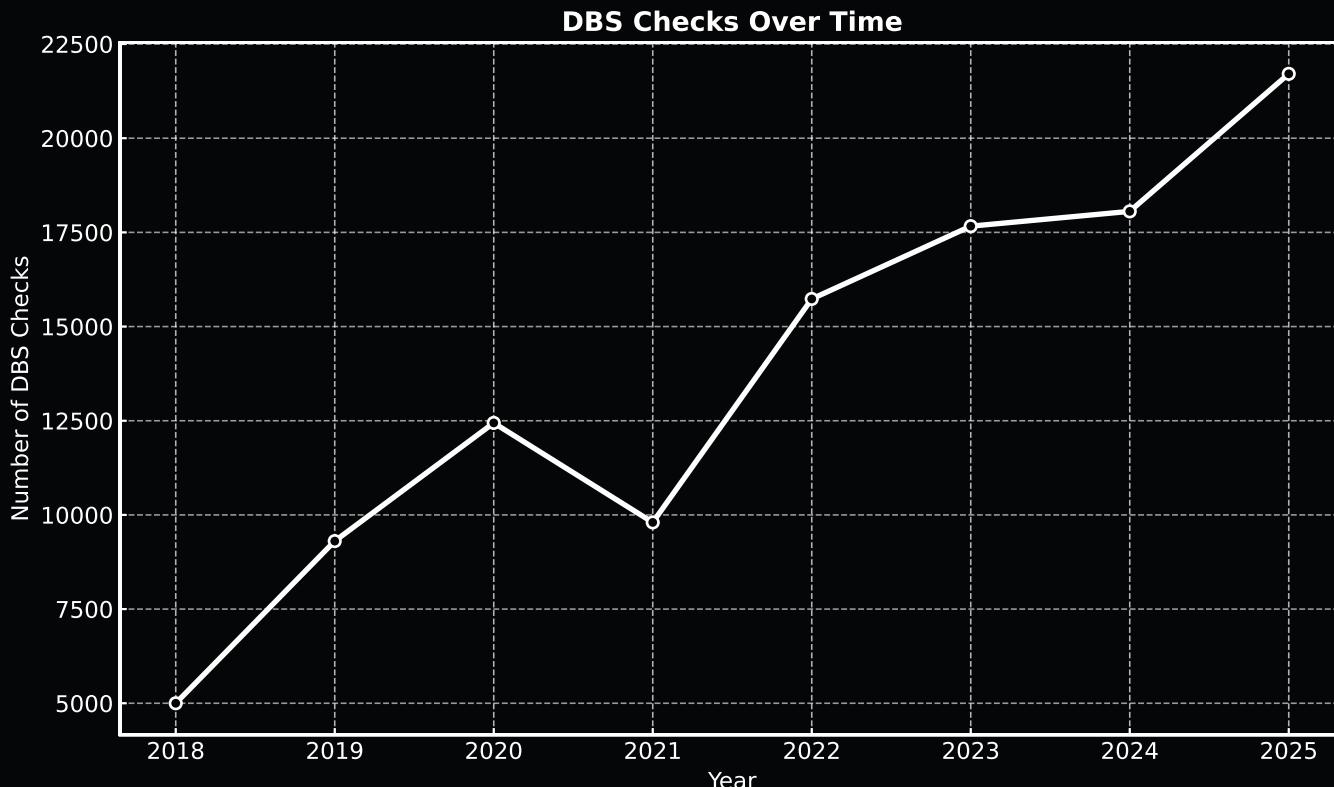


# VIBRANT NATION'S DBS SERVICES

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In September 2024, we recorded our busiest month ever for DBS checks, completing 2,969 compared to the previous high of 2,578 in September 2023.

Beyond supporting the sports sector, we also assist not-for-profits through Vibrant Nation, serving a total of 2,632 different accounts.

COURSE	2021/22	2022/2023	2023/24	2024/25
TIME TO LISTEN	12 COURSES	24 COURSES	8 COURSES	3 COURSES
TEAM MANAGER 1	4 COURSES	4 COURSES	9 COURSES	10 COURSES
TEAM MANAGER 2	3 COURSES	2 COURSES	6 COURSES	4 COURSES
NED TRAINING	3 COURSES	1 COURSE	3 COURSES	1 COURSE
RISK TRAINING	1 COURSE	1 COURSE	0 COURSES	0 COURSES

# FINANCIAL PERFORMANCE

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## COMMERCIAL PARTNERS & INCOME

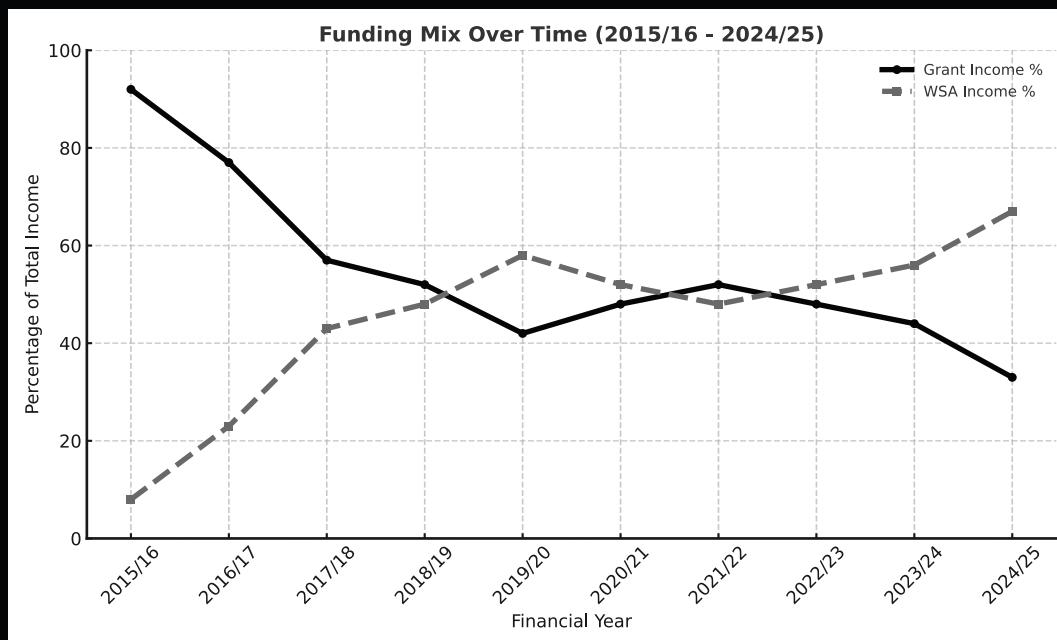
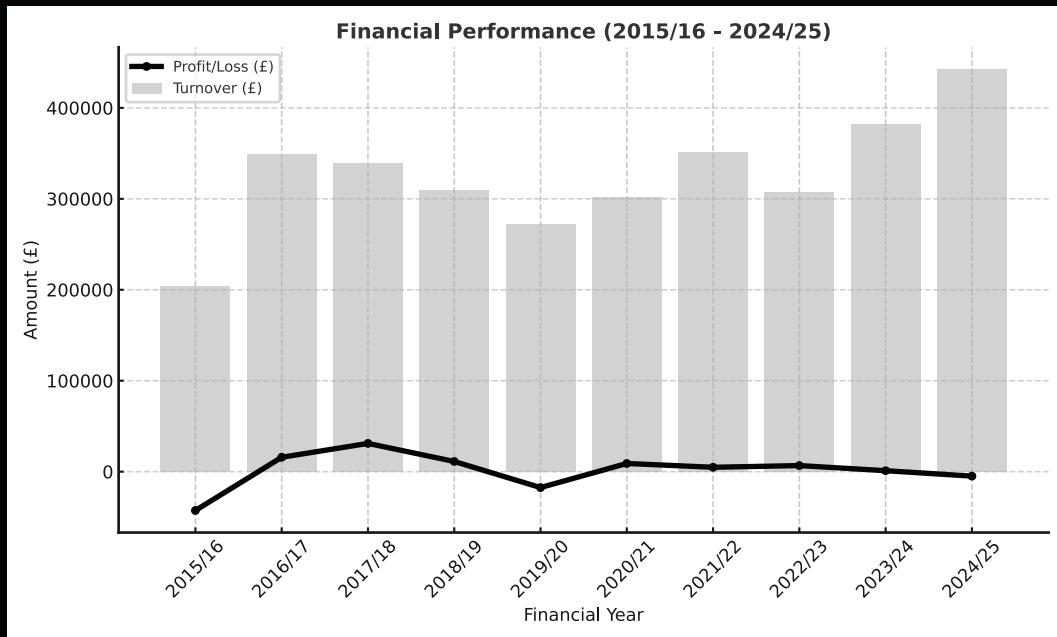
- During the year, we employed eight full-time staff members and provided a work-based placement to one undergraduate student. Our total staffing costs, including wages staff expenses and training were £349,269. The staff team expanded during the year with addition of one full-time employee to lead the new safeguarding service and the increase of a part-time role from 0.6 FTE.

This growth responded to rising demand for member services - particularly Membership Plus and DBS checks - compared to the previous financial year.

## OUR FUNDING MODEL

- In 2015, 92% of WSA's funding came from grants. By 2025, we reduced this reliance to 32.7% through a diversified income strategy, with shared services playing a key role.

Looking ahead, our priority is to further grow commercial revenue to strengthen financial sustainability.



# SUSTAINABILITY

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# S U S T A I N A B I L I T Y

In line with our Strategic Plan, sustainability is embedded in the way we work. We are committed to ensuring that our activities are climate sensitive, environmentally sustainable, and resilient to business challenges.

This year marks the first time we have calculated our baseline emissions, which will serve as the reference point for future reductions. From this point forward, we will track emissions annually and implement consistent reduction strategies.

## CARBON REDUCTION ACHIEVEMENTS 2024/25

- Appointed a Sustainability Champion
- Conducted a staff commuting survey
- Partnered with sustainable companies including Floodlight and Electrical, 2buy2, You.Smart.Thing, CalQrisk, and Harlequin Printing & Packaging
- Developed databases to track travel and electricity emissions
- Collected secondary data on business-related carbon emissions
- Hosted the annual Sustainability Conference to promote best practices
- Secured £100,000 of funding for sector sustainability projects (through Admiral)
- Launched Cycle to Work and EV Salary Sacrifice schemes for staff
- Delivered sustainability training across the sector
- Partnered with Kate Strong to support the Taff Tidy world record clean-up initiative
- BASIS members and staff completed Carbon Literacy training

### Carbon Reduction Plan Baseline Year 2024/25

- **Scope 1: 0 tCO<sub>2</sub>e**
- **Scope 2: 1.40 tCO<sub>2</sub>e**
- **Scope 3: 3.49 tCO<sub>2</sub>e**
- **Total: 4.49 tCO<sub>2</sub>e**

# MEMBER SATISFACTION SURVEY

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## 2024/25 MEMBER SATISFACTION SURVEY

	Completely agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Completely disagree	Total positive sentiment
I would recommend the WSA as a great organisation to work with	2024/25 - 69%	2024/25 - 24%	2024/25 - 6%	2024/25 - 0%	2024/25 - 1%	2024/25 - 93%
	2023/24 - 59%	2023/24 - 34%	2023/24 - 4%	2023/24 - 0%	2023/24 - 3%	2023/24 - 91%
	2022/23 - 69%	2022/23 - 22%	2022/23 - 9%	2022/23 - 0%	2022/23 - 0%	2022/23 - 91%

	Completely agree	Somewhat agree	Neither agree or disagree	Somewhat disagree	Completely disagree	Total positive sentiment
WSA delivers high-quality services	2024/25- 57%	2024/25 - 26%	2024/25 - 16%	2024/25 - 0%	2024/25 - 1%	2024/25 - 83%
	2023/24 - 55%	2023/24 - 34%	2023/24 - 9%	2023/24 - 0%	2023/24 - 2%	2023/24 - 89%
	2022/23 - 59%	2022/23 - 41%	2022/23 - 0%	2022/23 - 0%	2022/23 - 0%	2022/23 - 100%

# THANK YOU!

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