



SportCheer Wales

Development Plan

March 2023

Cheerleading is one of the fastest growing sports in the country, with over 90,000 athletes across the UK participating at recreational, competitive and elite level.

Cheerleading is a high energy, team-based performance sport that is athletic, artistic and acrobatic. Depending on the division of competition, athletes may be required to showcase a variety of skills including: tumbling, partner stunts, pyramids, tosses and dance.

Vision

Creating opportunities to provide fun, fitness and friendship that lead to a healthy and active lifestyle. Ensuring a safe and positive environment that are suited to all ages and abilities within a vibrant, inclusive cheerleading community.

Mission

To raise awareness of cheerleading in Wales, establishing it as an inclusive and diverse sport by promoting it's benefits throughout Wales, while creating prosperous and sustainable pathways which encompass grassroots through to elite level within a cheerleading community that is committed to the delivery of quality experiences.

Purpose

SportCheer Wales has been established as the National Sport Organisation for Cheerleading in Wales. It is committed to creating a culture that empowers and supports it's members with the highest priority being, the safety and well-being of athletes, by providing a framework that encourages the training and continuous improvement of affiliated clubs, coaches and officials.

Sport Cheer Wales are passionate about what we do. We go the extra distance knowing it is going to make a positive impact on the people we serve. Creating the right culture creates champions – investing our time to ensure Cheerleading in Wales is a positive, safe place to work, volunteer and belong.

We operate with accountability and transparency as we aim to create a safe environment that welcomes diversity and emphasises participant well-being. As we confidently work together to achieve our vision. We encourage efficient communication and engagement as we drive towards our goals.

Goals

1. Create a clear pathway for athlete progression across all levels and disciplines

- being able to identify specific funding
- Identify, acknowledge and support coaching expertise across all athlete levels,
- Develop athlete specific development structures
- Encourage the competition opportunities within Wales across all disciplines and levels, from beginner to elite
- Provide programmes to help identify talented athletes to ensure they're on the correct development pathway
- Promote physical literacy

2. An Outstanding committed workforce in every discipline

- Establish efficient coaching pathways and guidance
- Improve the number of qualified judges
- Deliver more targeted development opportunities across all levels for judges and coaches
- Increase the number of sport specific safeguarding courses
- Establish more bilingualism within workforce across Wales

3. Passionate and Committed community all-star clubs

- Provide access to latest workforce related courses
- Identify specific funding to increase quality to the provisions for cheerleading
- Develop and promote recreational cheerleading programmes nation-wide
- Use of clubs platform to promote the emphasis on the importance of physical activity for mental well-being and self-motivation in the community
- Educate ways to become more accessible and inclusive
- Ensure cheerleading activities take place in safe environments

- Promote positive actions to support under-represented groups

4. Increased members and participation at all levels

- Encourage more school/university involvement across all disciplines and levels
- Help develop and promotion of competition opportunities within Wales for all levels and disciplines
- Improve or establish relationships between community clubs and local authorities.
- Develop and promote cheerleading as a inclusive and fundamental sport across Wales

5. Measurable success on an international platform

- Talent identification and management
- Athlete development pathway oversight
- Technical leadership including support teams and national coaches