

Strategic Plan

2026 - 2030

Lifting a Nation

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 STRATEGIC PRIORITIES

Engaging the Strength Community

- Support clubs and academies to create inclusive, safe, and motivating environments.
- Assist new clubs with licensing, funding, and development.
- Provide pathways for clubs to progress to delivery centre or academy status.
- Recognise and support the contributions of volunteers, coaches, and officials.
- Promote excellence in coaching, officiating, and club management.
- Share best practices to enhance learning and development across the sport.

Building Champions

- Identify and develop talented weightlifters and para powerlifters.
- Strengthen athlete pathways and enhance coach education.
- Deliver a structured athlete support programme for sustained success.
- Promote medal winners as role models and publicise achievements.
- Develop coaching expertise to ensure long-term success in the sport.

Bringing People Together

- Promote the health and well-being benefits of weightlifting and strength training.
- Secure funding for inclusive community programmes.
- Support clubs in delivering high-quality, community-focused programmes.
- Expand access through diverse and inclusive events and competitions.
- Recruit and develop a volunteer workforce to support activities.

Leading a Well-Governed and Sustainable Organisation

- Maintain strong governance, transparency, and accountability.
- Ensure financial resilience through diversified funding and commercial partnerships.
- Promote transparency and accountability to strengthen trust and credibility.
- Uphold commitments to inclusivity, safeguarding, and environmental responsibility.



OUR IMPACT

- More clubs, academies, and participants engaging in the sport.
- Greater success at national and international competitions.
- Enhanced community well-being through strength-based programmes.
- A financially resilient and well-governed organisation.
- Increased awareness of weightlifting's role in health, inclusion, and performance.

MEASURING OUR SUCCESS

- Growth in clubs, academies, and licensed facilities. Increased participation.
- Improved athlete performance at key competitions.
- Strengthened volunteer and coaching workforce. Funding secured for strategic initiatives.

Together, we are **lifting a nation**

TARGETS

Priority 1: Engaging the Strength Community

- 20+ licensed clubs and academies.
- 100% clubs meet safeguarding and management standards.
- 25 coaches upskilled for community delivery.
- 5+ clubs progress to delivery centre/academy status.
- 40% growth in active membership.
- 40% increase in licensed coaches and officials.
- 10 new local club partnerships.
- 5+ case studies of club development.

Priority 2: Building Champions

- Support 20 Weightlifting and 2 Para Powerlifting athletes (National).
- Support 40 Weightlifting and 4 Para Powerlifting athletes (Development).
- 40 Weightlifting and 4 Para Powerlifting athletes selected for Wales.
- 10+ Weightlifting and 2+ Para athletes in GB pathways.
- Welsh coach representation in British pathways.
- Up to 5 coaches developed for performance pathways.
- Regular CPD for pathway/performance coaches.
- 5+ athlete ambassadors created.
- 5+ athlete case studies published.

Priority 3: Bringing People Together

- 4+ community programmes delivered.
- 2,000+ new participants reached.
- 40% more volunteers engaged.
- 500+ annual competition entries.
- 3 new events and para campaigns hosted.
- 10 new delivery and inclusion partners.
- 4+ community programme case studies.
- 2+ research projects on health and wellbeing.

Priority 4: Leading a Well-Governed and Sustainable Business

- £150k+ secured in project funding.
- Establish 5+ commercial partnerships.
- 15%+ income from non-public sources.
- 3+ bilingual initiatives delivered.
- Athlete Working Group established.
- Build 4+ strategic collaborations that enhance WW's work.