



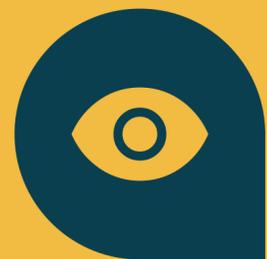
Activate West Wales A Bold Shared Ambition:

Active People, Everyday

2026-2033 Strategy

Vision

A West Wales where being active is part of everyday life, for everyone.



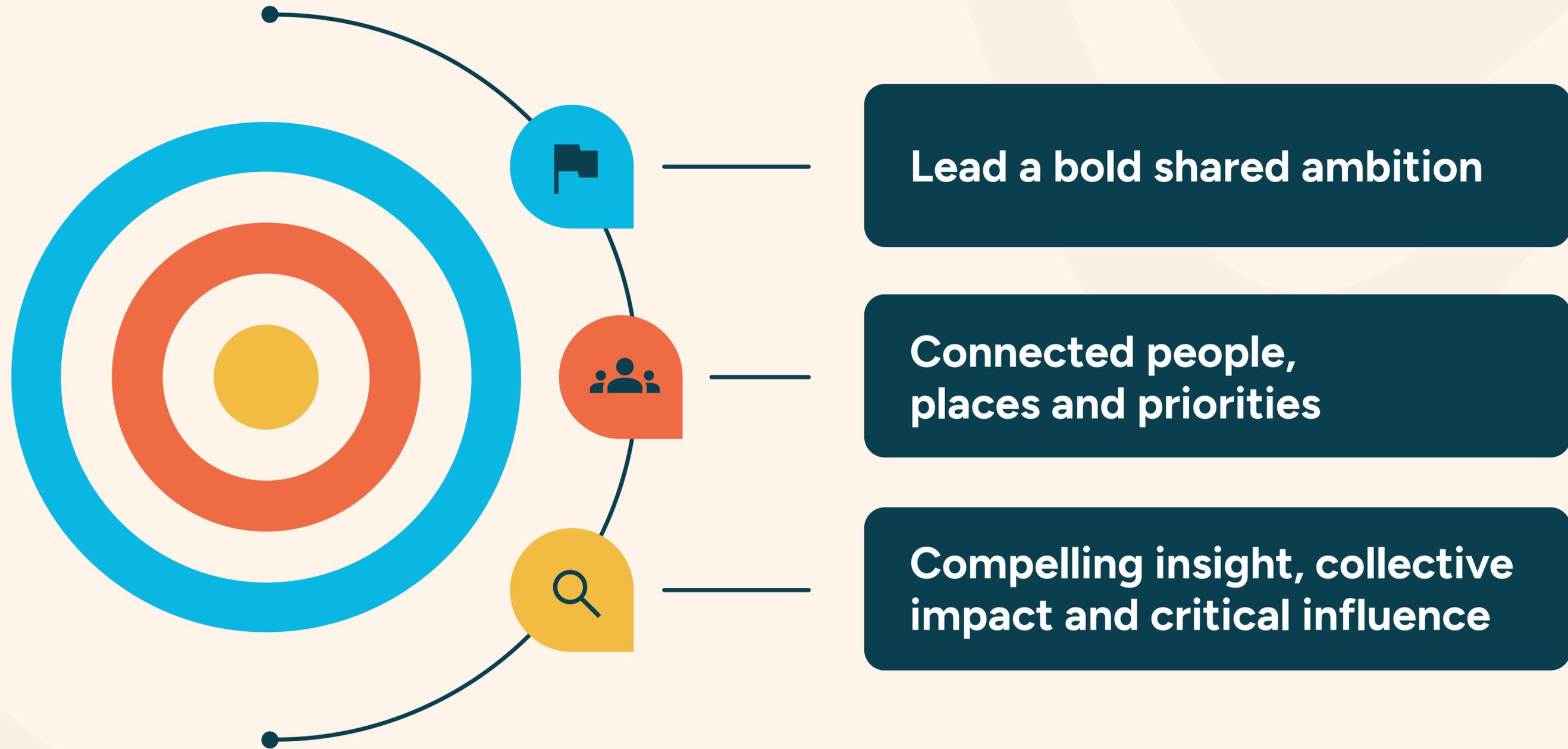


Mission

Activate West Wales by creating the conditions for a more active region – supporting our partners to lead boldly, collaborate regionally and act locally through insight, relationships and shared ambition.



Our strategic goals





Lead a bold shared ambition

Leading a bold shared ambition for the region, we will advocate for how sport, physical activity, and active recreation can make the biggest impact in our communities.

We make the case for our shared ambition on a local, regional, and national stage by connecting people, places and priorities to activate the region and position West Wales as a place worth backing.

Key strategies



Embrace the trust placed in us to boldly lead meaningful change through our decision making, underpinned by robust and transparent processes.



Secure national recognition and regional support for the West Wales region, recognising our huge potential to activate people to live well, for longer.



Build and maintain strong, trusted networks where the ambition to ensure more people are active, every day across West Wales is a high priority.



Influence how policies and resources are shaped so they meet the real needs of West Wales communities, ensuring the region has a sustainable and reliable financial foundation for long-term change.



Influence the strategic decisions which make best use of our built and natural environments for sport, physical activity, and active recreation, ensuring it is safeguarded through sustainable, responsible practice.





Connected people, places and priorities

Through our leadership, partners will step back, look beyond their own delivery, and consider the bigger picture across West Wales.

Our approach will enable and empower everyone to test, adapt, and learn, both strategically and operationally.

This must be a shared ambition and a bold one. Listening first, building trust and alignment across the region, ensuring we develop a more joined-up, equitable, sustainable and priorities-led approach that enables our unique and inspiring places to enthuse active people, every day.

Key strategies



Create the necessary conditions that unite people across the region to strategically align efforts and resources to truly work together.



Design and implement ways of working to test, adapt and improve what works and remove what doesn't.



Develop a regional approach to active places that meet community needs, supported by investment in the workforce that ensure the right skills, capacity, and leadership exist to enable these environments to thrive.



Guide local leaders to build trusted relationships and develop confidence to empower our communities to shape their own solutions.



Prioritise resources on people and places with the highest need, removing barriers so everyone has an equitable chance to be active.





Compelling insight, collective impact and critical influence

Together, we will harness insight for better evidence-based decisions that will drive transformation in our communities. This isn't only about collecting regional data, but about understanding what is working and what needs to change. Combining numbers with people's compelling stories and experiences, we will make information easy to access and interpret.

We will understand how to improve, to spot gaps, celebrate successes and ensure that the insight becomes a critical influence for investment for people in West Wales to live well for longer.

Key strategies



Co create an accessible regional insight and evaluation system a trusted repository of data with a consistent framework that helps partners evaluate their work and strengthens our collective understanding and impact over time.



Building the region's skills and confidence to gather, access and interpret the data and insight, which must underpin operational and strategic decision making.



Ensuring that evidence and insight are used to prioritise the people and places where the investment of resources will make the biggest difference.



Using a body of evidence, shared understanding and compelling narrative we will provide the tools that enable the region to critically influence key stakeholders to embrace our shared ambition to activate West Wales.



Develop a regional communications master plan to present the issue, celebrate progress and drive momentum toward the ambition.



Strategic enablers



Trust & transparency

Enable a culture of testing, adapting, learning and celebrating success.



People & collaboration

Build trusted networks across sectors to align to the vision and act together to achieve a bold shared ambition.



Equity & inclusion

Prioritise resources on people and places with the highest need, removing barriers and amplifying community voice.



Communication & marketing

Harness media and storytelling to engage, inspire, and amplify regional ambition.



Leadership & workforce

Develop bold, diverse leaders and skilled local workforces who understand their role in activating West Wales.



Advocacy & influence

Champion the importance of sport, physical activity and active recreation – making the case locally, regionally and nationally.



Financial sustainability

Strengthen how the region secures, manages and grows investment so partners can plan confidently and deliver long-term impact.



Insight & evidence

Use data and lived experience to guide smarter decisions and investment.

Vision

A West Wales where being active is part of everyday life, for everyone.

Mission

Activate West Wales by creating the conditions for a more active region – supporting our partners to lead boldly, collaborate regionally and act locally through insight, relationships and shared ambition.

Activate West Wales is both our mission and our mindset.

Strategic goals

Lead a bold shared ambition

- Lead meaningful change with clear, trusted decision-making.
- Raise West Wales's profile nationally and build stronger regional backing.
- Strengthen networks that put daily movement at the heart of regional life.
- Influence policy and investment so communities get what they need.
- Champion sustainable use of our built and natural spaces for activity.

Connected people, places & priorities

- Bring partners together to align efforts, resources and priorities.
- Create ways of working that test, learn and improve – and drop that doesn't work.
- Build active places shaped by community need, backed by skilled local workforces.
- Support leaders to build trust and empower communities to design their own solutions.
- Target resources where they matter most to remove barriers to being active.

Compelling insight, collective impact, critical influence

- Build a shared regional insight and evaluation system everyone can use and trust.
- Strengthen partners' skills to gather, interpret and apply insight in decisions.
- Use evidence to direct investment to the people and places with the greatest need.
- Use shared stories and data to influence key stakeholders and drive support.
- Deliver a regional communications plan that builds momentum and shows progress.

Strategic enablers

Financial sustainability

People & collaboration

Insight & evidence

Equity & inclusion

Advocacy & influence

Leadership & workforce

Trust & transparency

Communication & marketing

Actions

Active people:
Participation
Diverse leadership and workforce

Active places:
Investment in facilities/green spaces accessibility

Active systems:
Data sharing
Joint decisions and regional learning

Active communities:
Collaboration
Trust and inclusion



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active is part of everyday
life, for everyone.**

www.activate.wales