



WALES DEAF SPORTS

Strategic Plan



Growing Together.

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walesdeafsports.co.uk

Wales Deaf Sports
Bridgend Deaf Sports and Social Club
Coychurch Road, Brackla
Bridgend, CF31 2AP

Registered Charity # 1125562

2023
Winter
Deaflympics
Quebec

2025
Summer
Deaflympics
Tokyo

2027
Winter
Deaflympics
Seoul

2029
Summer
Deaflympics
TBC

Our Vision to 2030.

An inclusive nation where deaf people are active, living healthier, happier, more confident and connected lives.

The term 'deaf' is used to represent all people who are deaf, hard of hearing or have a hearing loss.



Our Purpose.

Ways we will achieve the Vision:

By **ENGAGING** with more deaf people and networks to discuss and promote the benefits of sport and physical activity through effective advocacy, promotion and communication.

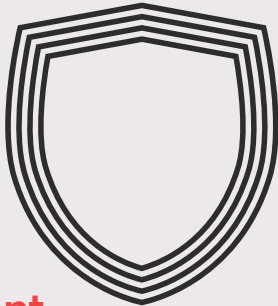
By **ENABLING** & upskilling our partners to provide inclusive opportunities for deaf people to participate in their programmes, activities and sporting pathways by learning together and supporting each other e.g. training and being more confident to engage with deaf people.

By **CONNECTING** deaf people with our delivery partners, making it easier for everyone to access sport and physical activity.

By **LEADING** change and striving for continuous improvement in all that we do.

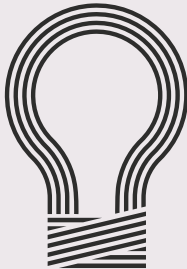
By achieving these we will ENHANCE the health, well-being, confidence, social connectivity and life chances of deaf people.

Our Values.



We Are Resilient

We never give up on our vision of a more equal sporting Wales.



We Embrace Innovation

We are forward thinking, solutions focused, and always striving to improve.



Driven by Inclusion

Making sure our partners provide deaf people with equality of opportunity.



Hwyl

We are a family that is motivated, energetic and supports each other through both good and difficult times.



We Are Progressive

We want to lead from the front, with integrity in an open, and collaborative manner.



Our Behaviours.

Respecting an **individual's choice** to participate where they wish and with whom they choose.

Being **bold, adventurous and innovative** and prepared to do things differently when it results in a better outcome for a deaf person.

By being **supportive and understanding**, and by recognising that practising inclusion is not always easy and sometimes takes times.

Being **open and embracing collaboration**, by working and learning together, by sharing our success and by supporting and enabling organisations who are best placed to lead on delivery.



Our Headline Objectives:

LEADING with integrity, ensuring rigorous systems of governance and administration are used in our everyday work.

01

Through Partnerships, **GROWING** the opportunities for deaf people to actively participate in community sport & physical activity at a place of their choice and with whom they wish.

02

Supporting deaf athletes to **PERFORM** at regional, national and international competitions, by working with UK Deaf Sport & Welsh sports agencies and governing bodies to develop systems that enable them to achieve their personal best.

03

PROMOTING, ADVOCATING and **CELEBRATING** the power of sport and success for deaf people across Wales and beyond.

04

Gathering & sharing the **INSIGHT** to help inform our partners how to better engage and deliver opportunities for deaf people across Wales.

05

BUILDING RESOURCE to deliver the strategy objectives and enhance the lives for deaf people across Wales.

06



LEADING with integrity

LEAD change and strive for continuous improvement by:

- Reviewing the governance of Wales Deaf Sport, aligning its practise to the expectations of the Governance and Leadership framework for sport in Wales.
- Evolving Wales Deaf Sport into a skills based, high performing, national strategic advisory board.
- Appointing Trustees and Special Advisors to the board of Wales Deaf Sport from key stakeholders to support the strategic direction, purpose and connectivity of the organisation.
- Resourcing and appointing an Executive Lead role to drive the implementation of the strategic plan and business of Wales Deaf Sports.
- Establishing sub-groups which can help deliver the strategy E.g. Community / Performance / Advocacy & Communications / Business, Safeguarding, Welfare & Risk.
- Engaging with UK Deaf Sport governance & operational structures including affiliation to UK Deaf Sport and alignment with the proposed 4Nations group and UK Deaf Sports Participation and Performance groups.
- Supporting positive inclusion and help with the transition of our deaf specific sports organisations into membership of mainstream National Governing Bodies.
- Agreeing & monitoring programme targets aligned to the delivery of the first 4-year strategy.
- Identifying and developing sufficient resources to deliver the strategy.
- Working toward meeting Sport Wales's governance Capability Framework.
- Contributing to shaping future public policy for deaf people in Wales to help support the delivery of our Vision.

SUCCESS WILL LOOK LIKE:

🏏 A highly respected national organisation that is trusted to lead from the front. 🏏

GROWING opportunities



ENABLE our partners to provide inclusive opportunities for deaf people to participate by:

- Working Collaboratively with UK Deaf Sport to:
 - roll out training courses to upskill partners
 - identify and train Welsh based tutors
 - promote sign language resources specifically designed for sport
 - support joint initiatives across the 4 Nations to support the needs of the deaf community
 - support the training of the Welsh workforce including coaches, sport leaders, officials and community volunteer BSL users
- Creating a tri-lingual on-line portal (BSL, English & Welsh) that will assist coaches, sports leaders, officials and volunteers in their everyday delivery of sport and physical activity for deaf people.
- Recruiting a bank of trained community volunteer BSL users who can support deaf people into local sport & activity opportunities.
- Creating 'insport' resources to support deaf sport inclusion amongst all partners Local Authorities, clubs, national agencies, governing bodies of sport and third sector delivery partners.
- Working with Sport Wales Club Solutions and SPORTED to create inclusive deaf sport 'Club Resource Packs'.
- Providing training to Welsh National Governing Bodies Development Officers, Regional Sports Partnerships, Leisure Trusts, Local Authorities and private sector leisure providers on community sport and physical activity inclusive practice.
- Enabling Welsh national governing bodies of sport to be able to support their community clubs to be more inclusive in the delivery of community sport for deaf people.

ENGAGE with deaf people and their networks to promote the benefits of sport & physical activity by:

- Liaising with National groups based in Wales, regional deaf groups, deaf clubs and education to promote health and well-being, sign-posting deaf people to community activity.
- Creating links with Public Health Wales, Regional & Local Public Service Boards, Audiology Units, health and other social care settings.

Continued >



> **Growing Opportunities Continued**

CONNECT with:

- Schools, Deaf Education Units and FE Colleges to improve access to community sport and physical activity programmes and to support their learning on inclusive practice.
- Street Games, the Urdd, Outdoor Activity Providers, Sports Leaders and Young Ambassadors and other National partners to support their learning on inclusive practice
- Regional Sport Partnerships to deliver inclusive programming which meet the needs of deaf people.
- Welsh Deaf sport specific members, National Governing Bodies of sport, Disability Sport Wales to identify opportunities for community & regional deaf sporting events to be hosted in Wales
- UK Deaf Sport, Disability Sport Wales team and Welsh deaf sport-specific organisations to ensure their programmes are connected and able to support the roll out of activity and programmes suitable for deaf people.

SUCCESS WILL LOOK LIKE:

🏏 ***An active inclusive nation where deaf people regularly participate in sport and physical activity.*** 🏏

🏏 ***The health and wellbeing of deaf people is enhanced.*** 🏏

RAISING the Game



ENGAGE with deaf people and their networks to promote the benefits of sport & physical activity by:

- ▶ Promoting awareness of and access to talent pathways and recruitment programmes.

ENABLE our partners to provide inclusive opportunities for deaf people to participate by:

- ▶ Establishing a Welsh Performance subgroup.
- ▶ Liaising with the Disability Sport Wales to support its Performance Pathway Hub Programme.
- ▶ Working with UKDS to signpost talent to its performance and Deaflympics programmes.
- ▶ Supporting Welsh National Governing Bodies of sport to include talented deaf athletes and teams within their performance pathways.
- ▶ Influencing and prioritising the work of Welsh National Governing Bodies who can contribute to the success of Welsh deaf athletes and teams at future international events, including the Deaflympics 2025, 2027 & 2029.
- ▶ Establishing a deaf awareness programme to upskill and increase the number of Welsh regional and national coaches working with deaf athletes and teams.
- ▶ Identifying opportunities for regional, national and international deaf sporting events in Wales.

CONNECT with:

- ▶ and support the UKDS Performance group to strengthen the UK pathway, the standards for competition and athlete selection to future international events.
<https://www.walesdeafsports.co.uk/events-calendar>
- ▶ Relevant delivery partners to provide Welsh deaf athletes with enhanced opportunities to compete for UKDS at future Deaflympic Games and major International sports events.

SUCCESS WILL LOOK LIKE:

🏆 **Increased number of Welsh deaf athletes achieving selection and sustained success at British and International events.** 🏆



TELLING our story

ENGAGE with deaf people and their networks to promote the benefits of sport & physical activity by:

- Developing a communications plan for the promotion and advocacy of deaf sport in Wales.
- Raising the profile of deaf sport in Wales through an enhanced media presence.
- Showcasing major deaf sporting events (Deaflympics, etc) to promote deaf sport opportunities.
- Working with local and national deaf organisations in Wales to signpost community sport and physical activity programmes and pathways.
- Linking with the deaf clubs in Wales to promote awareness of deaf sport programmes.
- Providing a strong voice for the sports sector on behalf of deaf people in Wales.
- Identifying Welsh role models who can 'tell their story' and raise awareness of the positive impact that sport and physical activity can have.

SUCCESS WILL LOOK LIKE:

🏠🏠 **An authentic trusted voice for deaf sport in Wales.** 🏠🏠

🏠🏠 **Raising the profile of the importance and value of sport and physical activity leading to more deaf people in Wales being active.** 🏠🏠

🏠🏠 **The creation of Welsh sporting role models that inspire the nation.** 🏠🏠

Informing our **JOURNEY**



ENGAGE with deaf people and their networks to promote the benefits of sport & physical activity by:

- Understanding their current and future needs.
- Setting up a network of user led forums that through influence, skills and experience help support to design, deliver and monitor services and projects.

These will include:

- A strong voice representing the interests of deaf people, their families and support networks
- Young deaf persons forum
- Sports forum

ENABLE our partners to provide inclusive opportunities for deaf people to participate by:

- Using learning and data (e.g. School Sport Survey, National Survey of Wales, DSW & NGB data, sport partnerships and leisure facility data, Governance & leadership good practice etc) to gain a greater understanding of the demand for local activities across Wales to help inform future planning and provision.
- Learning from local and national deaf organisations to better understand national trends and identified needs of deaf people.
- Working with the UKDS Performance subgroup to help inform the future athlete pathways and programmes.
- Working with UKDS to use insight and evidence from the Welsh sporting landscape to inform performance pathways and future Deaflympics planning.

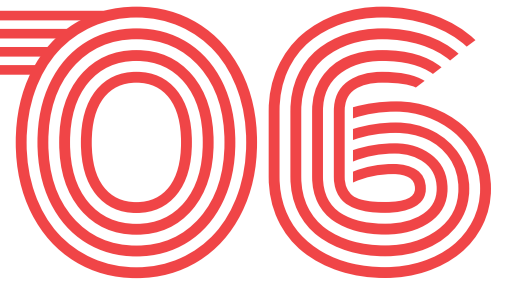
CONNECT with:

- Existing user-led forums and groups e.g. Deaf Consortium.

SUCCESS WILL LOOK LIKE:

🏹🏹 **The use of learning, insight and data leads to the enhanced delivery of our Growth, Performance and Governance Programmes.** 🏹🏹

RESOURCING our strategy



- ▶ To produce a costed plan for the delivery of the Wales Deaf Sport strategy, which will form the basis of an application to agencies for funding.
- ▶ To develop a business case to support applications to funding agencies to fund the appointment of a full time Strategic Lead role to drive the implementation of the Wales Deaf Sport strategy through its first 4 year phase.
- ▶ To develop a business plan to support the roll out of education and training courses.
- ▶ To prepare the organisation to become ready to explore commercial income by means of sponsorship and other charitable means endeavour.

SUCCESS WILL LOOK LIKE:

🏹 **Generate sufficient resource to deliver the ambition of our strategy.** 🏹



WALES DEAF SPORTS

SUPPORTED BY

