

WORLD CUP PARTNER SUPPORT FUND

Summary



Tîm Cymru 22
Team Wales 22



Llywodraeth Cymru
Welsh Government



INTRODUCTION

To celebrate the achievement of Wales qualifying for their first Men's Football World Cup in 64 years, the Welsh Government made a total of £1.8m available for organisations to support their core objectives for Wales' participation in the event. These include the promotion of Wales, projecting Wales' values, and securing a positive and lasting legacy for years to come.

StreetGames successfully applied for £165,100, which enabled us to fund 28 locally trusted organisations (LTOs) across Wales to deliver football-led Doorstep Sport activities for young people living in underserved communities. This included six organisations delivering fully inclusive sessions for young people with additional needs, building on and adding value to our existing GOGA project in South Wales.

These 28 organisations have been delivering weekly sessions to young people since the start of the World Cup and have included a range of cultural and educational elements, shining a light on the history of Welsh football, as well as providing the opportunity for young people to learn about footballing history and culture in other participating Men's World Cup teams.

PROJECT EXAMPLES



Mon Actif provided 'Fit Football Fun' sessions delivered by older young people for other young people in Holyhead. These sessions provided free football activities in a space deemed safe by young people, as well as the opportunity to meet up and have fun whilst keeping active each week. To place the theme of Wales at the heart of the sessions, Mon Actif delivered Bale Free Kick challenges, Kanu turns and Ramsey v Hennessey challenges with penalty shoot outs. Monthly tournaments were also added to their provision with certificates, awards and trophies to celebrate the young people's achievements.

Aura Leisure & Libraries offered a variety of activities including football, boxing, badminton, youth club and multisport sessions. Aura also delivered a Men's Football World Cup community doorstep festival, at their base in Deeside Leisure Centre to ensure the Men's Football World Cup was brought to life locally. As a reward for participating in the project, the young people had the opportunity to visit the onsite ice rink and receive a Welsh football t-shirt.





Multisport Social Health & Wellbeing C.I.C set up a new weekly football coaching session for young people with learning disabilities. In partnership with Newport Live and Coleg Gwent, the sessions allowed young people to feel included, make friends, feel part of society and experience the things that are otherwise very difficult.

Ceredigion Actif provided an opportunity for secondary school girls to be involved in football through weekly extracurricular sessions in 7 schools across the local authority. They also delivered two festivals at the end of the project, allowing 18 teams and over 180 girls to take part. Prior to this, many of the girls involved had never represented their schools playing football but now, some of the girls have now joined a local football team



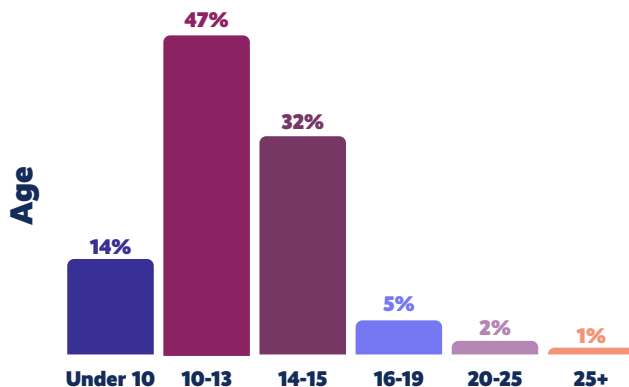
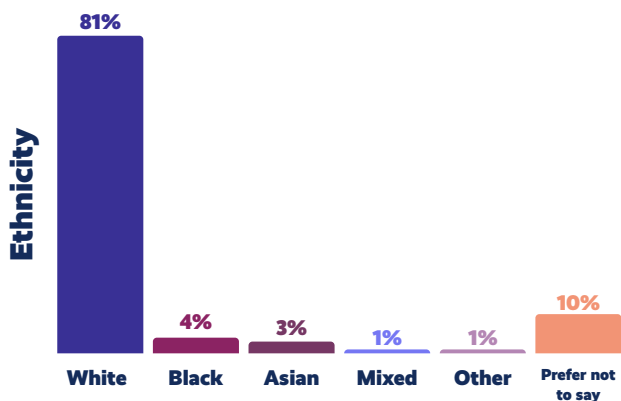
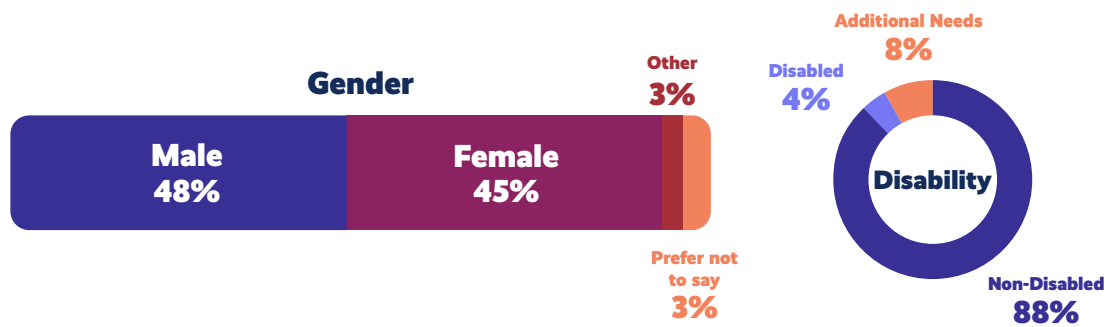
Treharris Boys & Girls Club set up girls only social football sessions, planned by the young people themselves. The girls planned fun and interactive sessions and incorporated the theme of Wales through singing the national anthem and Yma o Hyd at the beginning of sessions. The sessions were fully inclusive and attracted new members to the club, including those from the LGBTQ+ community who are now volunteering at the club and encouraging more young people to join.

PARTICIPANTS



4,076

Young People Engaged



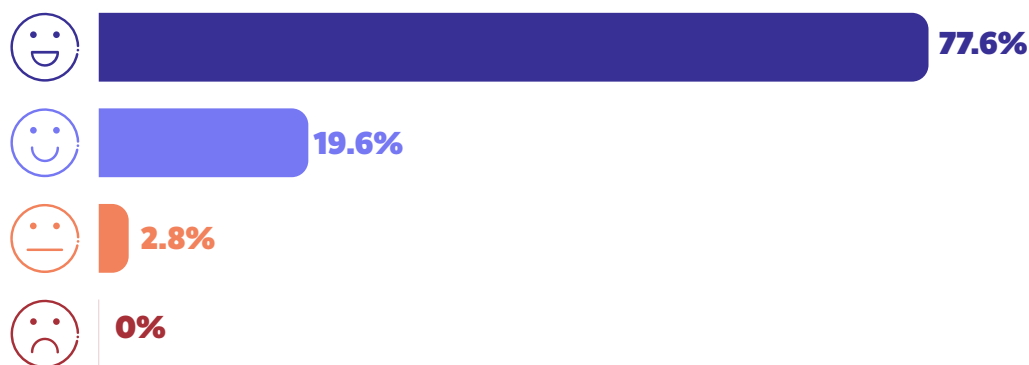
Project Locations



FEEDBACK FROM YOUNG PEOPLE

Some young people involved in the sessions completed participant surveys to provide feedback on the project. As can be seen below, the feedback from participants was overwhelmingly positive.

Overall, how would you rate these sessions?



Significantly, nearly half (46%) of young people involved **did not attend any other sports group or session.**

Benefits of taking part & what young people enjoy

Young people also provided feedback about what they enjoy about attending the sessions and the benefits they feel from taking part, including:



Opportunity to volunteer

The young people valued the opportunity to volunteer at sessions and encourage other young people to take part.

"I've enjoyed being active and being able to help the new youngsters that come to the sessions".



Trusted adults

Positive experiences with adults encouraged young people to attend. The coaches and youth workers involved were often deemed the most enjoyable aspect of the sessions.

"Spending time with Dayle who is really cool and amazing"



Fun

The young people found the sessions enjoyable and fun, which often motivated them to attend.

"I try my best and have fun".



Being able to try new things

The participants appreciated the diverse range of activities offered in the sessions, allowing them to explore new sports and activities, as well as learn new skills.

"Opportunities to play different sports, inside and out".



Socialising

Spending time with friends or meeting new people was one of the main reasons why the participants enjoyed the sessions. The sessions provided a safe space for socialising outside of school hours.

"Spending time in a warm area with my mates playing sport".



Food Provision

Access to food during sessions is valued by young people. For the project, young people enjoyed learning about food association with different countries taking part in the Men's Football World Cup, including Wales.

"I liked the food. We tasted different food every week".



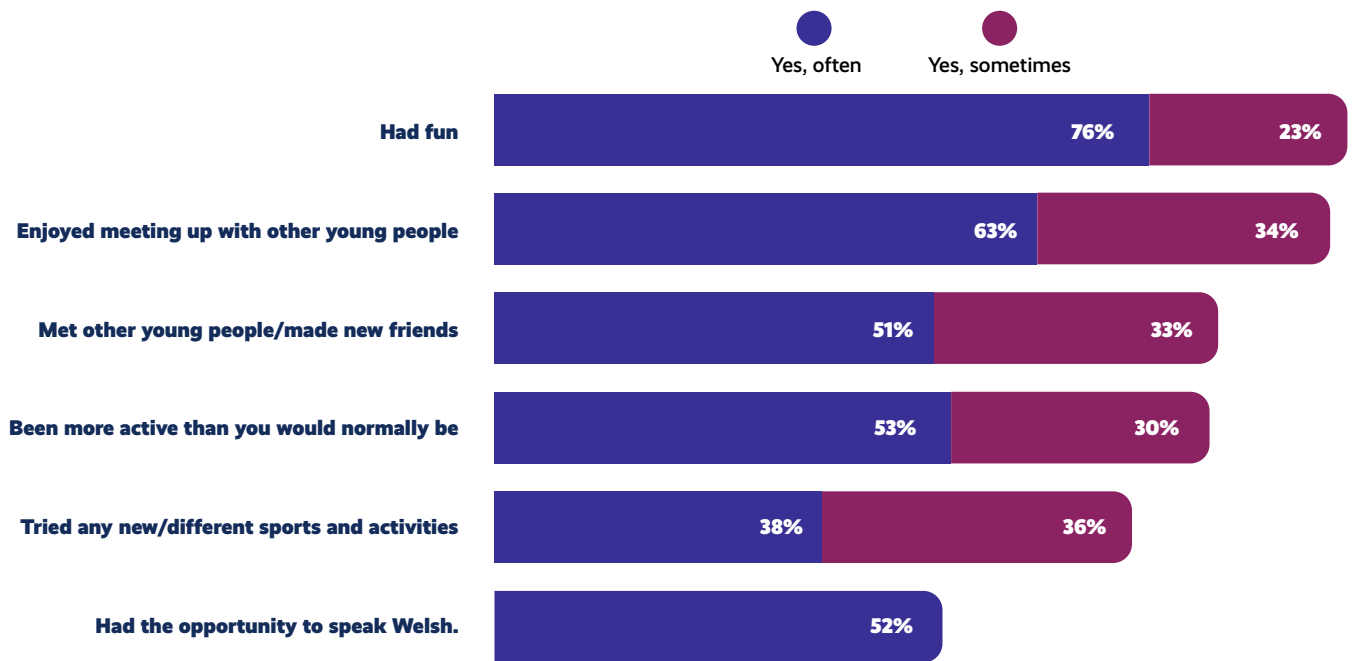
Learning English

Those from refugee backgrounds valued the opportunity to learn and develop their English language skills, allowing them to grow in confidence to communicate outside of the session.

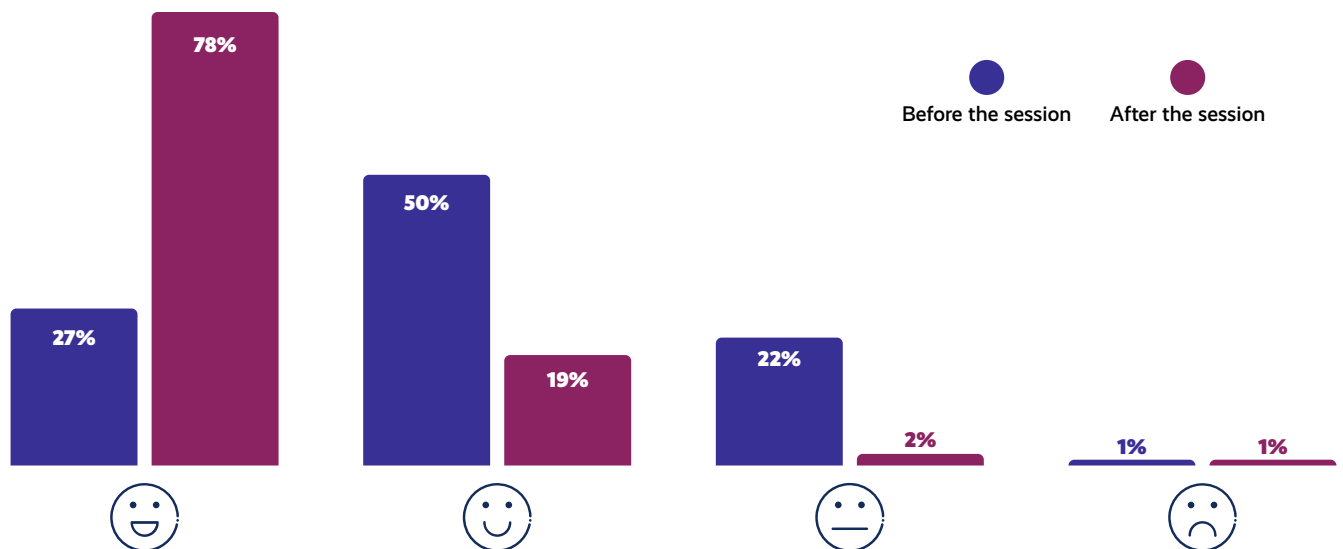
"They are helping me learn English".



At these sessions, would you say you have...



How did you feel before and after leaving the session?



LEARNING

Feedback from Project Leaders highlighted a range of aspects which they felt were important / had helped to make their World Cup Partner Support Fund sessions a success, including:



Being adaptable

Many of the projects commented on the importance of being adaptable during delivery for a variety of reasons. For example, working with young people often requires coaches to adapt to individuals needs and ensure the sessions remain inclusive. Also, as delivery took place through the winter it was important to have contingency plans in place such as alternative venues or activities to retain young people's engagement in the sessions.



Utilising the power of major sporting events

Most organisations involved commented on the power of the Men's Football World Cup to re-engage young people in sport and physical activity. The connection to the event and access to a Football Association of Wales (FAW) training package provided 'credibility' for the organisations involved and acted as a 'catalyst' to inspire young people to take part and/or volunteer at their local Doorstep Sport Club.



Staff consistency

Ensuring staff are consistent throughout was noted as a powerful tool for engaging young people and gaining their trust. Having the right staff in place consistently was often seen as the main reason for the success of the project, as they have developed positive relationships with the young people by encouraging them to shape sessions and prioritise youth voice throughout.



KEY INGREDIENTS TO DOORSTEP SPORT

The feedback from project staff shows how many of the doorstep sport ingredients formed part of their offers – see examples below.

Encouraging Lifelong Participation

Brickfield Rangers utilised the project to expand their offer to a wider audience, through providing Doorstep Sport sessions rather than their usual mainstream sport club provision. However, as a result many of the young people involved have enquired about joining the club going forward, meaning the participants are now a part of the mainstream provision in the local community and can play football on a regular basis, hopefully leading to lifelong participation.

Rewards and Rewarding

Swansea City AFC Foundation offered participants the opportunity to be in the guard of honour at Swansea City's home match against Stoke City in February. Many of the participants had never had the chance to attend a Swansea City match but were rewarded with being on the pitch and close to many of their role models.

The 4 'Rights'

The Blaenau Gwent County Borough Council (BGCBC) Ukraine Support Team provided a safe and welcoming space for the Ukrainian residents to socialise and come together. The informal sessions were delivered at a local sports hall and transport was provided to ensure everybody could attend. This project provided the residents with their first opportunity to take part in sport and physical activity and encourage integration with the wider community in Blaenau Gwent.

Right Staff

Pride Physical stressed the importance of having the right staff at the heart of their provision. Where young girls lacked positive role models, the right staff were able to develop strong relationships through attending consistently and allowing them to participate without the fear of being judged or feeling inadequate.

Stable And Trusted Organisation

Youth Shedz Cymru is an example of a stable and trusted organisation. The World Cup Partner Support Fund allowed Youth Shedz to expand their existing provision, whilst continuing to develop different aspects of their organisation such as reflecting on and improving their data collection systems. This will enable them to better demonstrate the impact of their work going forward.



Clear Ethos

All organisations involved have a clear young person-centred ethos and a good understanding of how to build the key 'ingredients' of Doorstep Sport into their offers. The project leaders also took time to understand the aims of the World Cup Partner Support Fund and combined this with their understanding of the needs of the young people in their community to create opportunities to increase young people's engagement in football-based sessions.

Provision of an 'Attractive Offer'

The excitement of the Men's Football World Cup enticed more young people to engage in the sessions. For example, Penparcau Community Forum hosted a weekly football club which involved 5 aside street football games, colouring in flags which represent different countries and sometimes a FIFA tournament as a treat for taking part in the football. They also provided each participant with a Welsh football top and a Welsh flag to take home.

Personal Development Opportunities

Dallaglio Rugby Works also incorporated work with Bam Construction to deliver employability days for their young people to attend. The young people were also able to gain a Sports Leaders qualification, with over 95% of the participants succeeding and gaining a 'pass'.

Year Round Opportunities

Boomerang are continuing to deliver these sessions as the young people have expressed an interest in attending. They are also continuing to be 'community led' by delivering sessions young people are asking for such as athletics, which has now been offered as a taster.

Multi-agency Partnerships

Sport Pembrokeshire worked in partnership with Pembrokeshire Leisure, the local Youth Service, local schools and Health Aspire to deliver fun football and multisport activities. This enabled more young people from the surrounding underserved community to access a free, inclusive physical activity offer, including those with Autism Spectrum Disorders who believe they are 'not good enough for clubs'.