

STRATEGIC REPORT

Our purpose as Wales' sports development and advocacy agency is twofold: to inspire more people to become, and remain active for life; and to boost the performance of our elite athletes, teams and coaches. This is incorporated in our aspiration of 'Creating a Nation of Champions' and 'Every child hooked on sport for life'.

Sport Wales works in partnership with others to achieve these aims and has a role in bringing partners and people together; local authorities, governing bodies of sport, communities, coaches, adults, young people, children and the entire nation to support, participate and excel in sport. Sport Wales works towards achieving equality in all of our functions, whilst embracing the spirit of equality legislation and eradicating any form of unfair discrimination.

KEY PERFORMANCE INDICATORS

As a producer of Official Statistics we provide vital outcome data that is robust and precise to inform sports policy and practice, and shape decisions at both a national and local level. We currently collect this data through two large scale biennial population surveysⁱ.

Our latest data shows that there are positive trends in terms of people's participation in sport. This indicates that our strategic approach is delivering results and which are positively impacting on the lives of Welsh citizens.

Performance against our key metrics is set out in the tables below:

	Young People (7-16 yrs)	
	Hooked on Sport ⁱⁱ	Sports Club Membership
2011	27%	46%
2013	40%	53%

	Adults (15+ yrs)		
	Hooked on Sport	Sports Club Membership	Volunteering in Sport
2008	29%	16%	5%
2012	39%	27%	10%

ⁱWe are unable to provide outcome data for 2010. The data collectors breached the contract meaning that the data was unusable

ⁱⁱHooked on Sport is defined as participating in sport on 3 or more occasions a week

New population level outcome data will be available for both children and young people and adults in 2015/16.

The positive trend that we are seeing at a national level is being reflected in the output data that we collate from our partner organisations, which shows overall club membership rising and school sport programmes being more popular and well attended than ever before.

	Dragon Registrations	5x60 attendance	5x60 frequency 20	All swims per 1000 population	Learn to swim rates at age 11	Number of active Coaches and Officials	Adult Membership Senior Men	Adult Membership Senior Women	Junior Club Membership Boys	Junior Club Membership Girls	Number of Clubs
2013-14 Target	250,066	1,202,128	25,654	1,690	78%	50,281	295,028	52,665	158,098	51,909	5,840
2013-14 Actual	229,687	1,351,530	22,234	1,456	74%	48,169	258,092	48,548	152,612	57,240	5,431
2014-15 Target	241,201	1,312,960	27,624	1,609	78%	57,701	271,576	56,966	162,399	68,017	5,366
2014-15 Actual	274,969	1,541,304	24,641	1,445	73%	51,765	282,413	72,182	127,601	45,697	5,448