

WELCOME TO **WSA**

Welsh Sports Association
Cymdeithas Chwaraeon Cymru

2025 BASELINE
REPORT





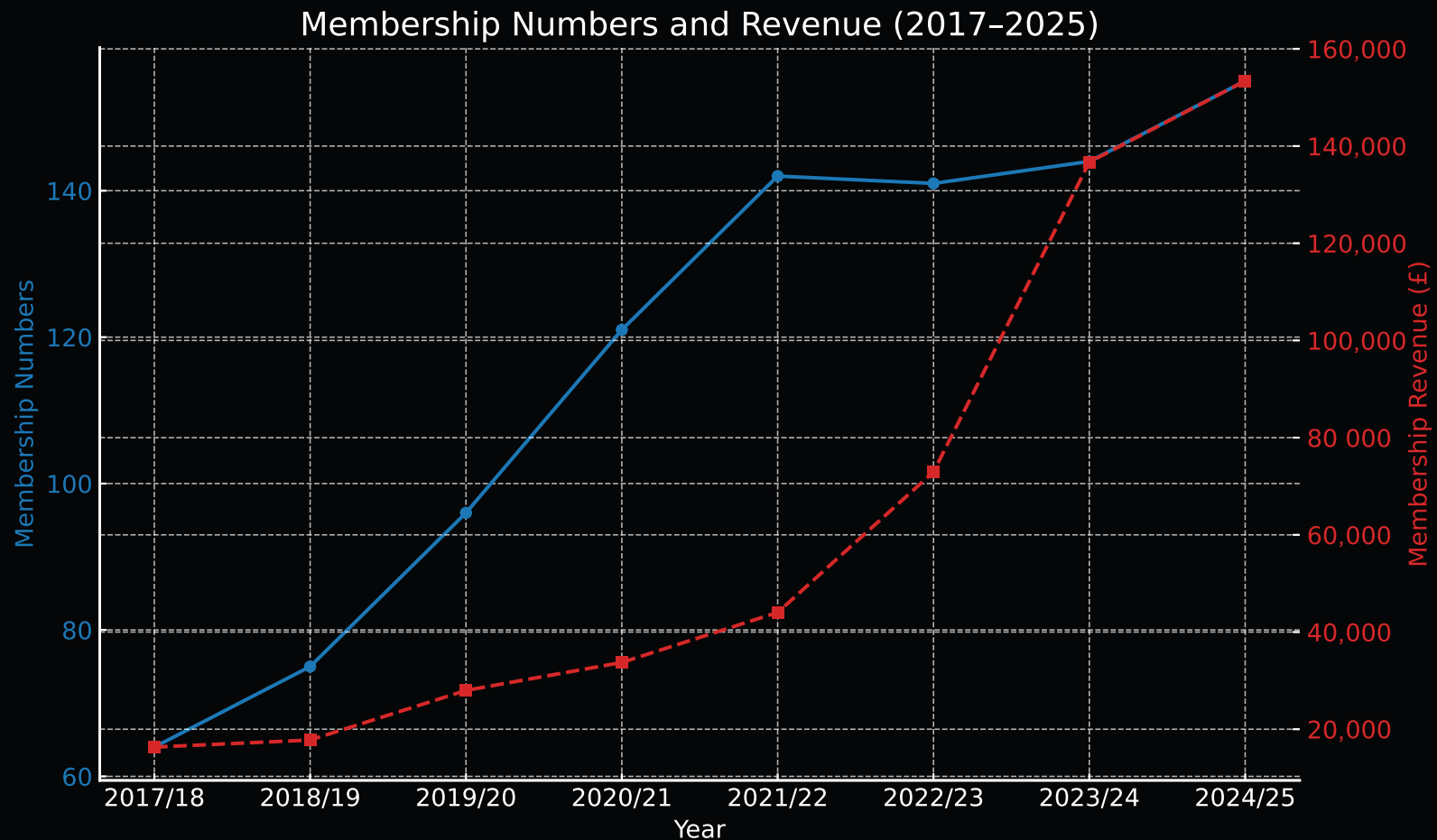
NUMBERS & REVENUE

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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ADVOCACY AND PUBLIC AFFAIRS

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.



sportswales
chwaraeon cymru

HOWDEN



JustSolutions
CONSULTANTS



NET WORLD
SPORTS

COMMERCIAL PARTNERS & INCOME

PARTNERSHIPS



Active change

SPORT:80



ENTERPRISE
RENT-A-CAR

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acorn
by SYNERGIE

SPORTSCOVER
EUROPE



FLUORID LIGHTING
& ELECTRICAL

joymo

PURECYBER

SMARTGEDY

HUGH JAMES

St John
Ambulance
Cymru



2buy2

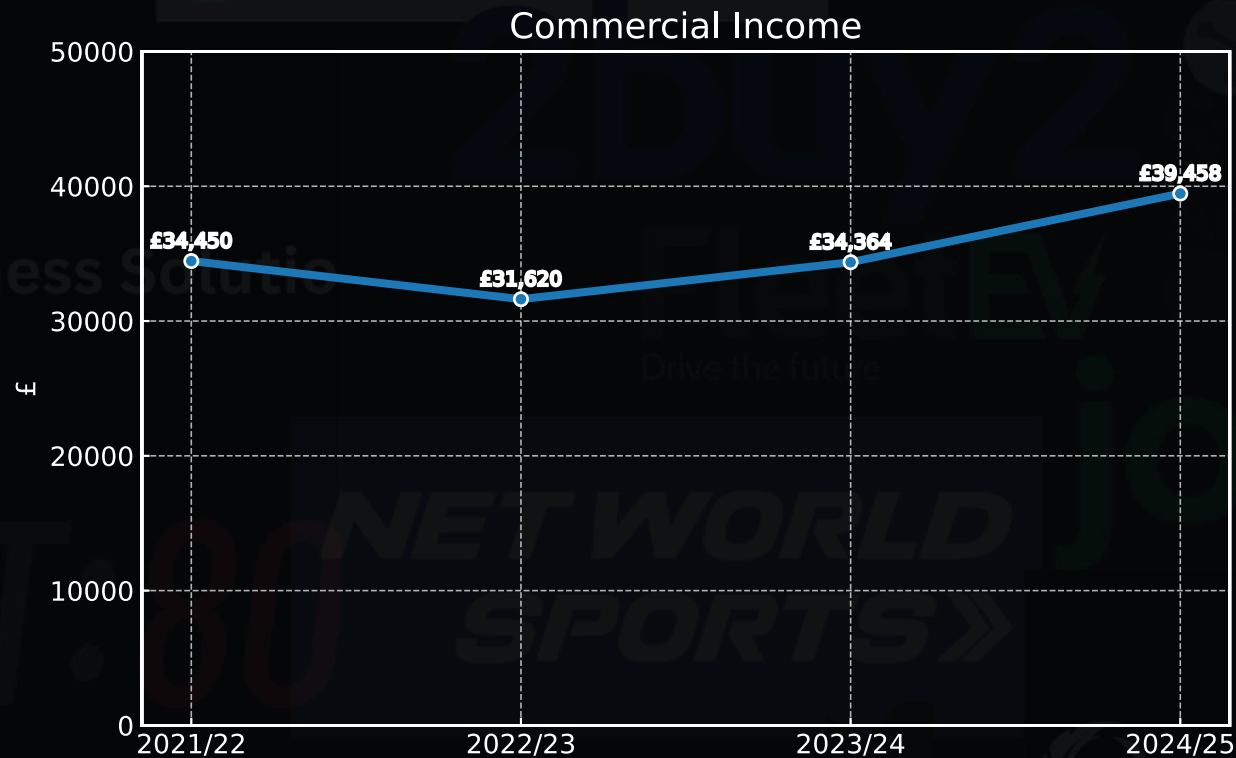
CalRisk

COMMERCIAL PARTNERS & INCOME

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.



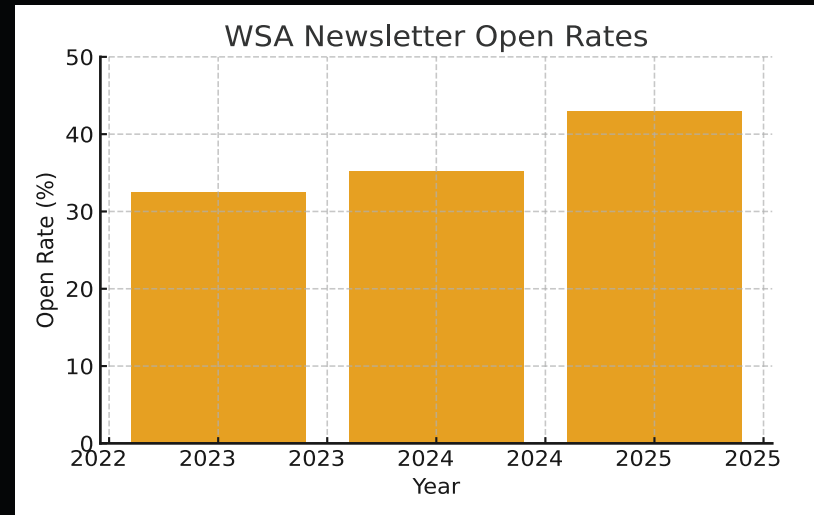


SOCIAL MEDIA AND WEB FOLLOWING

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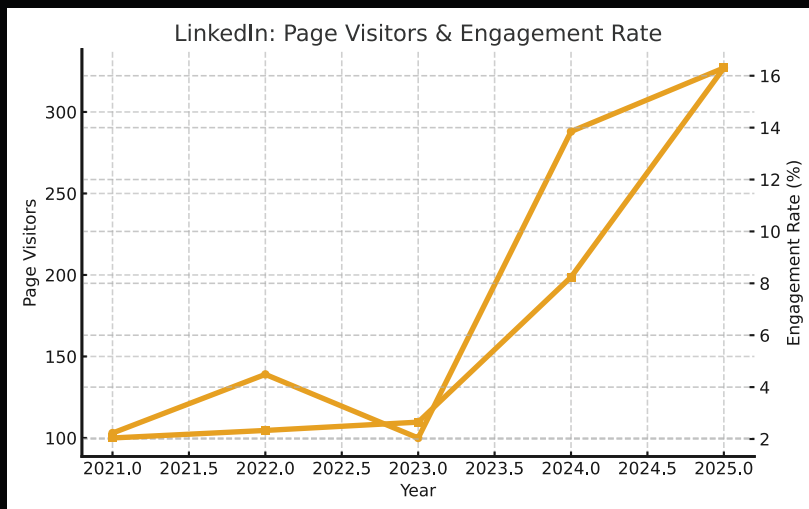
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WSA NEWSLETTER

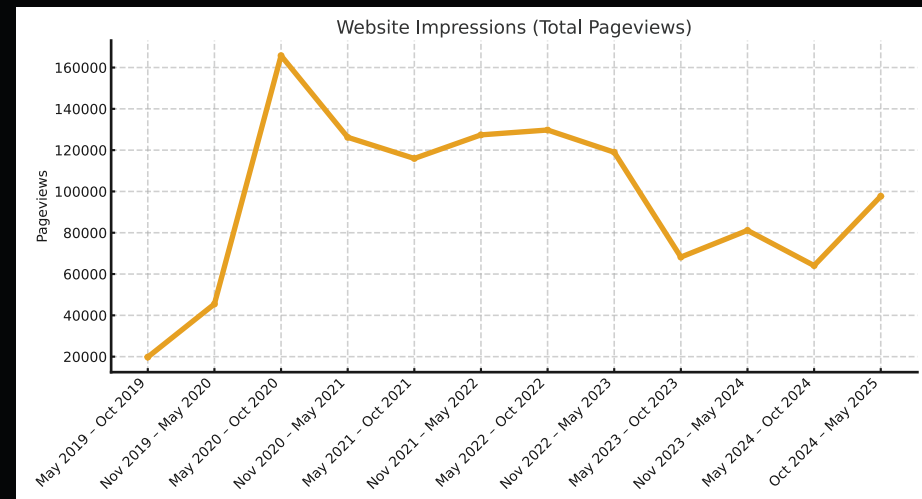


Our average newsletter open rate of 43% exceeds the industry benchmark of 39.13% for 'Recreation, Sports & Entertainment,' as reported by *emailtoolster.com*.

LINKEDIN ENGAGEMENT



WEBSITE IMPRESSIONS



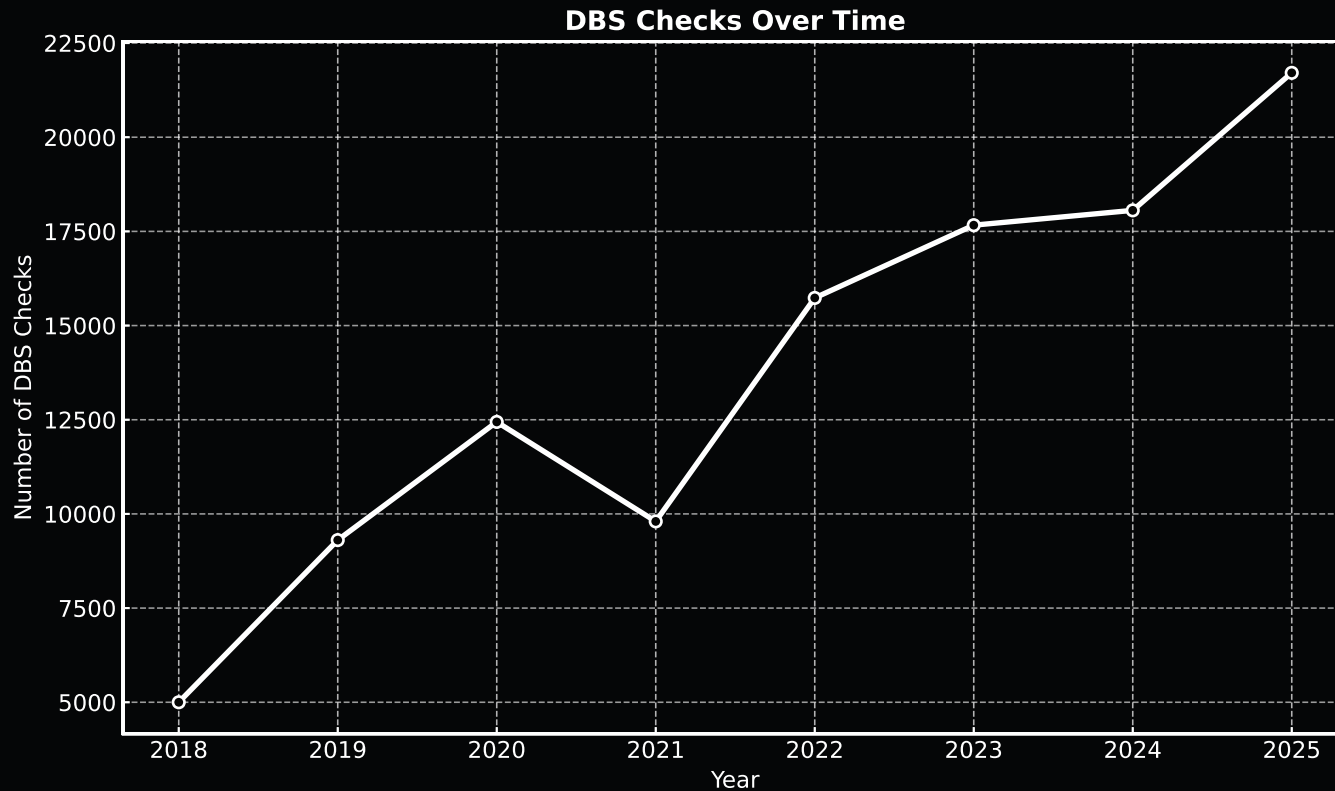


VIBRANT NATION'S DBS SERVICES

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VIBRANT NATION'S DBS SERVICE



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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Andrew Fairclough
GRAPHY

FINANCIAL PERFORMANCE

COMMERCIAL PARTNERS & INCOME

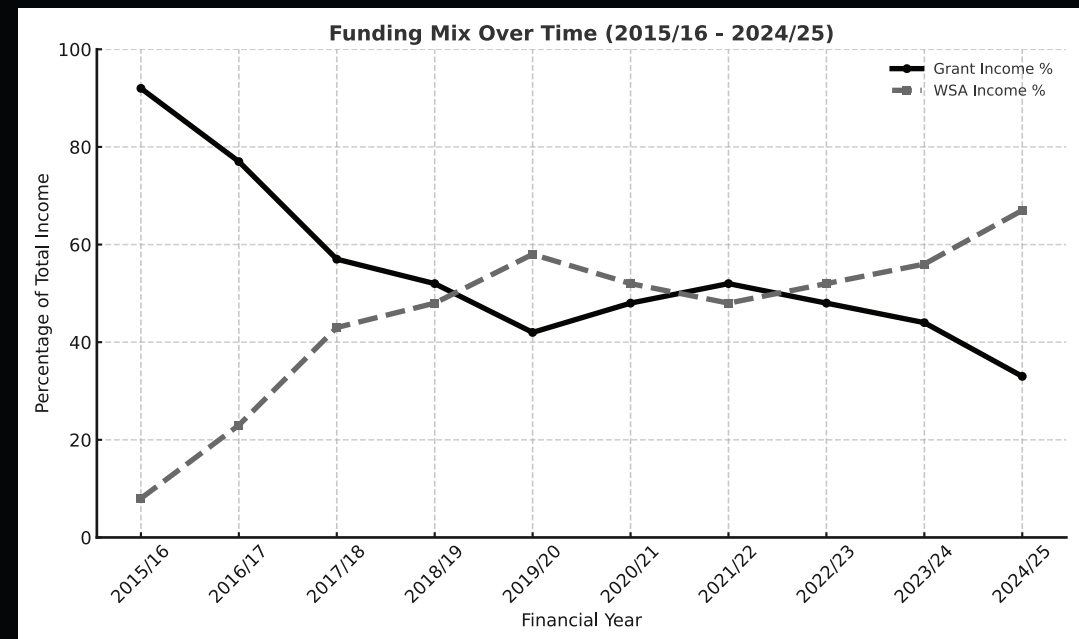
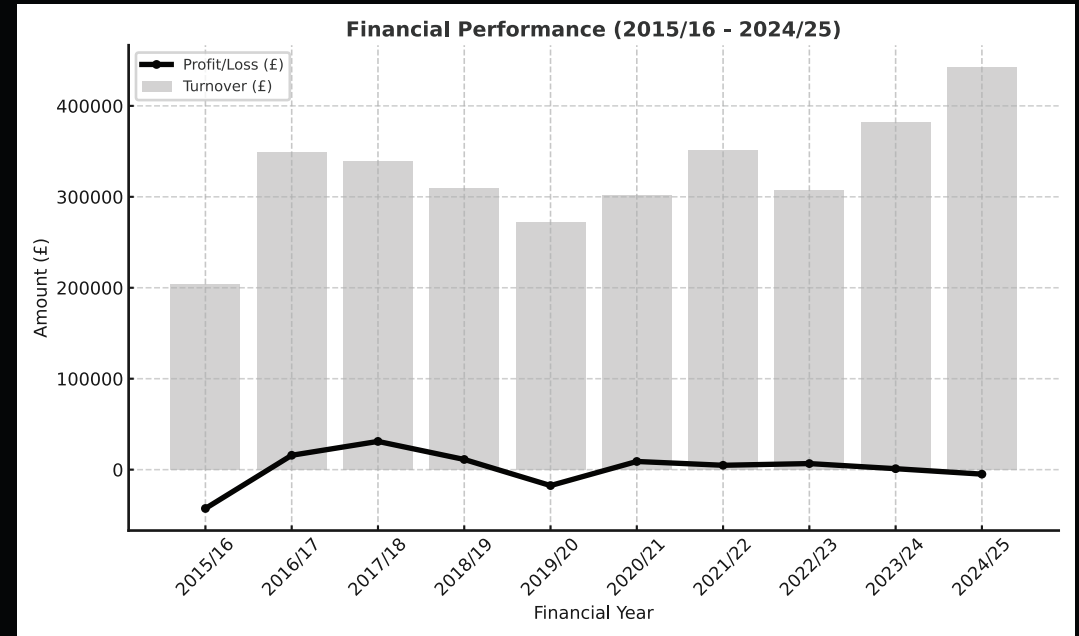
- During the year, we employed eight full-time staff members and provided a work-based placement to one undergraduate student. Our total staffing costs, including wages staff expenses and training were £349,269. The staff team expanded during the year with addition of one full-time employee to lead the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

A man and a child are kayaking on a river. The man is in the background, wearing a red helmet with 'bluewave' written on it, a red life vest, and a black wetsuit. The child is in the foreground, wearing a blue helmet with a white eye design, a red life vest, and a black wetsuit. They are both holding paddles and are on a blue and white kayak. The water is brown and turbulent, suggesting a white-water rapids environment. The background shows a rocky riverbank.

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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 tCO₂e
- Scope 2: 1.40 tCO₂e
- Scope 3: 3.49 tCO₂e
- Total: 4.49 tCO₂e

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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