

Welsh Athletics Limited

2025 Annual General Meeting

Welcome, the meeting will begin shortly
Please take a moment to note the following:

- 1) Please change your name displayed in Zoom to **include your club name**.
- 2) Use the '**Chat**' to ask a question
- 3) Please **remain on mute** until invited to speak

NB This meeting will be recorded to help prepare written meeting minutes.

Annual General Meeting Welsh Athletics Limited

25th October 2025



1. Appointment of Scrutineers

In person:

- Andrew Thomas

Online:

- Eleanor Cartlidge

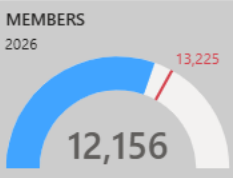


2. Report of the Board of Directors

- James Williams, *CEO*



Development - Club Membership



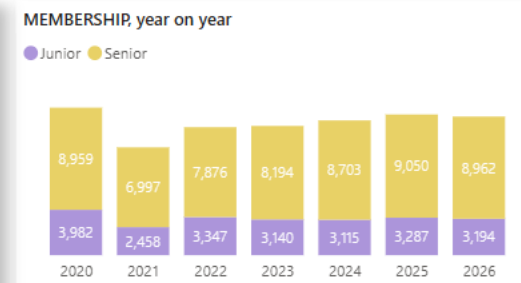
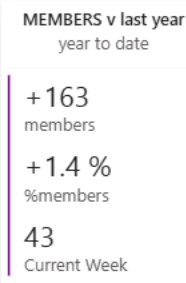
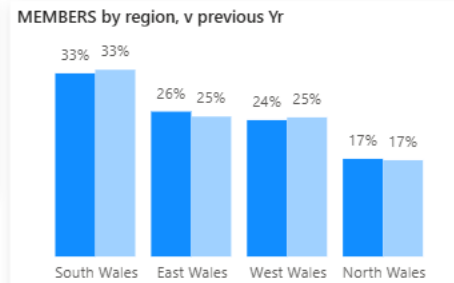
92%
v Budget

99%
v Previous Yr

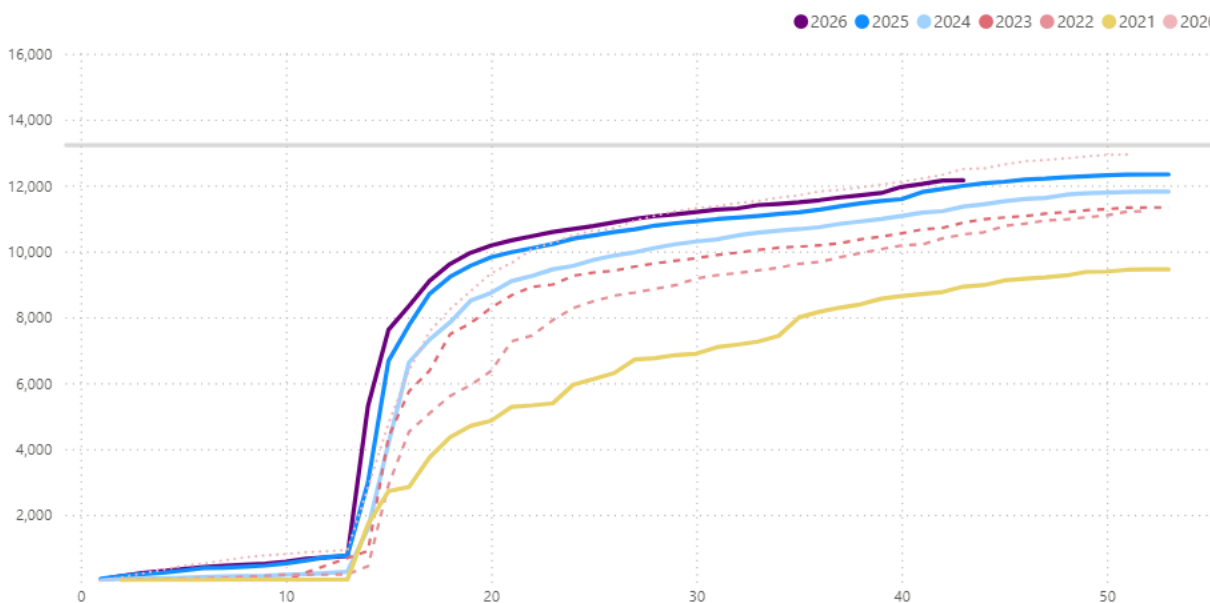


20 October 2025

Refreshed / Last Registration



MEMBERS, running total by week, by year



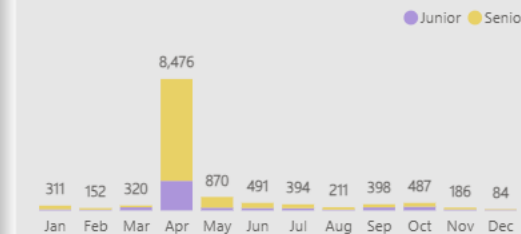
WEEK (slide to compare through the year)

1 53

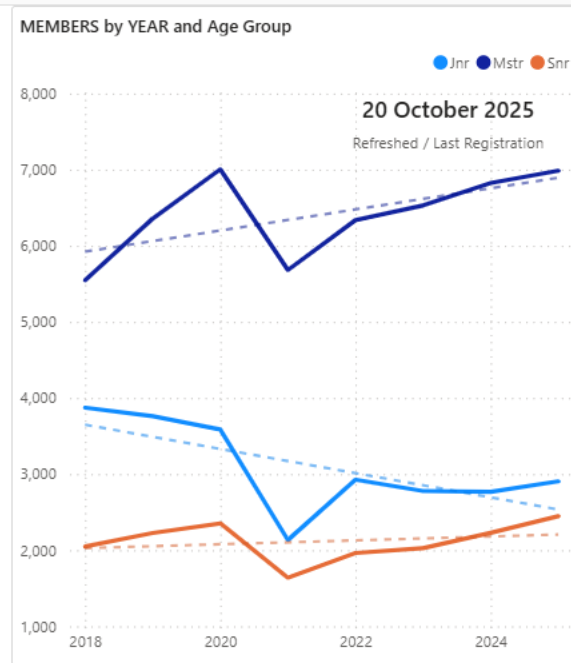
MEMBERSHIP, Year up to week selected above

Year	Total	JNR	SNR	Week	JNR%	SNR%	M%	F%
2026	12,156	3,194	8,962	43	26%	74%	52%	48%
2025	12,337	3,287	9,050	53	27%	73%	51%	49%
2024	11,818	3,115	8,703	53	26%	74%	51%	49%
2023	11,334	3,140	8,194	53	28%	72%	51%	49%
2022	11,223	3,347	7,876	52	30%	70%	50%	50%
2021	9,455	2,458	6,997	53	26%	74%	50%	50%
2020	12,940	3,982	8,959	51	31%	68%	50%	50%

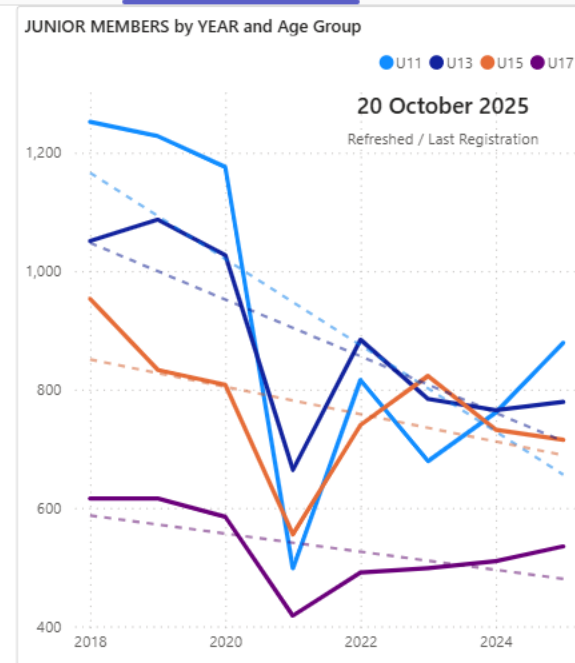
CURRENT MEMBERSHIP



Junior trends....



Age	2018	2019	2020	2021	2022	2023	2024	2025
Jnr	34%	30%	28%	23%	26%	25%	23%	24%
Mstr	48%	51%	54%	60%	56%	58%	58%	57%
Snr	18%	18%	18%	17%	17%	18%	19%	20%



Age	2018	2019	2020	2021	2022	2023	2024	2025	2026
U17	16%	16%	16%	20%	17%	18%	18%	18%	18%
U15	25%	22%	23%	26%	25%	30%	26%	25%	25%
U13	27%	29%	29%	31%	30%	28%	28%	27%	28%
U11	32%	33%	33%	23%	28%	24%	27%	30%	29%

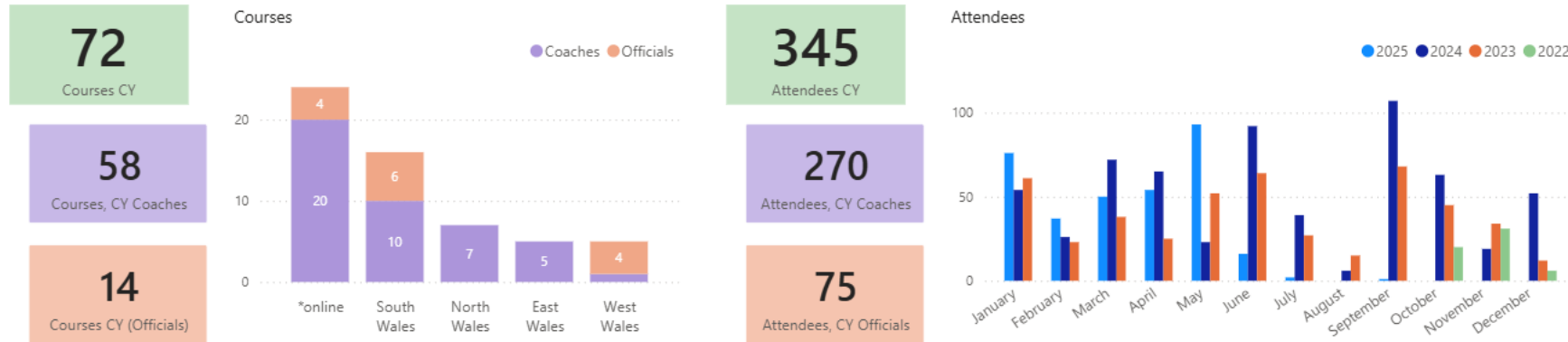
LOST Members (by age group, as selected above)

Name	2022	2023	2024	2025	var	CYr	Male
Clwb Run Wales	119	181	171	111	-60	125	41%
Caerphilly Runners	209	197	217	165	-52	154	39%
Menai Track and Field	171	186	186	152	-34	123	49%
Llswerry Runners	423	454	474	441	-33	436	51%
Pont-Y-Pwl & District Runners	139	140	122	98	-24	97	53%
Port Talbot Harriers	106	132	146	124	-22	155	56%
Ogmore Phoenix Runners	250	262	252	232	-20	222	40%
Cardiff Triathletes	26	18			-18	1	69%
Llanelli AC	140	125	128	111	-17	106	50%
Run Free Fell Runners	72	72	69	52	-17	46	52%
Celtic Tri	46	44	42	31	-11	27	55%
Newport Harriers	226	307	230	219	-11	233	52%
Pembrokeshire Harriers	210	153	138	129	-9	104	47%
Hengoed Harriers	40	26	33	25	-8	17	50%
Run4All Neath	288	341	340	332	-8	287	36%
Dolly Mixtures	126	25	25	18	-7	11	1%
Fairwater Runners Cwmbran	70	74	81	74	-7	66	64%
Micky Morris Racing Team	14	14	17	10	-7	17	87%
Trots	129	125	137	130	-7	164	47%
Mynyddwyr De Cymru	17	12	21	15	-6	13	75%

GAINED Members (by age group selected above)

Name	2022	2023	2024	2025	var	CYr	Male
Albany Road Run Club				104	104	114	45%
Aberystwyth AC	132	141	158	221	63	189	47%
Porthcawl Runners	196	203	229	288	59	291	38%
Deeside AAC	237	242	253	292	39	297	47%
Rhymney Valley AC	178	122	94	131	37	121	48%
Merthyr Triathlon Club			33	18	33	18	74%
CDF Runners	88	101	127	159	32	150	56%
Les Croupiers	329	336	386	415	29	396	55%
Meirionnydd Running Club	60	72	92	120	28	139	61%
Sarn Helen	112	125	136	163	27	155	51%
Welsh Anglo Athletes	119	124	169	194	25	186	55%
Chepstow Harriers	227	233	243	267	24	251	55%
San Domenico RC	74	69	77	101	24	125	64%
Swansea Harriers	517	550	617	640	23	595	51%
Griffithstown Harriers	106	130	135	156	21	130	56%
Pontypridd Roadents AC	167	203	245	266	21	271	61%
Women Running Penarth	25	26	24	45	21	43	1%
Aberdare Valley AAC	163	161	201	221	20	242	56%

Coaches/Officials



- Good dialogue with UKA/HCAF on future development
- 2 Race Director Courses delivered
- Additional staffing resources
- Advance Coaching – Pilot – 3 Welsh Coaches engaged
- New Foundation level coaching course developed

The Daily Mile...the Award Winning Daily Mile!!

The Daily Mile Wales

664 Early years, Primary & SEN settings registered

51% Primary schools registered

60% Schools registered in IMD 1-3



try Awards 2025 - Most Influential Campaign of the Year Award Winners!

WSA SPORTS INDUSTRY AWARDS 2025 - MOST INFLUENTIAL CAMPAIGN OF THE YEAR AWARD WINNERS!



Starting Blocs

- Focus on local engagement
 - 6,707 children engaged with SB since January
 - Summer Camps being rolled out
 - Fit & Fed campaign with Welsh Govt
- Starting Blocs to be a key part of the new Junior offer currently being discussed with Clubs and stakeholders





CONFERENCE

Women's Running Conference

Facilities

Continue to work to safeguarding the future of the sport

- Haverfordwest (Pembrokeshire): £192k Capital Grant – to be completed in 2026.
- Swansea Track - £175k capital grant – to be completed 2026
- CISC - £30k towards new javelin training area
- £120k – upgrading lighting (Swansea & Wrexham)
- Electronic Start Equipment
- £10k Wheelchair racing chairs

- Total of circa. £2.1m of investment since 2021

Will continue to look at all facilities across Wales and lobby for additional investment





Safeguarding

Continue to drive up standards

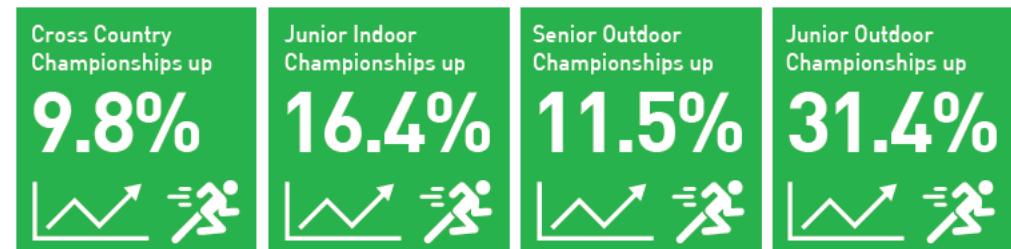
- 30 cases managed this year
- L3 CPSU safeguarding in sport standard retained
- Updated required training
 - T2L
 - Ann Craft Trust – Adults at Risk Training
- Ann Craft Adult Assurance Framework submission (2nd ever NGB to submit)
- 2 CWO workshops delivered
- 68 new Club Welfare Officers trained in 2025
- **Sector Leading**
- Zero Tolerance Approach



WELSH ATHLETICS
ATHLETAU CYMRU

Competition

- Superb Welsh Senior Championships
- Strong entry/participation numbers
- Positive feedback UKA
- New competition providers – RWTW/BMC/Throws
- North Wales development league & Event specific
- Change of junior date
- New road relays structure & location
- British 5k Road Champs



Competition – looking ahead

Looking Ahead

- Age Group Changes – April 1st
- British 5km Road Running Champs – agreed for 2026 & 2027
- Welsh Junior Championships – Deeside
- Welsh Senior & U18 Championships to include trial for European U18 Championships
- Split Inter-Schools & Inter-Regional XC Events – focus on school engagement
 - 1800 entries to Inter-Schools XC Event
- Review Sportshall & launch informal competition offering
- Exploring option for full Multi-Events offer
- Desire to grow Masters opportunities



The fastest Man in
Wales, in Britain, In
Europe....and the
World!!

European Indoor Championships





WORLD ATHLETIC
CHAMPIONSHIPS
T O K Y O ● 2 0 2 0

World Champs &
World Para



Communication & Marketing

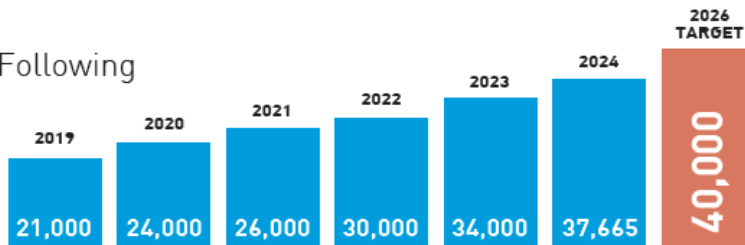
Key Stats

Social Media

Total Followers	Total Impressions	Total Posts	Total Views	Total Engagement	Post Link Clicks
42,596	12.31m	2,670	10.85m	398,200	48,580
up 4931 followers (+ 12.3%)	up 3.17m		+ (25M in Instagram Collaborations)	(No Youtube or TikTok stats)	up 4931 followers (+ 12.3%)

Social Media Following

This last year our social media following for Welsh Athletics has surpassed our 2026 target of 40,000 followers.



Followers

Platform	Followers	Change	% Change
Instagram	11,972	up 2,981	= +28.4%
Facebook	11,172	up 1,252	= +11.9%
X [Twitter]	14,499	down 350	= -2.4%
TikTok	1,532	up 327	= +23.9%
LinkedIn	1,749	up 374	= +20.1%
YouTube	1,672	up 282	= +18.4%
Total followers = 42,596			

Website

Total number of page views =	1,766,467	(+15.6%)
Total number of users =	707,038	(+ 46.3%)
Total number of new users =	138,000	

Top 3 visited pages

1. Competitions
2. Competition Results
3. Blogs

Episodes:



Channels:



Total Streams & downloads:



Audience size:



Average number of streams and downloads per episode:



Top Ranking Episodes

- 01 Inside the Mind of Wales's Fastest Man - Jeremiah Azu
272 streams and downloads
- 02 One of the greatest athletes Wales and Great Britain have ever produced - Mr Colin Jackson!
240 streams and downloads
- 03 From Heartbreak to Olympic Marathon - Clara Evans
213 streams and downloads



Stakeholder Engagement



Looking Ahead

- Continue to minimise dependency on Sport Wales funding
 - Joint commercial approach with UKA/HCAF
- Empower the membership – competitions, innovation
- Coach & Officials Development
- Support modernisation of clubs
- Continue to embed para-athletics, InSport Gold accreditation
- Champion our sport with Welsh Govt & Key stakeholders
- Navigate a challenging financial climate
- Drive and advocate values and behaviours



Looking Ahead – Political Engagement

2026 Senedd Election (60 to 90) – huge potential shift (Plaid/Labour...Reform)

Manifesto

- Plaid – Daily Mile
- Labour
- Reform

Sport Wales Manifesto Requests

- 1) Funding Increase
- 2) Preventative Health Fund established
- 3) The Daily Active
- 4) A new National Centre!



Senedd Cymru
Welsh Parliament

Senedd Business ▾

Senedd Cymru | Welsh Parliament > Senedd Now > News >

A decade of cuts: Wales risks being left behind in cultural and sporting achievement



Welsh flag

A decade of cuts: Wales risks being left behind in cultural and sporting achievement

Published 09/01/2025 | Last Updated 09/01/2025

[A decade of cuts: Wales risks being left behind in cultural and sporting achievement](#)

**WE URGE THE WELSH GOVERNMENT TO
TAKE BOLD STEPS TO MAKE OUR
COMMUNITIES SAFER AND MORE ACTIVE.**

✓ **Safer, Well-Lit Routes for Runners**

Prioritise running and walking routes in the Active Travel Plan
— routes that are safe, accessible, and well-lit.

✓ **Mandate Safe Exercise Spaces in New Housing
Developments**

Require all developers to include safe, accessible areas for
physical activity in residential planning.

✓ **Embed Sport and Physical Activity in the
VAWDASV Strategy**

Ensure sport and physical activity are core components of the
Violence Against Women, Domestic Abuse and Sexual Violence
(VAWDASV) strategy.

**OWN
THE
NIGHT**

GET INVOLVED



Age Group Change – April 2026

- All new technical specifications Signed off and published
- New rules are being drafted
- 2026 Indoor season to retain existing age groups
- 2026 Championship – Snr/U18's, U14/U16/U20
- Awareness and communication with the sport



GRASSROOTS ATHLETICS PROJECT

- 3 new age groups developed for recreational athletics
 - New Membership offer from Age 4
 - New foundation Coaching qualification being developed
 - New membership portal for new age groups
 - Data capture of participants – required
 - £15 Welsh Athletics membership fee
 - Session cost / times / venues determined by clubs
 - Early adopters launch April 2026
-





Major Events 2026

And finally...

Thank you to our clubs, groups, coaches,
officials,
volunteers, parents, athletes, directors & staff



3. Financial Report

- Chris Gough, NED Finance



WELSH ATHLETICS
ATHLETAU CYMRU

4. General Council Report

- Joyce Tomala



5. Appointment of Accountants

To appoint Xeinadin (previously O'Brien and Partners) as accountants for the ensuing year and authorise the Board to fix their remuneration.

HSJ Accountants Limited to continue as external financial auditors for the ensuing year with their remuneration fixed by the Board.



6. Appointment of Patrons

- 6.1 To re-appoint Lynn Davies CBE as a Patron of the company
- 6.2 To re-appoint Colin Jackson CBE as a Patron of the company



7. Appointment of the following positions

- 7.1 The chair of the General Council – nominated Lynne Brier
- 7.2 The secretary of the General Council – nominated Christine Vorres
- 7.3 The secretary to the Track & Field Committee – No nomination
- 7.4 The secretary to the Road & Cross-Country Committee - nominated Sharon Leech
- 7.5 The secretary to the Mountain & Trail running Committee - nominated, Arwel Lewis
- 7.6 The secretary to the Track & Field Officials Committee - nominated, Sue Hooper
- 7.7 The secretary to the Endurance Officials Committee - nominated, Christine Vorres

8. Appointment of Delegates to organisations on which the Company is entitled to be represented

- 8.1 To appoint one delegate to the Commonwealth Games Council for Wales, Executive Committee
– *nominated, James Williams*
- 8.2 To appoint three delegates to the Commonwealth Games
– *nominated, James Williams, Steve Perks & Chris Type*
- 8.3 To appoint one delegate to the Welsh Sport Association
– *nominated, James Williams*



9. Determination of annual registration and affiliation fees (for 2022/2023)

9.1 To confirm previous agreement to increase the Club affiliation fee.

9.2 To confirm previous agreement to increase the Athlete registration fee.



10. Consideration of the report of the Service Awards Panel

- 10.1 To receive the recommendations for the appointment of Life Members of Welsh Athletics
- 10.2 To receive the recommendations for the Meritorious Award
- 10.3 To receive the recommendations for the Award of Honour
- 10.4 To receive the recommendations for the Athlete Achievement Award





Life Members



WELSH ATHLETICS
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Award of Honour



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Meritorious Award



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ATHLETAU CYMRU



Athlete Achievement Award



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ATHLETAU CYMRU

11. Notices of Motions to be considered by members at the AGM

11.1 Amendments to the Articles of Welsh Athletics

11.2 Amendments to the Byelaws of Welsh Athletics

11.3 Remove 'company membership' from Life Members

11.4 Retire the role of Honorary Vice Presidents



12. Date and Venue of 2025 General Meeting

Proposed

Saturday 24th October 2026

Sport Wales, Cardiff



WELSH ATHLETICS
ATHLETAU CYMRU

Thank You
Diolch yn fawr

