

Welsh Fencing Ltd Strategy (2025)

Our Vision

Creating a sustainable, inclusive, and thriving fencing environment in Wales – enabling future national and international success at Cadet, Junior, Senior, and Veteran levels.

Strategic Pillars

Pillar	Developing Our Coaches	Developing Our Fencers	Managing Our Organisation	Delivering Our events
Strategic Goal	Grow and upskill the coaching community	Increase the participation and performance of fencers	Operate effectively, sustainably, and transparently	Deliver enjoyable, accessible, and high-quality events
Key Outcomes	<p>More active coaches</p> <p>Higher-quality coaching across age groups and weapons</p>	<p>Increased youth and senior fencer numbers</p> <p>More GBR selections</p> <p>Greater diversity in participation</p>	<p>Good governance recognised by Sport Wales</p> <p>Strong financial and operational health</p> <p>Meeting all compliance standards</p>	<p>Higher attendance year-on-year</p> <p>Excellent participant experience</p> <p>Inclusive event access</p>
Metrics of Success	<p>2% annual increase in number of coaches</p> <p>2% increase in coaches completing Level 1</p> <p>More coaches in underserved region</p>	<p>[7%] annual increase in registered youth & senior fencers</p> <p>Greater gender balance</p> <p>Improved results at BYC, Cadet & Junior level</p> <p>Selection into national squads</p>	<p>Maintain relationship with Sport Wales to ensure governance standard are met</p> <p>100% compliance with statutory and safeguarding requirements</p> <p>Balanced budget annually</p> <p>Track annual numbers of fencers/competitions /coaches/clubs</p>	<p>1% annual growth in event entries</p> <p>90%+ positive event feedback</p> <p>Increase in clubs participating</p> <p>All events fully bookable online with live results</p>

Key Activities	<p>Use British Fencing online CPD & courses to develop coaches</p> <p>Send survey to Welsh clubs to understand what we can do to help develop & increase coaches & numbers</p> <p>Partner with British Fencing for regional support</p> <p>WSA Training</p>	<p>Welsh ADP training event for cadets</p> <p>Promote Welsh fencing in schools & clubs in Wales & UK</p> <p>Full teams at Winton events</p> <p>Track & report results publicly</p> <p>Support pathway to GBR selection</p>	<p>Conduct annual governance review</p> <p>Publish updated Safeguarding & EDI policies</p> <p>Increase volunteer engagement</p> <p>Review policies annually with stakeholder input</p> <p>Insport programme</p>	<p>Publish national events calendar</p> <p>Run referee and volunteer recruitment drive</p> <p>Improve digital experience (entries, results)</p> <p>Promote through targeted marketing</p> <p>Increase social media presence</p>
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Cross-Cutting Themes (Apply to All Pillars)

- **Equality, Diversity & Inclusion (EDI):** Embed inclusive practices across all programs and events. Commitment to the Insport programme.
- **Digital Enablement:** Leverage technology to enhance training, communication, event delivery, and administration.
- **Sustainability:** Reduce environmental impact through greener event practices and partnerships.
- **Community Development:** Strengthen clubs and grassroots fencing as the foundation for long-term success.
- **Partnerships & Funding:** Build relationships with funders, sponsors, and stakeholders to grow investment in Welsh fencing.

Review & Governance

- Strategy reviewed and updated annually by the Board and stakeholder representatives.
- Transparent reporting of progress published each year.