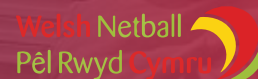


COMMONWEALTH GAMES 2022 IMPACT REPORT - WALES



As part of StreetGames' #Inspiration2022 campaign, the team in Wales worked in partnership with Team Cymru, Sport Wales and The Commonwealth Sport Foundation, to design and deliver an engagement project to bring the Commonwealth Games to life for 500 Young People living in underserved communities in Wales. This included;

- Day trips to watch the Commonwealth Games
- Kit bags and training for Locally Trusted Organisations
- Athlete Engagement
- A joint communications plan with 4 NGBs

Thanks to funding from The Commonwealth Sport Foundation, via a partnership with Team Cymru, 500 tickets were available for young people to attend the games from underserved communities in Wales. The tickets included boxing, netball, hockey, T20 cricket, 3V3 basketball and wheelchair basketball and athletics and para-athletics. Thanks to further funding from Sport Wales, we were able to provide 10 funded day trips, which also included a packed lunch, water bottle and t-shirts for all participants.

The project provided the opportunity for Young People to experience attending a major sporting event, but also connected with National Governing Bodies (NGBs) to bring the Games to life on their doorsteps. Multi-sport kit bags and training was provided to support Locally Trusted Organisations (LTOs) to diversify their offer throughout the CWGs, but this has also enabled them to continue delivery post games-time. The collaboration with NGB's helped to enhance provision in Doorstep Sport sessions through additional resources and ideas, but also created a buzz and excitement around the Commonwealth Games. For many of the participants, they had never heard of the Commonwealth Games, despite it being one of the only major events where Welsh athletes can represent Wales, rather than a GB team. This connection has built a new group of fans to the athletes representing Wales, whilst also increasing their opportunities to participate locally. The NGB partnerships have also forged longer term connections with LTO and NGB staff, resulting in further plans to deliver these sports to new audiences.

As part of on-going work with NGBs in Wales, the project also included a digital communications plan to increase the reach of 4 NGBs' games time messaging, and engaged with CWGs Athletes. Wales Netball, Welsh Boxing, Cricket Wales and Hockey Wales all inputted into the plan, and supported the project, helping to reach participants with information about these sports, activities to do at home, and player profiles. Welsh Boxing also provided t-shirts for the day trips, and arranged for athlete engagement at the Games.



10

Bus Trips run



9

Local Authority areas engaged



500

Young People participated



96%

Of participants said 'they had a great day'



25

Multi-Sport kit bags delivered

Local Authority Areas Involved:



Newport, Blaenau Gwent, Caerphilly, Rhondda Cynon Taf, Conwy, Carmarthenshire, Bridgend, Swansea, Powys.



As part of the participant survey, we asked ‘What would you be doing if you hadn’t come on this trip today?’



42%

Bored / Nothing / In Bed



16%

At home



13%

Playing sport



12%

Be with friends



10%

On a device



6%

Other

We also asked participants “in 10 words, what was the best part of your trip” here are some of their responses;

“Being with my friends and watching the game”

“The atmosphere there and getting ice cream to watch the race”

“The ride up with everyone laughing and having lots of fun”

“Meeting new people and watching the different types of basketball”

“Watching the boxing; being able to experience something this big”

“The bus journey, laughing with friends and I got to watch my first ever game of cricket”

As a result of this opportunity, we have helped to connect 500 young people living in underserved communities in Wales to the Commonwealth Games, and increased their awareness of Welsh athletes and their achievements. It has also increased the capacity of Locally Trusted Organisations to provide a range of sporting participation opportunities for young people, both now and in the future, through equipment, training and partnerships. The trips enabled participants to meet other young people from different communities and build their own connections. The partnerships with Team Cymru, Sport Wales and the NGBs has significantly enhanced this project, and provided further opportunities for young people to remain engaged going forward.

We would like to take this opportunity to thank both The Commonwealth Sport Foundation and Sport Wales for the funding and support to make this project such a success.