



Strategic Plan

2026-2030

Lifting a Nation

INTRODUCTION

Under our previous strategy, Weightlifting Wales made significant progress despite challenges, particularly the impact of the COVID-19 pandemic. During 2020-2024, we expanded our network of licensed clubs and academies, growing membership to over 300 coaches, officials, and competitors, with steady increases.

Supported by Sport Wales and other funding partners, we delivered programmes engaging young people, individuals over 60 with health and wellbeing concerns, and children in deprived areas, alongside athlete development pathways in weightlifting and para powerlifting. We also strengthened governance, enhanced coach and athlete development, and secured sustainable funding to support long-term stability.

Looking ahead to 2026-2030, we aim to build on these successes by increasing participation, expanding community programmes, enhancing international performance pathways, and ensuring strong governance. Our vision is to strengthen the sport at all levels, providing inclusive opportunities and promoting lifelong benefits.

We extend our gratitude to our supporters, particularly our funders, including Welsh Government, Sport Wales, Actif North Wales, and the National Lottery.



OUR ACHIEVEMENTS

Developing people and inclusion

A person-centred approach has been central to our work, ensuring equality, diversity, and inclusion within clubs and academies. We expanded opportunities for young people, older adults, and disabled individuals, particularly in deprived communities. Improved recruitment processes led to gender parity on our Board, with comprehensive training for members, staff, coaches, and technical officials in safeguarding, governance, and leadership.

Building champions

Despite the challenges of the pandemic, we supported athletes with virtual events, keeping them engaged and competition-ready. We strengthened talent identification, built structured performance pathways, and met UK Anti-Doping requirements. Our athletes achieved national and international success, winning medals and serving as role models. Our coaching network continues to develop, ensuring a high standard of ethical, long-term athlete development.

Governance and financial stability

We improved governance standards, implementing the Governance and Leadership Framework for Wales and strengthening safeguarding policies. Financial stability was improved through diversified funding, including Welsh Government grants, strategic partnerships, and sustainable budgeting. New clubs were established, expanding access to weightlifting across Wales and ensuring long-term growth.

Community engagement

We established key partnerships with universities, colleges, and governing bodies to enhance participation and talent pathways. Our academies increased outreach, engaging schools and local groups to provide accessible weightlifting opportunities. Community programmes like Raise the Bar, Nifty Sixties, and Age Well have positively impacted health, tackled social isolation, and promoted mental well-being. Clubs offer structured, inclusive programmes tailored to their communities.



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OUR PURPOSE

Weightlifting Wales' primary aim is:

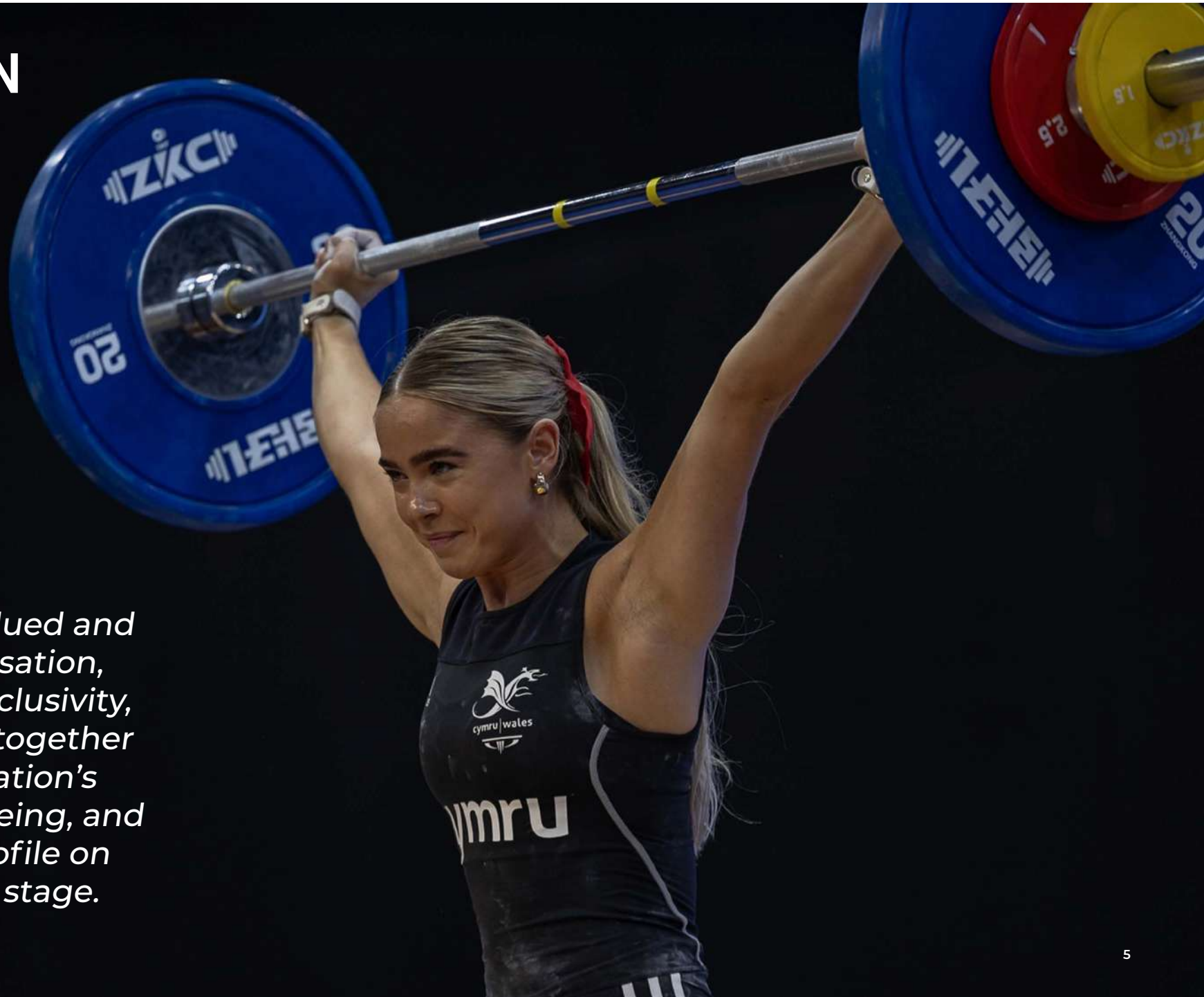
To utilise our sport to build a healthier, more inclusive nation while supporting and inspiring future champions.



OUR VISION

Our long-term vision is:

To be a highly valued and respected organisation, recognised for inclusivity, bringing people together to improve the nation's health and wellbeing, and raising Wales' profile on the international stage.



OUR VALUES

Weightlifting Wales is a value-driven organisation. The following values underpin everything we do:



Inclusive

We are open to all and value everyone, treating them with respect, regardless of age or background.

Collaborative

We work as a team and with local and national partners to expand the reach of our sport and achieve shared goals.

Ambition

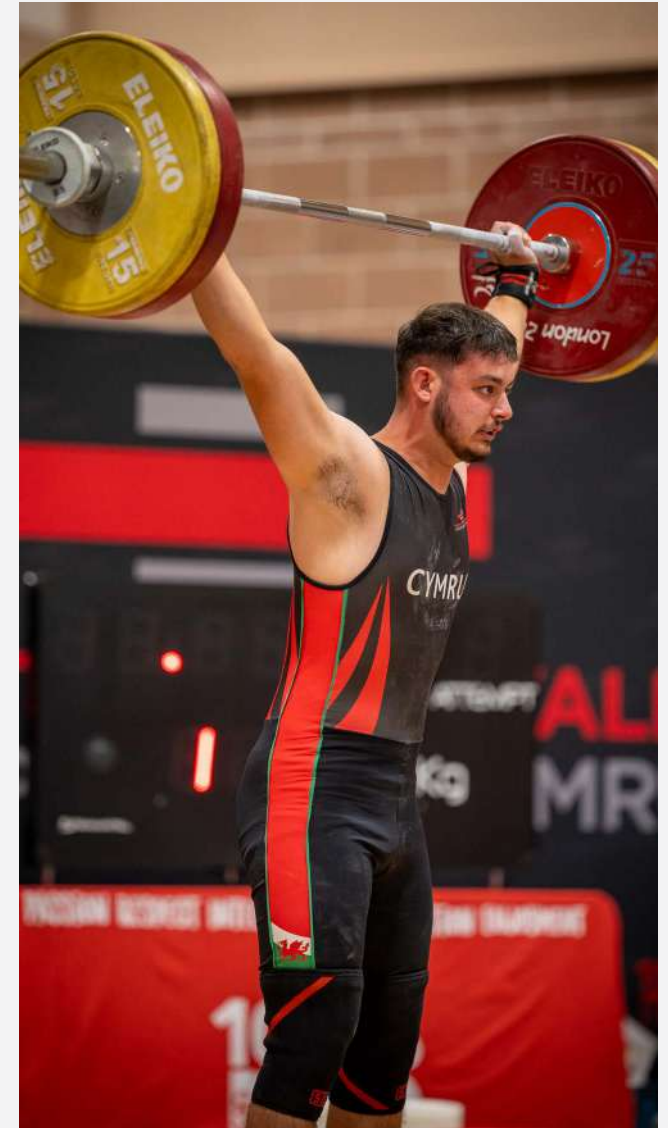
We strive to push boundaries, grow our sport, and create opportunities for all to achieve their full potential.

Excellence

We are committed to continual improvement and strive for the highest standards in everything we do.

Transparent & Trustworthy

We act with honesty, integrity, and accountability, ensuring openness in all our decisions and actions.



OUR WAY OF WORKING

Our work is guided by key principles that shape our approach:

Person-centred

Focused on building confidence and unlocking potential in individuals.

Long-term and strategic

Committed to sustainable growth and lasting impact.

Personal development

Investing in the growth of our staff and members.

Collaborative advancement

Working together to drive progress.

Sustainability

Ensuring financial, environmental, and social responsibility.

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WHAT WE DO

The main areas of our work are as follows:

Identify and nurture talent

Developing potential to create champions in weightlifting and para powerlifting.

Engage underrepresented communities

Expanding access through funded community programmes.

Support grassroots participation

Creating inclusive opportunities for all ages and abilities.

Develop coaches and officials

Providing education, pathways, and professional growth.

Deliver high-quality events

Showcasing talent and growing the sport at all levels.

Drive performance excellence

Supporting lifters on the pathway to international success.

Promote health and fitness

Encouraging lifelong well-being for all ages and backgrounds.

Promote equality and inclusion

Ensuring a welcoming and diverse environment.

Uphold strong governance

Maintaining robust leadership, integrity, and best practices.



WHAT WE HOPE TO ACHIEVE

During this strategy period, we aim for success in key areas:

Increased participation	Engaging more young and older people from all backgrounds in weightlifting and strength training to enhance national fitness.
Greater visibility and impact	Raising the profile of weightlifting, para powerlifting, and strength training to inspire lifelong participation and highlight their benefits for health, well-being, and other sports.
Competitive excellence	Achieving success at national and international levels.
Stronger grassroots network	Expanding the number of clubs, coaches, technical staff, and volunteers.
A leader in inclusive sport	Building a reputation for community-driven delivery, prioritising equality, diversity, and inclusion.



OUR FUTURE PLANS

Over the next five years, Weightlifting Wales will focus its resources on key strategic priorities to strengthen and grow the sport. Our aim is to expand participation, develop pathways, and ensure long-term sustainability across all levels of weightlifting, para powerlifting, and strength training.

Strategic Priority 1

Engaging the strength community

Weightlifting Wales is building a strong, inclusive strength community by expanding opportunities for all ages and backgrounds through coaches, technical officials, and volunteers.



What we will do

Support clubs and academies

Foster safe, motivating, and positive environments to attract diverse participation from local communities.

Help new clubs establish themselves

Assist with licensing, funding, and community programme development.

Strengthen club pathways

Guide licensed clubs in progressing to delivery centre or academy status.

Recognise contributions

Value the role of clubs, academies, staff, and volunteers in raising the sport's profile and expanding participation.

Commit to developing coaches and officials

Enhance skills and opportunities at the grassroots level.

Share best practices

Promote excellence in coaching, officiating, and club management.

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Our planned outcomes

- A growing network of clubs and academies connected to schools, community organisations, and other sports clubs.
- Increased participation in weightlifting, para powerlifting, and strength training.
- More clubs progressing to become delivery centres or academies.
- A heightened profile for the sport.
- Greater competitive success.
- Growth in the number of coaches, technical officials, and volunteers.

How we will measure success

- Grow the number of licensed clubs and academies to 20+.
- Ensure 100% of clubs demonstrate good safeguarding and club management practices.
- Upskill 25 club coaches to better serve the wider community with effective coaching.
- Support at least 5 clubs in progressing to delivery centre or academy status.
- Increase active membership by 40%.
- Increase licensed coaches and Technical Officials by 40%.
- Support clubs to establish 10 new local partnerships.
- Share 5+ positive case studies of club development.

OUR FUTURE PLANS

Strategic Priority 2

Building Champions

A long-term, athlete-centred approach to developing individuals into elite weightlifters and para powerlifters, ensuring success in Wales, the UK, and major international events.



What we will do

Enhance talent identification

Improve processes to find and select promising weightlifters and para powerlifters.

Strengthen athlete pathways

Educate coaches and athletes on refining development structures for long-term success.

Expand athlete support

Collaborate with partners to sustain and enhance national and international performance.

Celebrate achievements

Promote medal winners as role models and share success stories.

Develop coaching expertise

Commit to recruiting and supporting dedicated, high-quality coaches.

Our planned outcomes

- Increased selection and retention of talented athletes in performance pathways.
- Enhanced pathway structures for both athletes and coaches.
- Greater success at Commonwealth, European, and World events.
- Increased media visibility, including social media coverage.
- Attraction and retention of committed coaches.

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How we will measure success

- Support 20 Weightlifting athletes and 2 Para Powerlifting athletes through the performance pathway (National squad).
- Support 40 Weightlifting athletes and 4 Para Powerlifting athletes through the development pathway (Development squad).
- Select 40 Weightlifting athletes and 4 Para Powerlifting athletes to represent Wales at international level.
- Enable 10+ Weightlifting athletes, 2+ Para Powerlifting athlete selections for GB pathway and internationals.
- Secure Welsh representation in British coaching pathways both domestically and internationally.
- Develop up to 5 Welsh coaches to support performance pathways.
- Deliver CPD opportunities for pathway and performance coaches.
- Create 5+ athlete ambassadors to promote the sport through local and national campaigns.
- Publish 5+ athlete success case studies across age groups and genders.

OUR FUTURE PLANS

Strategic Priority 3

Bringing People Together

Weightlifting Wales strengthens communities and wellbeing through inclusive programmes, local initiatives, and competitions, helping people stay active, healthy, and connected. By creating opportunities to participate and compete, we bring people together to engage, support each other, and thrive.



What we will do

Promote health benefits

Deliver and support national campaigns showcasing the value of weightlifting, para powerlifting, and strength training for all ages and abilities.

Expand access

Secure funding with partner organisations to run inclusive community programmes, reaching underrepresented groups.

Support clubs and academies

Assist licensed clubs in delivering high-quality, community-focused programmes.

Showcase diversity

Highlight the benefits of strength training for diverse and underrepresented groups.

Enhance events and competitions

Develop accessible, inclusive competitions for a growing membership.

Grow the volunteer workforce

Recruit and train volunteers to support events and activities.

Strengthen evidence-based delivery

Conduct research to refine programmes and events in line with best practices and participant needs.

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Our planned outcomes

- Increased participation from underrepresented communities.
- Sustainable and well-supported community programmes.
- Strong partnerships enhancing programme delivery.
- Improved health, wellbeing, and social cohesion among members.
- Growth in competition and event participation.
- Well-organised events supported by skilled volunteers and officials.
- Events and programmes tailored to the needs of our audience.
- Greater awareness of strength training benefits across diverse communities.

How we will measure success

- Deliver 4+ community programmes.
- Reach 2,000+ new participants through inclusive initiatives.
- Engage 40% more volunteers across events and community delivery.
- Ensure 500+ competition entries per year across all ages and abilities.
- Host 3 new events and para powerlifting campaigns.
- Secure 10 new local or national partnerships to support delivery and inclusion.
- Showcase 4+ community programme case studies.
- Develop 2+ research projects evaluating health and wellbeing impact.

OUR FUTURE PLANS

Strategic Priority 4

Leading a Well-Governed and Sustainable Business

Weightlifting Wales strives to be a well-respected, financially sustainable, and well-governed organisation that aligns with Welsh Government and Sport Wales strategies. Through strong partnerships we will ensure long-term growth and resilience.



What we will do

Strengthen governance and leadership
Maintain high governance standards and plan for long-term succession.

Enhance financial resilience
Develop new revenue streams while ensuring financial stability.

Promote transparency and accountability
Operate with openness and integrity.

Transition to a Community Interest Company
Manage the shift effectively while maintaining strategic priorities.

Diversify income sources
Identify and action new revenue streams, including shared resources with other governing bodies.

Explore commercial partnerships
Build relationships to enhance financial sustainability.

Secure project funding
Research and apply for funding to support key initiatives.

Champion inclusivity and sustainability
Embed equality, diversity, safeguarding, environmental responsibility, and the Welsh language across all operations.

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Our planned outcomes

- A robust governance framework that ensures long-term stability.
- Increased financial sustainability through diversified income sources.
- A not-for-profit organisation attractive to funders and stakeholders.
- Successful acquisition of new commercial partners.
- Secured funding for key projects.
- Ongoing commitment to inclusivity, environmental sustainability, safeguarding, and the Welsh language.

How we will measure success

- Maintain 100% compliance with governance, financial, safeguarding, anti-doping, and inclusion frameworks
- Secure £150,000+ in new project funding over the strategy period
- Establish 5+ commercial partnerships to enhance financial sustainability
- Increase income from non-public sources to 15%+ of the annual budget
- Deliver 3+ initiatives bilingually supporting the Welsh language and cultural identity.
- Establish an Athlete Working Group to ensure athlete voice is represented at board level.
- Develop 4+ mutually beneficial partnerships that enhance the work of Weightlifting Wales.

OUR STRATEGIC FIT



Noddir gan
Lywodraeth Cymru
Sponsored by
Welsh Government

Alignment with Welsh Government

Weightlifting Wales directly contributes to national policies promoting sport, health, and social inclusion.

Our initiatives align with:

- Together for Mental Health – Supporting well-being through inclusive participation and structured programmes.
- Healthy Weight, Healthy Wales – Encouraging active lifestyles through weightlifting, para powerlifting, and strength training.
- Well-being of Future Generations Act – Contributing to social, economic, and environmental sustainability through sport.



Sport Wales Collaboration

Our work supports Sport Wales's mission to build a more active and healthier nation through:

- A person-centred approach to lifelong participation.
- Increased accessibility and inclusivity across all ages and abilities.
- Long-term development pathways for athletes, coaches, and officials.
- Showcasing the benefits of sport at individual, community, and national levels.

We actively collaborate with national and local organisations, strengthening partnerships to expand opportunities and address inequalities.



GIG
CYMRU
NHS
WALES | Iechyd Cyhoeddus
Cymru
Public Health
Wales

Public Health Wales Partnership

Weightlifting Wales contributes to public health priorities by:

- Promoting strength training as a tool for preventative health and well-being.
- Addressing social determinants of health through accessible programmes.
- Supporting a long-term, preventative health approach to physical activity.

By aligning with government and health strategies, Weightlifting Wales strengthens its impact on sport, health, and community development, reinforcing our commitment to building a healthier, more active nation.

office@weightlifting.wales




WEIGHTLIFTING WALES
CODI PWYSAU CYMRU

