



SAETHU CYMRU  
WELSH SHOOTING

# Hit Your Mark

Our strategy for sport shooting in Wales

2026-2030





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## Our Strategy 2026-2030

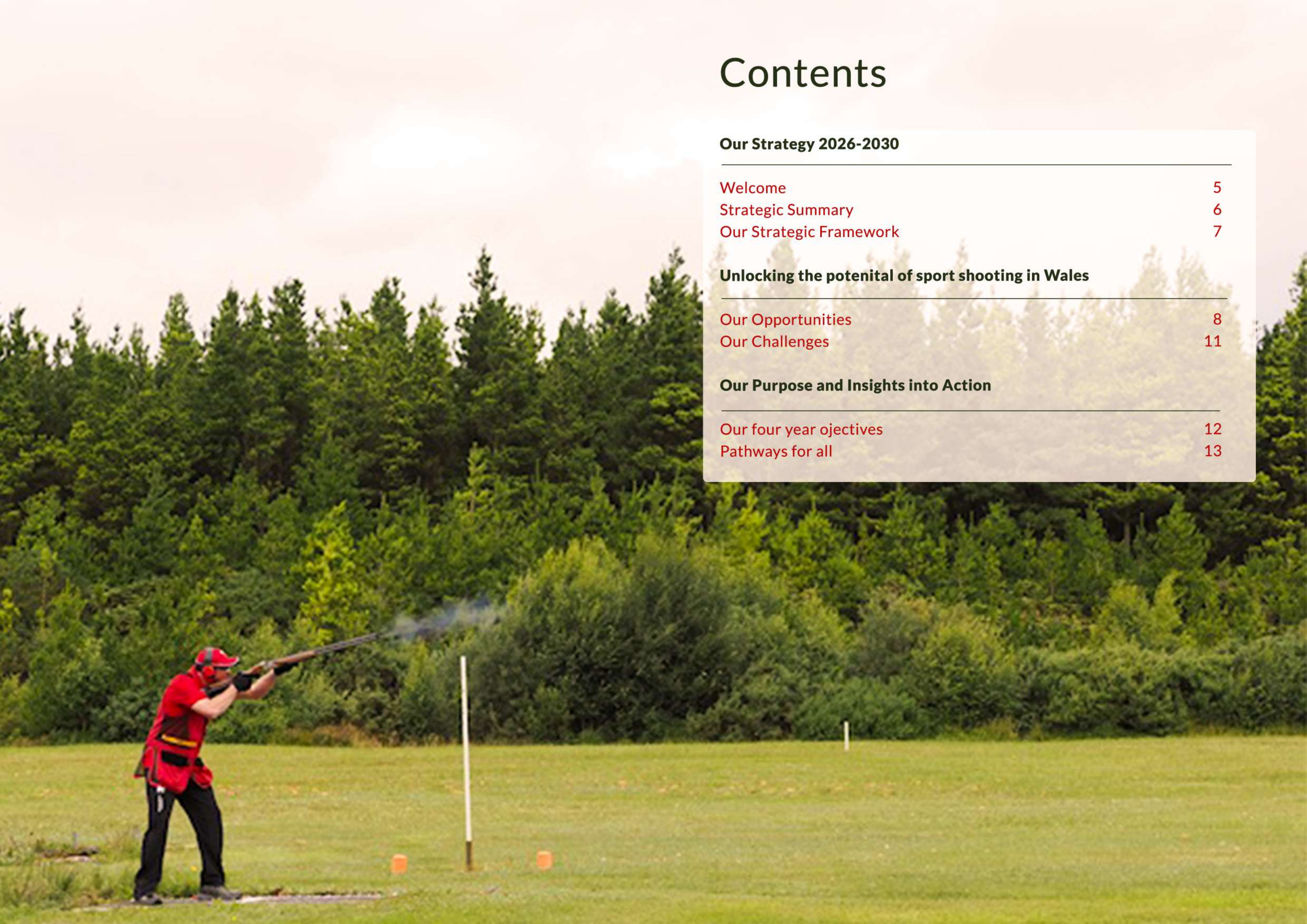
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# Our Strategy

## 2026 - 2030

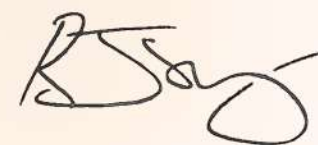
## Welcome

The new Welsh Shooting strategy 'Hit Your Mark' is a further step in the development and modernisation of shooting in Wales

This high-level plan sets out our ambition to lead Welsh Shooting forward with confidence and purpose.

It signals a new and energising phase for shooting in Wales. We are confident that putting this strategy into action will deepen engagement between Welsh Shooting and its stakeholders, bringing member Associations, clubs, shooters, coaches, volunteers and partners together in a more connected and collaborative way to support the sport.

We look ahead with enthusiasm to working alongside you to achieve our ambitions for shooting in Wales – Welsh Shooting is here to help you hit your mark.



Robert Shawyer  
Chair





# Strategic Summary



*Welsh Shooting exists to help you hit your mark*

# Our Strategic Framework

This is how we shape and prioritise our long-term vision for developing shooting in Wales. It guides all our decision-making and provides a clear direction for developing our sport

## Vision

To be the force in Welsh Shooting for inclusivity, excellence, and community—empowering every individual to thrive, from grassroots to global



## Purpose

Inspire all to discover the benefits of sport shooting, so that they may grow, enjoy and achieve at every level

## Values

### Innovative

We champion innovation and progress through our associations

### Inclusive

We proactively welcome, value and encourage all to participate

### Act with Integrity

We uphold safety, fairness, and transparency

### Pride

We celebrate the spirit of a modern, diverse Wales

## Strategic Pillars

1

### Community

We will collaborate and together build a connected, vibrant sport shooting community across Wales

2

### Celebration

We will be there to support and celebrate your shooting goals, ambitions and achievements

3

### Respect

We treat everyone with kindness, safety and mutual respect

4

### Access

We will support inclusivity, affordability and geographic reach.

5

### Structure

We will lead by example to govern, collaborate, promote and achieve the furtherance of Welsh Shooting



# Unlocking the Potential of Sport Shooting in Wales

## Our Opportunities



### Inclusive Growth

Leverage the sport's inclusive and accessible potential to make it a sport for all



### Positive Messaging

Promote shooting as a sport of discipline, safety, and sociability—shifting public perception through storytelling and marketing



### Development

Build clear pathways with our Associations from grassroots, with coaching education, competitions, and recognition at every stage



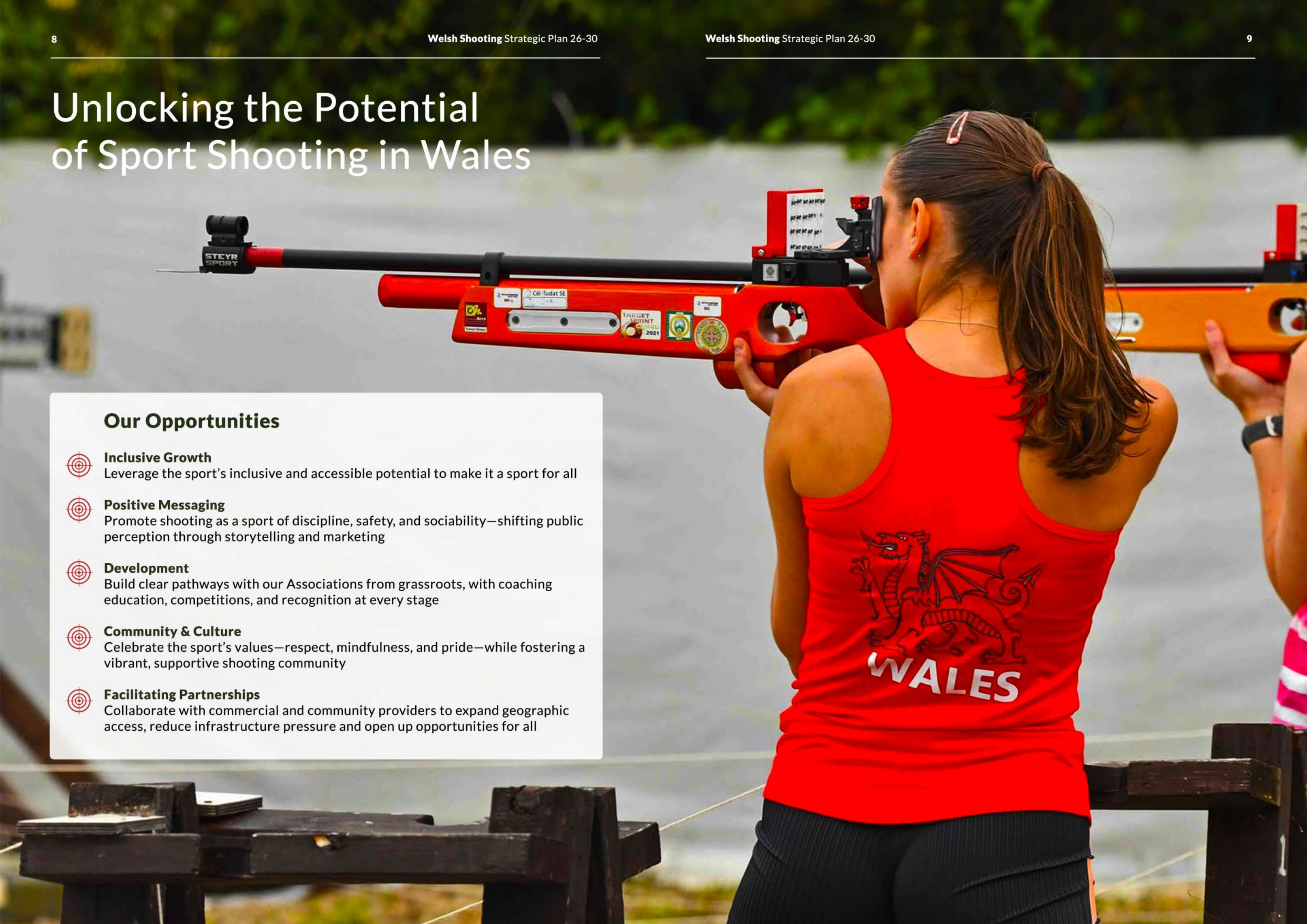
### Community & Culture

Celebrate the sport's values—respect, mindfulness, and pride—while fostering a vibrant, supportive shooting community

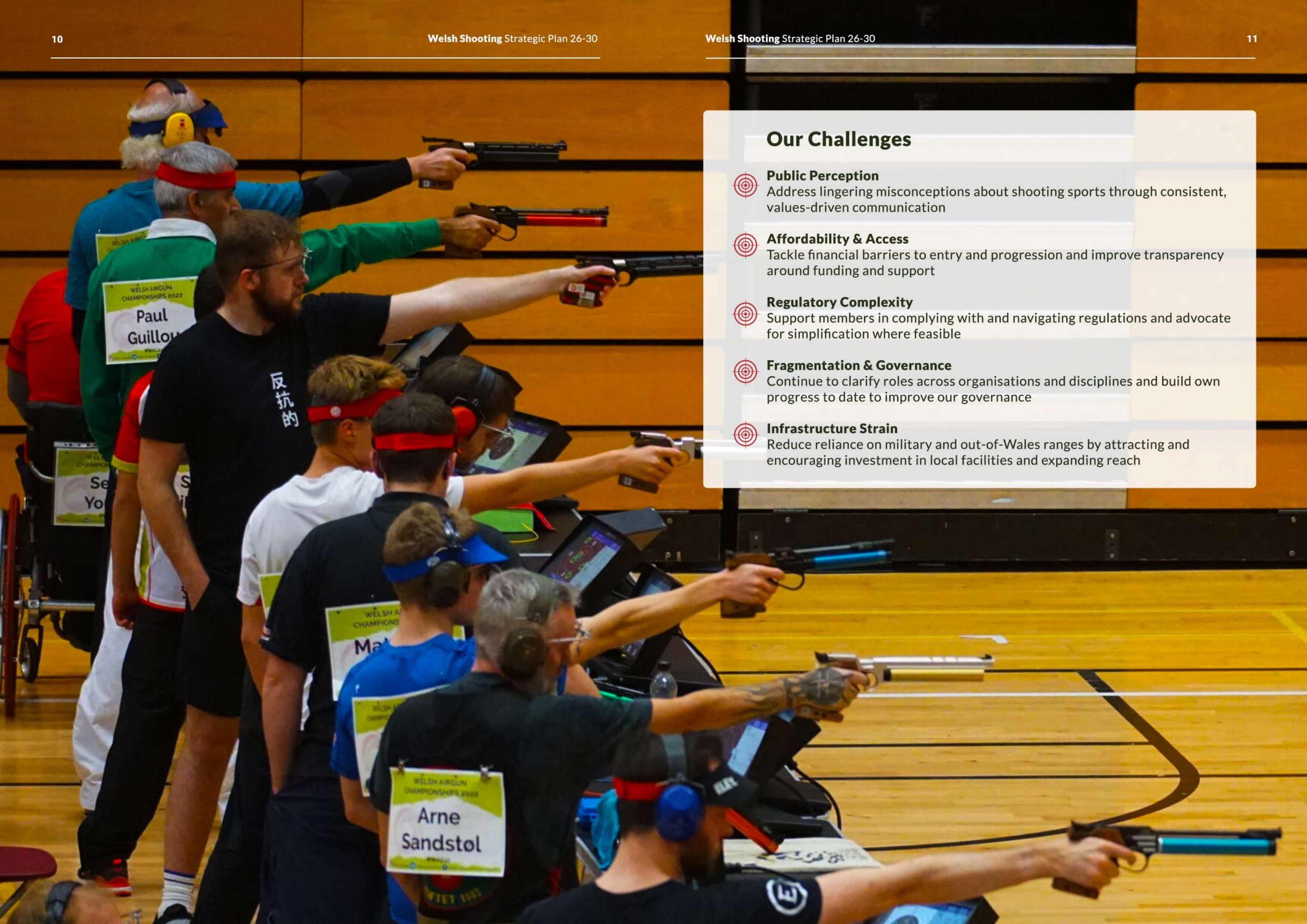


### Facilitating Partnerships

Collaborate with commercial and community providers to expand geographic access, reduce infrastructure pressure and open up opportunities for all







## Our Challenges



### Public Perception

Address lingering misconceptions about shooting sports through consistent, values-driven communication



### Affordability & Access

Tackle financial barriers to entry and progression and improve transparency around funding and support



### Regulatory Complexity

Support members in complying with and navigating regulations and advocate for simplification where feasible



### Fragmentation & Governance

Continue to clarify roles across organisations and disciplines and build own progress to date to improve our governance



### Infrastructure Strain

Reduce reliance on military and out-of-Wales ranges by attracting and encouraging investment in local facilities and expanding reach



# Our Purpose and Insights into action

## Our four year objectives

- 🎯 Increase the engagement of young people, promote inclusivity, improve visibility
- 🎯 Support Associations acting as a resource and centre of excellence
- 🎯 Increase participation, especially among children, young people and underrepresented groups
- 🎯 Develop clear Association pathways, coaching support, and celebrate all levels
- 🎯 Shift public media narrative, highlight safety and community values
- 🎯 Foster a culture of kindness, safety, and mutual respect
- 🎯 Promote values of inclusivity, mindfulness, and self-discipline
- 🎯 Clarify roles, promote collaboration, build trust
- 🎯 Expand access, reduce reliance on external ranges, explore partnerships
- 🎯 Strengthen collaboration between national governing bodies and associations
- 🎯 Improve transparency and leadership
- 🎯 Continue to build on governance improvements
- 🎯 Work with Associations to reduce entry costs, simplify regulations, improve funding transparency
- 🎯 Improve facility availability
- 🎯 Support regulatory navigation and compliance
- 🎯 Attracting external funding into the sport

# Pathways for all

We'll break down barriers—financial, geographic, and cultural—to ensure everyone can participate

## For occasional and new shooters

We'll support our Association members to provide safe, welcoming environments for recreational shooting — whether for fun, focus, or friendship

## For competitive shooters

We'll support your journey with Association collaboration, competitions, and advice —helping you reach your potential

## For national-level athletes

We'll connect you to Association pathways, funding links, and international opportunities—so you can represent Wales with pride





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