



ESPORTS WALES

ESPORTS WALES STRATEGY 2026-2030

ESPORTSWALES.ORG



ESPORTS WALES

GOALS



OUR GOALS FOR 2030

PUBLIC AWARENESS	GROW PARTICIPATION	CLUBS	NATIONAL TEAM	FINANCIAL SUSTAINABILITY	GLOBAL LEADER
<p>Raise the percentage of positive awareness around esports in Wales .</p>	<p>Retain and grow the number of active participants in playing and working in esports within Wales.</p>	<p>Development of esports clubs to be more competitive on an international level.</p>	<p>National teams to consistently be ranked in the top 32 in the World, and top 16 in Europe.</p>	<p>Financial sustainability at all levels of esports.</p>	<p>Become a global leader attracting major esports and gaming events to Wales.</p>



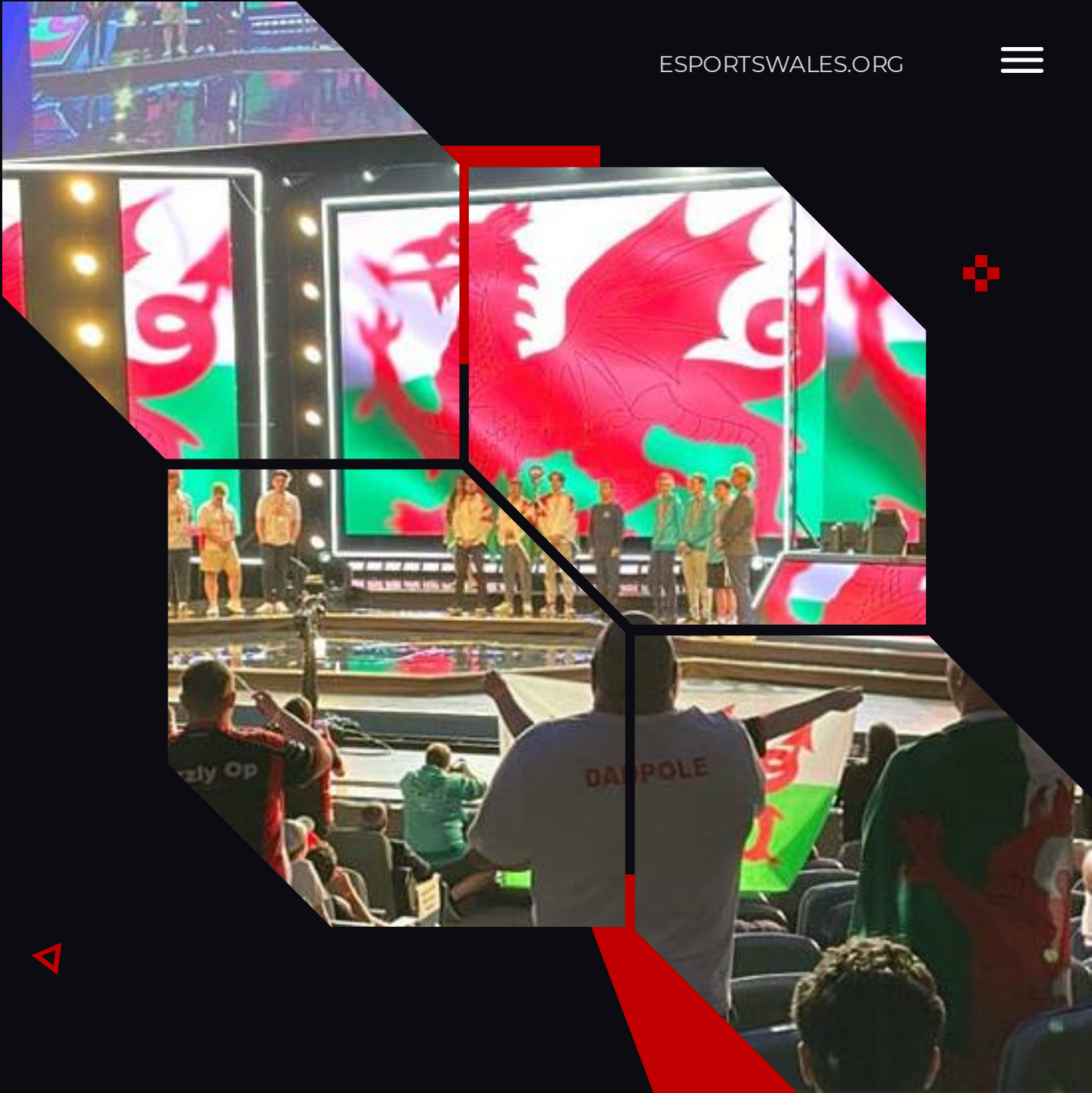
ABOUT US

THIS IS ESPORTS WALES

Established in 2018 Esports Wales was established to be the national body for esports within Wales.

OUR MISSION

- 01 To support competitive gaming from the grassroots to the professional level.
- 02 We aim to improve the standard of Welsh esports and increase its level of awareness in Wales.
- 03 We aim to provide opportunities for esports talent in Wales to be scouted by professional teams through hosting and sponsoring tournaments nationwide with the focus always on Wales.



CULTURE, LEADERSHIP & GOVERNANCE

CULTURE

We will be led by our values, embrace our reality, focus on solutions and dream for an ambitious Welsh future.

We will take a long term perspective to deliver a sustainable organisation for future generations.

LEADERSHIP

We will be open, transparent and involving in how we lead Esports Wales.

We recognise our responsibility as role models. We will lead to inspire.

GOVERNANCE

We have a responsibility to be agile and inclusive.

We will implement the right governance systems and structures with suitably qualified individuals who are reflective of modern society.

COURAGE

A no compromise, no regrets philosophy – daring to dream.

HUMOUR

Bringing perspective and a recognition that we do this for the enjoyment.

INTEGRITY

Doing the right thing – even when no one is looking.

EXCELLENCE

Pursuit of our goals and a recognition that it's ok to make mistakes to become better.

FAMILY

Inclusive and welcoming to all – the esports family. committed to each other's success.

SUCCESS

Achieving in and out of game – responsible for each other's reputations.

VALUES

LIVING BY OUR VALUES

01

GUIDE STRATEGY

Our values helps guide the strategy and plans of how Esports Wales should grow and develop.

02

PUBLIC IMAGE

Our values are great ways to show our members on what esports wales stands for as a company.



OUR PURPOSE

MORE PEOPLE, MORE OFTEN
WITH MORE ENJOYMENT AND
MORE SUCCESS.

MORE PEOPLE



- We will encourage more people to play esports and get involved with Esports Wales.
- We will focus on core esports titles.
- We will encourage more female gamers to join, bringing down barriers to allow everyone to participate.
- We will engage with volunteers, players, casters, supporters, coaches, streamers and our esports partners.
- **WELSH ESPORTS IS FOR ALL.**



MORE OFTEN

- Competitive gaming is the main focus – we want all stakeholders, whether they be players, casters, streamers, supporters or volunteers to engage with esports more often.
 - We will broaden our appeal by including links to all competitive games not just our core games.
 - We will deliver an ‘always on’ approach so any of our stakeholders can engage with the game anywhere, anytime.
 - Using social media platforms such as X, Discord, Instagram, TikTok and Facebook we can offer interaction any time of day.
-

A person is seen from the back, wearing a large black headset with a microphone. They are looking at a computer monitor that displays a game. The room is dimly lit, with a green light source visible at the bottom of the frame. The word "MORE" is overlaid in large, bold, red letters on the left side of the image.

MORE

ENJOYMENT

- We recognise that the majority of people become involved for fun.
- Our clubs and Esports Wales locals are communities where we go to enjoy ourselves and socialise.
- We will include non esports titles to enable more people to enjoy themselves.
- We will provide a mixture of streaming content to keep people entertained.



MORE SUCCESS

- As well as enjoyment, we also play to win.
- We will deliver structures and systems that underpin individual and team success.
- Men and women are equally important for organisation and country.
- Success out of games results in more people engaging with esports, more often and with more enjoyment. As a result we are able to invest more in to esports and gaming with in Wales.

STRATEGIC CONTEXT

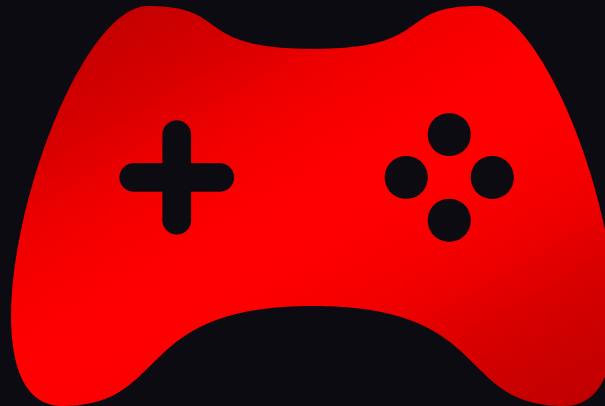
1. Secure the best players & coaches in a high performance environment.



6. Attract, grow and retain potential talent as players, coaches and on committees.



2. Achieve success in the best competitions.



5. Re-invest in the game.



3. Attract more supporters.



4. Secure higher value sponsorship and investment.





FROM

2018

- Exclusive and elite
- No team focus
- No brand
- Male focussed & inaccessible
- The underdog
- Nothing

TO

2030 onwards

To... Being inclusive and involving

To... Focusing on esports at all levels

To... A national brand with international appeal

To... Focusing on everyone and accessible to all

To... A brand with ambition

To... Inspire the next generation of players



CHANGES IN SOCIETY PROVIDE MULTIPLE OPPORTUNITIES

AGING POPULATION

The ageing population and change in the cultural makeup of Wales means that Esports Wales needs to cater for more diverse supporter and participant bases.

FLEXIBILITY & LIFESTYLE FIT

People are striving to be more health conscious in their everyday lives and therefore need flexible and low commitment options to fit into their time-limited lifestyles.



CHANGES IN SOCIETY PROVIDE MULTIPLE OPPORTUNITIES

TEAM GAMES

The 'achievement benefits' that esports offers are important.

- Develops Self-Esteem
- Teaches Leadership Skills
- Teamwork
- Stronger Relationships
- Teaches Respect
- Time Management.

TECHNOLOGY

Technology is changing the way people participate and engage with each other.

We will include socialising and support.



ESPORTS
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STRATEGIC OUTCOMES



UNITY & ALIGNMENT

- Welsh esports is aligned at all levels.
- We have a common purpose, common goals, healthy relationships and structures that underpin a successful esports structure.
- Align with Welsh Government Strategies such as [Digital 2030](#), [Cymraeg 2050](#), [Well-being of future generations act](#).
- There will be disagreements, but then we will agree and support a collective way forward.
- Working with key stakeholders across the UK in development of Esports and Olympics team.
- We will focus on solutions and the future.



PLAYER EXPERIENCE

- We commit to support each player through all levels of the games and beyond.
- Clear pathways for players to move up through the ranks.
- Health and wellbeing support for the players.
- Chance to get scouted by professional teams.



SUPPORTER EXPERIENCE

- We aim 'connect' our fans to esports like no other nation.
- We will embrace mainstream, social and digital media to enable daily engagement right through to ensuring that our events deliver an 'exceptional supporter experience'.
- We aspire to improve esports as a product for supporters – we are in the entertainment business.
- Provide a central hub for merchandise for various teams and hubs within our community.
- Provide membership cards that provide added discount for events and merchandise.



REVENUE UP, COST DOWN

- More people come to support our teams, more often and as a result the 'best commercial partners' aspire to work with Welsh Esports.
- We drive cost synergies across all levels of esports in Wales. Consequently we create more reinvestment.
- Utilizing free technologies but also keeping the standard high and professional.



OUR PEOPLE

- We have a no compromise approach to talent. We focus on recruiting, developing, involving and igniting the talent in the critical roles in Welsh esports at all levels. We drive for ownership and engagement and as a result we build a sustainable, long term platform for esports and gaming within Wales.
- Our volunteers and committees reflect the diversity of various esports games.



ESPORTS
WALES

***SUCCESS FACTORS
FOR
STAKEHOLDERS***

SUCCESS FACTORS FOR STAKEHOLDERS

PLAYERS

SUPPORTERS

COACHES

CASTERS

STREAMERS

VOLUNTEERS

COMMERCIAL

PARTNERS

- Clear pathway from grassroots to professional level and national teams.
- Expectation of success and winning at all levels.
- Opportunity to participate at any level.
- Successful career beyond esports.
- Exposure to the best coaches.
- Improve focus on player welfare.
- Effective engagement through digital/social media.



SUCCESS FACTORS FOR STAKEHOLDERS

PLAYERS

SUPPORTERS

COACHES

CASTERS

STREAMERS

VOLUNTEERS

COMMERCIAL

PARTNERS

- Promoting Welsh clubs and teams.
- Fan loyalty born from success.
- Fulfilling supporter's interests.
- Eliminating stigmas and discrimination.



SUCCESS FACTORS FOR STAKEHOLDERS

PLAYERS
SUPPORTERS
COACHES
CASTERS
STREAMERS
VOLUNTEERS
COMMERCIAL
PARTNERS

- Giving constructive criticism to build off.
- Reflective analysis of past performances.
- Identifying team's strengths and weaknesses.
- Maintaining effective team communication.
- Clear goals for the team.
- Ensuring players wellbeing outside the game.
- Respected by the players.



SUCCESS FACTORS FOR STAKEHOLDERS

PLAYERS
SUPPORTERS
COACHES
CASTERS
STREAMERS
VOLUNTEERS
COMMERCIAL
PARTNERS

- Creating a lasting caster community.
- Contributing to other casters through feedback.
- Ensuring consistent stream quality.
- Suggesting how to better the broadcasts.
- Up to date game knowledge.
- Preparation equalling success.
- Passionate about the game.



SUCCESS FACTORS FOR STAKEHOLDERS

PLAYERS
SUPPORTERS
COACHES
CASTERS
STREAMERS
VOLUNTEERS
COMMERCIAL
PARTNERS

- Easily accessible by members.
- Streaming skills giving educational advantages.
- Freedom to express personalities and creativity.
- Hands on experience with new hardware/software.
- Learning through content creation.
- Entertaining free alternative to TV.
- Engage with streamer communities.



SUCCESS FACTORS FOR STAKEHOLDERS

PLAYERS
SUPPORTERS
COACHES
CASTERS
STREAMERS
VOLUNTEERS
COMMERCIAL
PARTNERS

- Integral to the community.
- Provides members with connections.
- New skills and experiences given.
- Boosting staff confidence.
- A chance to meet new people.
- Giving back to the organisation.
- Enhances a member's employability.



SUCCESS FACTORS FOR STAKEHOLDERS

PLAYERS
SUPPORTERS
COACHES
CASTERS
STREAMERS
VOLUNTEERS
COMMERCIAL
PARTNERS

- Ensuring annual and monthly targets are met.
- Working on customer acquisition and networking.
- Building up relationships with new parties.
- Creating interesting packages to brands.
- Travelling to exhibitions, conferences and meetings.
- Resolve customer disputes that satisfy both sides.



SUCCESS FACTORS FOR STAKEHOLDERS

PLAYERS
SUPPORTERS
COACHES
CASTERS
STREAMERS
VOLUNTEERS
COMMERCIAL
PARTNERS

- Joint purpose and common goals.
- Work for mutual benefit.
- Welsh esports and partner brands aligned.
- Welsh esports living its values.
- Transparent partnership.
- Long term perspective and win/win opportunities.
- Create digital assets for partners.

Partners and Sponsors of the League of Legends Championship Series 2018





ESPORTS
WALES

***WHAT DOES
SUCCESS LOOK
LIKE?***

IN GAME

- **More people playing esports titles.**
- **More formats, played more often.**
- **Welsh national team.**
- **Grassroots and national team consistently winning tournaments.**
- **Enable esports to be a year-round activity.**

OUT OF GAME

- More people supporting, coaching, casting and volunteering.
 - More digital engagement.
 - More investment in esports and gaming with in Wales.
 - More generations and more diverse volunteer base to secure the future of esports within Wales.
 - Engaging in programmes to help Wales to become a more active nation.
-



ESPORTS
WALES

***BUILDING THE
PATHWAYS***

PATHWAYS



Interest

- Interested in getting started in Esports
- Community Nights
- Discord Community



Education

- Colleges BTEC/UAL
- University Degrees
- Esports Leaders
- ESW Taster
- Advice and Guidance from Esports Wales Website

Volunteer

- Volunteer Roles within the WEL Teams
- Volunteer Roles within Esports Wales.

Freelance

- Freelance Roles within the Esports Industry.
- Network Events
- Esports Wales Talent Directory

Full Time Employment

- Full Time Roles within the Esports Industry



***PATH TO
INDUSTRY***

PATHWAYS



Community Night

- None competitive
- Community Engagement

Give it a try

- All ranks welcome
- Casual games
- Tips and Tricks
- Allows people to try the game in a friendly environment.

Toxic/High skill games can force people to quit a game than keep playing.

Schools and Colleges

- School sign up
- Competitive
- Welsh Cup

- Keep people engaged and competitive when not in teams.
- Scout players who may be future teams



University Tournaments

- Teams sign up
- Competitive
- Prizes

- NUEL and NSE
- Welsh Varsity



Tournament Welsh Masters/ WEL

- Clubs sign up
- Competitive
- Epic Lan



National Team

- Play for Wales

- EEF
- IESF
- Team GB



PATH TO PROFESSIONAL

COMMUNITY

ESPORTS WALES COMMUNITY

COMMUNITY EVENTS

Esports Wales has a discord community of over 2750 members with a focus on gaming and esports in Wales. We engage the community in a number of ways:

NAME: Give it a try / Newbies Night

DESCRIPTION: A night dedicated to learning a new esports that you may not have played before in a friendly and welcoming environment with some more experienced players to guide you.

NAME: Looking to Play

DESCRIPTION: players who are looking to play some casual games/ranked games.

NAME: Community Events

DESCRIPTION: people who want to play casual games or game modes, Not Competitive. Watch Parties.

NAME: Community Cup

DESCRIPTION: Competitive aspect, sign up as individuals and get drafted into balanced teams. Sometimes with alternative takes on tradition esports, 1v1, CSGO Wingman, Rocket League modes etc.





EDUCATE

WHAT IS THE **ESPORTS** WALES ACADEMY

The academy is the first step to get people thinking about esports as a possible career choice for the future.

- Industry Lead Workshops for all ages.
- Advice and Guidance.
- [Volunteer Experiences](#).
- Esports Wales [Certification Courses](#) to professionalize and safeguard the industry.
- Freelance Opportunities.



Why do the Esports Leader Award Course?

- This award equips participants with the necessary foundation knowledge to excel in roles within the esports industry.
- With the knowledge, skills and leadership techniques learned from the programme, participants are well-positioned to make meaningful contributions to the esports industry.
- The Esports Wales Esports Leaders award is a mandatory qualification for anyone working for Esports Wales in people-facing roles.



CONTENT

BUILDING A CONTENT TEAM

Esports Wales looks to help support the development of a content team to help support people moving into the content creation space.





SCHOOLS AND COLLEGES

WELSH SCHOOLS AND COLLEGES

WHAT DOES ESPORTS WALES OFFER SCHOOLS AND COLLEGES

- Provide advice and guidance.
- Provide resources.
- Help building teams get setup and play.
- Provide Advertisement.
- Partnership Tournaments.
- Events Management.
- Future tournaments.
- Coaching sessions.
- Organised Talks.
- Age-appropriate games.





UNIVERSITIES

WELSH UNIVERSITIES

WHAT DOES ESPORTS WALES OFFER
UNIVERSITIES:

- Provide advice and guidance.
- Provide resources.
- Building teams for NSE, Nuel.
- Provide advertisement.
- Partnership tournaments.
- Events management.
- Organised talks.
- Viewing parties.
- Future tournaments.
- Coaching sessions.



LOCAL

ESPORTS WALES LOCAL

Esports Wales works with local businesses to help create [local](#) gaming hubs by providing support such as:

- Providing advice and guidance.
- Providing resources.
- Providing advertisement.
- Running partnership tournaments - official tournaments.
- Running Events.
- Organising Talks.
- Organising Viewing Parties.



Ariennir yn Rhannol gan
Lywodraeth Cymru
Part Funded by
Welsh Government

MEMBERSHIP

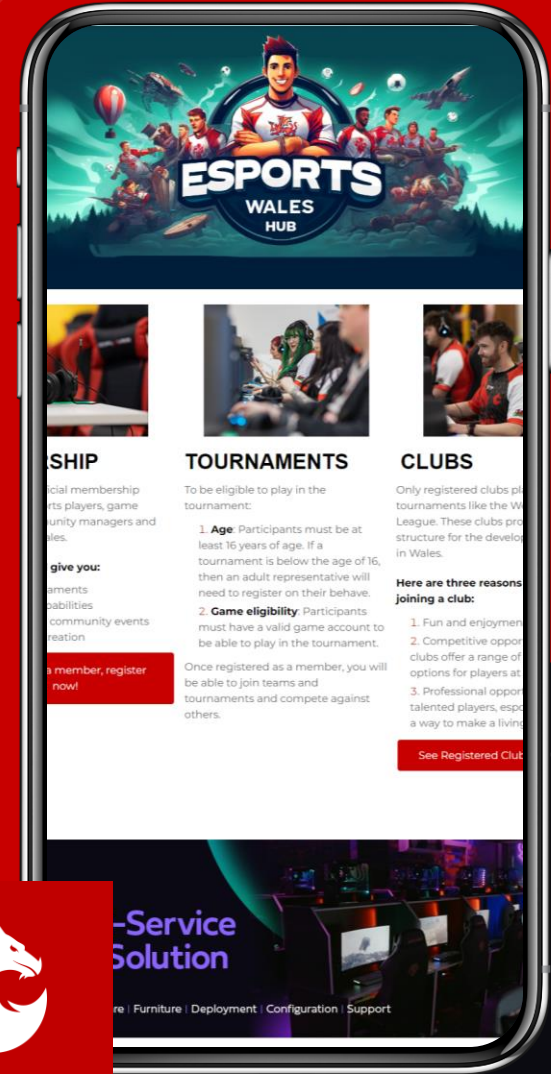
ESPORTS WALES HUB

The Esports Wales hub is the centralised location to manage the membership. This is not only a tournament platform but a talent directory including complete certification and security checks that allow Esports Wales to safeguard the community and make sure that Esports is a safe environment for players to develop.

URL: platform.esportswales.org

The system includes -

- Player Register.
- Looking for a Team.
- Approved Coaches.
- Approved Tournament Admins / Referees.
- Security Checks.
- Team Registration.
- Tournaments.



-Service Solution

re | Furniture | Deployment | Configuration | Support

LEAGUE



BUILDING THE NATIONAL LEAGUE

The Welsh Esports League plays from 6 months of the year in various different game titles allowing Welsh people the opportunity to play and develop their skills.

Advice and Guidance section for [Esports Club Support](#).

National body lead by the [Esports Clubs](#) in Wales.



NATIONAL



BUILDING THE NATIONAL TEAM

National qualifications run each March to select the best players in Wales. The competition has been named the Welsh Masters.

Giving Welsh people the opportunity to play and represent their country on a global stage.



Ariennir yn Rhannol gan
Lywodraeth Cymru
Part Funded by
Welsh Government

EVENTS



BUILDING NATIONAL EVENTS

Esports Wales are working with Welsh Government on developing a national gaming events to support the gaming and esports industry within Wales.

We are continuing to support organisations on running local events across Wales.





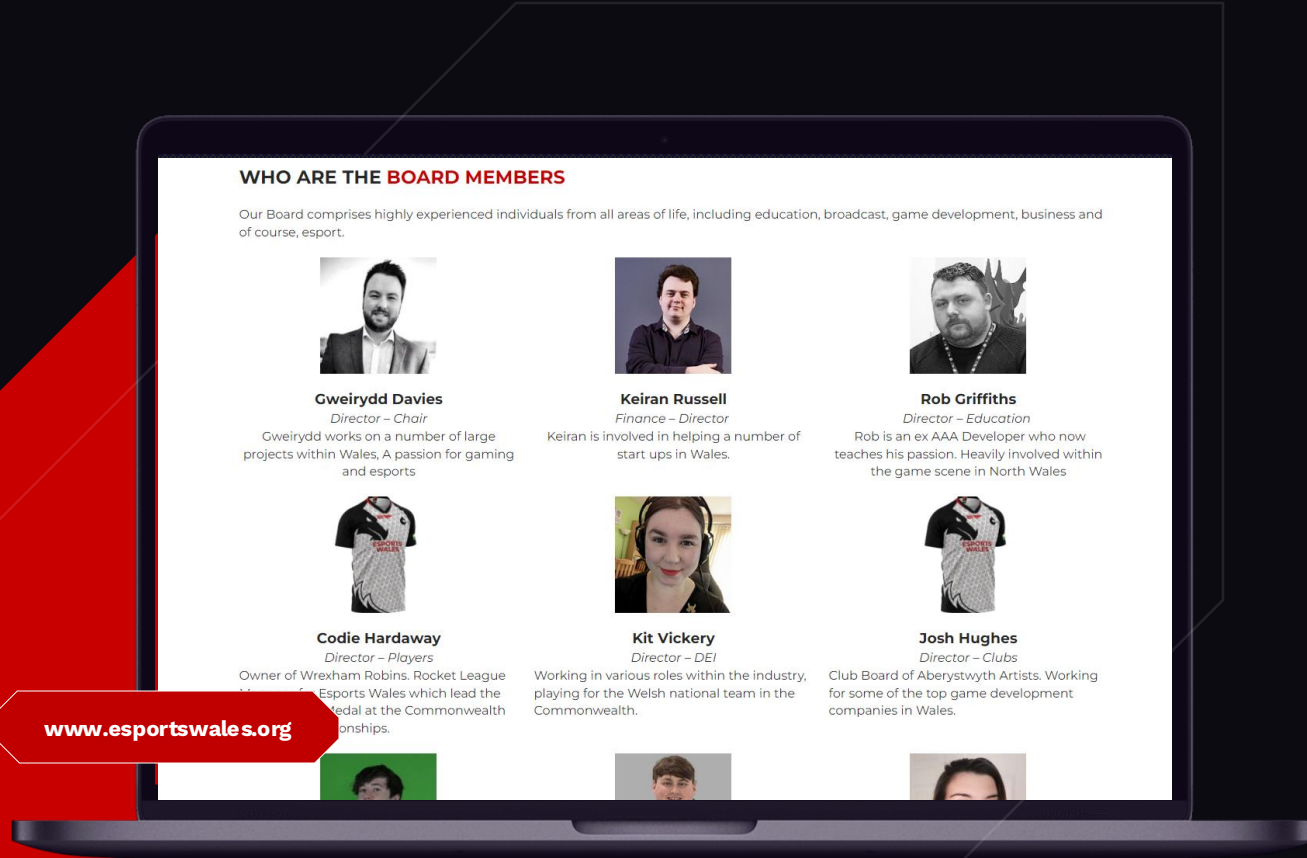
STRUCTURE

OUR STRUCTURE

Esports Wales has a current board of 11. Registered full member clubs elect a new board at the annual general meeting.

Key board positions are appointed by an independent panel on a 4-year term.

Esports Wales currently has 3 full time staff members.



www.esportswales.org

WHO ARE THE BOARD MEMBERS

Our Board comprises highly experienced individuals from all areas of life, including education, broadcast, game development, business and of course, esports.



Gweirydd Davies
Director – Chair

Gweirydd works on a number of large projects within Wales. A passion for gaming and esports



Keiran Russell
Finance – Director

Keiran is involved in helping a number of start ups in Wales.



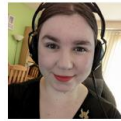
Rob Griffiths
Director – Education

Rob is an ex AAA Developer who now teaches his passion. Heavily involved within the game scene in North Wales



Codie Hardaway
Director – Players

Owner of Wrexham Robins. Rocket League Esports Wales which lead the medal at the Commonwealth Championships.



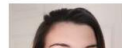
Kit Vickery
Director – DEI

Working in various roles within the industry, playing for the Welsh national team in the Commonwealth.



Josh Hughes
Director – Clubs

Club Board of Aberystwyth Artists. Working for some of the top game development companies in Wales.





DIOLCH

ESPORTS WALES STRATEGY 2025-2030