

SETTING SPORT UP FOR SUCCESS

HOW THE WSA HAS DELIVERED ON ITS STRATEGIC PLAN 2022-2025

1.OVERALL IMPACT SNAPSHOT



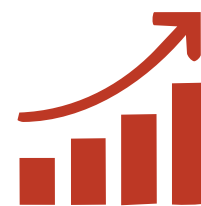
90%+
Membership retention,
with 30% growth



Successful delivery
of shared services
creating real value
for members



More opportunities
for member and
partner collaboration



Expanding services
and a growing
digital audience



Shaping Welsh sport
policy through
sustained influence
and decision maker
engagement

2.STRATEGIC GOALS



COLLABORATE

KEY ACTIONS

- Expanded member & partner network
- WSA sports industry awards launched
- WSA sustainability in sport conference launched
- UK home nations collaboration

IMPACT METRICS

-  90%+ membership retention rate every year
-  Membership increased by 30% (120 - 156 organisations)
-  Strategic partners grew by 67% (12 - 20 partners)
-  Greater access for members to expertise, services and opportunity
-  Expanded reach and credibility across Wales and the UK
-  90%+ member satisfaction annually

IMPACT

Acting as Welsh sport's Super Connector - Bringining members, partners and decision makers together to make the sector stronger.



DEVELOP

KEY ACTIONS

- Five membership's plus services launched
- Shared pronouncement portal launched
- Growth in DBS service
- Skills, capability & capacity building

IMPACT METRICS

-  An independent member return on investment report demonstrates significant potential savings available to all members.
-  Over 40 membership plus services delivered in a strategic cycle.
-  Income from shared services is reinvested into the WSA team, creating four new roles in the strategic cycle.
-  54% growth in DBS checks (from 15,733 to 24,145), strengthening safeguarding across Welsh sport.

IMPACT

Delivering more services that cut costs, make sport safer and strengthen member resilience.



PROMOTE

KEY ACTIONS

- Stronger advocacy platform
- Influencing policy & investment
- Promoting sport role's in Welsh life

IMPACT METRICS

-  Respoded to 30+ Government and Senedd consultations.
-  Cited extensively in Senedd proceedings, research reports, and briefings
-  Welsh Sports Foundation created, raising over £220,000 to support participation
-  Provided regular updates to members on activity in the Senedd, Welsh Government, and other relevant public bodies.
-  Regular engagement with decision makers.

IMPACT

Using the sector with a trusted, collective voice.

“ Together, we are building a stronger, more connected and more influential sport sector in Wales. ”

