



Boys and Girls Clubs of Wales

Clybiau Bechgyn a Merched Cymru

Charity Number: 1009142

# Final Report World Cup Project



February 2023

## "Inspiring a Generation"

Welsh Government World Cup Partner Support Fund

Jack Jenner

Project Co-ordinator



**Tîm Cymru 22**  
**Team Wales 22**

**Ysbrydoli cenhedlaeth**  
**Inspiring a Generation**



# Foreword



## CHIEF EXECUTIVE OFFICER

Wales making it to the Men's Football World Cup finals for the first time since 1958 was a moment for us all in Wales to celebrate. Boys' and Girls' Clubs of Wales was delighted to have been awarded funding from the Welsh Government for the "Inspiring a Generation" project - a project that will leave a legacy on young people throughout Wales.

We are extremely grateful for this funding and helping change young people's lives. I extend my thanks to all our club volunteers, team coaches, and staff who held events and took part in the project, as well as to our international partners in the USA for their kind cooperation.

*Grant Painer, CEO of BGC Wales*

## About the Project

Delivering the #TeamWales22 "Inspiring a Generation" project has involved every branch of BGC Wales, from clubs embedded in communities across Wales and project staff delivering sessions, to national boys' and girls' football teams travelling to the USA.

Young people have been empowered, Wales promoted, Welsh values projected and a legacy created to change young people's lives. The project included:

- Youth Work Sessions
- Community Parties & Activity Days
- USA vs BGC Wales international matches
- A Virtual Conference

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The "Inspiring a Generation" project has helped reopen a club, expanded our international network for the future, and increased our bilingual digital reach. Young people have been provided with quality local youth work and sporting opportunities as well as a once-in-a-lifetime sporting and travel experience in America.



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# Youth Work Sessions

**Target 1: Hold minimum one youth work session in each local authority**

The youth work sessions planned by BGC Wales youth worker Dean Wood included a matching exercise with printed flags, capital cities and football association logos to enhance young people's geographic knowledge, followed by a discussion around human rights issues & Qatar as well as promoting Welsh values amongst young people.

44

Sessions delivered by club volunteers & staff at BGC Wales



1,105

Estimated young people engaged

## Ebbw Vale Youth



26 young people, 28 November

## Aberkenfig BGC



37 young people, 28 November



**Kari Morgan,  
Youth Worker  
at BGC Wales**

"The young people engaged really well. I was impressed by their knowledge of countries and flags, and found that these sessions facilitated a good conversation around human rights. The young people's input and views were insightful and made for a really engaging session."



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# Community Parties & Activity Days

**Target 2: Hold Football Activity Days in clubs at each local authority**  
**Target 5: Hold World Cup Community Party Days**

Our affiliated network of youth & football clubs applied for and were awarded 44 grants to host watch parties and activities, creating a Welsh footballing legacy in the clubs.

## Case Study A: Grangetown BGC Community Party & Activity Day, Cardiff LA

Grangetown BGC held two successful events, with their activity day titled "All Different All Equal". Club leader Mr Kaireh described their party for Wales v England as "a range of fun and games, competitions and food...The Grangetown community speak over 20 languages so this was a good opportunity to celebrate Wales' return to the World Cup stage, with an international event." One young person said: "I love coming to youth club to see my friends, and it's even better when they have a party with food and goodies."



## Case Study B: Pontlottyn BGC Activity Day, Caerphilly LA



The project led Pontlottyn BGC to link with GD football coaching, run by a former club member, and to recruit a new generation of parent volunteers & committee members. Club leader Mr Morgan said: "The activity days proved to be a success...with an increase in young people using the club. They raised awareness for the club in the community, where many parents had not realised the club was back open after the pandemic."

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## Case Study C: STAND North Wales Community Party & Activity Day, Denbighshire LA

STAND North Wales is an affiliated organisation that works with young people with learning disabilities. They held their activity days at Brynhyfryd Leisure Centre, Ruthin with football skill games, dodge-ball and aiming at hoops. Their lead youth worker Ms Smith said: "We could not have asked for a more positive outcome to the day." See below for their parental comments:

Thank you for a great time, we would like to see more events like this in the future, lots of fun!

We had a Great time thank you (very grateful for something being in Ruthin)

Great event! So much for all ages. Would like more related events like this. lovely Big room to spread out. time to spend with other parents was great. a lovely time learning. Kids had a lovely time learning new skill with supportive and kind staff.



44

Events Funded in all 22 Local Authorities

3,631

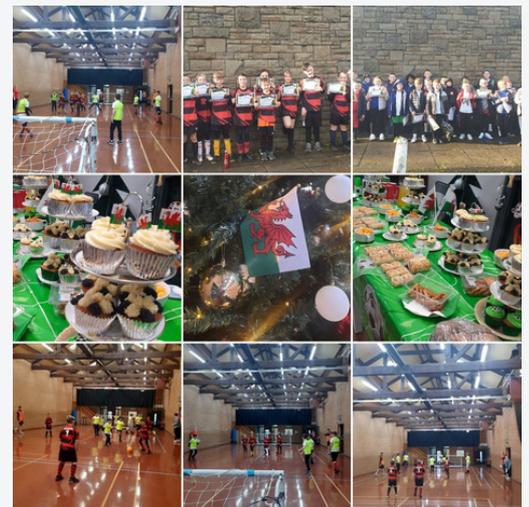
Attendees

£21,076.03

Paid to 38 Clubs

## Case Study D: Dowlais Community Centre Community Party, Merthyr Tydfil LA

Our affiliate, the Stephens & George Trust who manage Dowlais Community Centre, held their community party on Tuesday 29 November ahead of Wales vs England. 140 young people attended from three local schools and the local PRU, with a series of matches played between them. Their charity co-ordinator Ms Hughes said: "It was thoroughly enjoyed by young people, children and adults who attended, and they had a great time celebrating football." One attending teacher said: "Fantastic party for the World Cup, great to see the community playing football together."



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# USA VS BGC Wales

**Target 3: Arrange and hold a football match...in the USA**

**17/11/22 – 24/11/22**

The U15 boys' and girls' football squads from BGC Wales travelled to the USA to play matches against an American representative team on the day Wales played against the USA at the World Cup in Qatar (21 November). This was a life changing experience for the young people to learn about US soccer. The matches were a wonderful opportunity to promote Wales and Welsh values, including the captains wearing One Love armbands as documented by BGC Wales videographer Carl Twinney.



**Vaughan Gething MS,  
Minister for  
Economy**

"I want to wish the very best of success to the Boys' and Girls' Clubs of Wales who are in America playing a series of games. I am delighted that you are showing your support for the nation we are and the values we hold, not only in wearing the One Love armband but in your behaviour in getting there. I am sure you will do yourselves and Wales proud."

**Girls' Captain - Megan Clarke**



"It's nice to be out here with all the girls. It's a great experience for us all and we're having a great time so far. I'm super excited for the game!"

**Boys' Captain - Harry Snow**



"I've enjoyed seeing the different types of play styles...it would be a great experience for me to be here if I was offered a scholarship."



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32

Young people & 15 adults in the USA for 2 matches & 4 training sessions

15,980

Impressions on Heathrow departure tweet

+2,373%

Instagram impressions compared to previous week



"Fantastic - what an experience. Did Wales proud over there!"



**Eoghan O'Regan,**  
Deputy Head of North America for Welsh Government

### Final Girls' Match Score USA 2-0 BGC Wales



Tim Cymru 22 Ysbrydoli cenhedlaeth Team Wales 22 Inspiring a Generation

**USA BGC VS WALES BGC**  
SEACOAST UNITED SEACOAST UNITED TRAINING COMPLEX 21/11/22

### Final Boys' Match Score USA 0-3 BGC Wales



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**USA BGC VS WALES BGC**  
SEACOAST UNITED SEACOAST UNITED TRAINING COMPLEX 21/11/22



**Nicola Jones,**  
Parent

From start to finish, Boys' and Girls' Clubs of Wales planned an amazing opportunity and experience. Parents were provided with a very detailed programme, the staff and volunteers of BGC were very responsive to any queries and their regular communication gave parents the knowledge and peace of mind they very much needed. Thank you Boys' and Girls' Clubs of Wales!



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# Virtual Conference

## Target 4: Hold Virtual Youth Work Conference with BGC of America

CEO Grant Poiner and Youth Work Manager Jonathan Price met online with various affiliates from the World Federation of Youth Clubs including Boys & Girls Clubs of America on Thursday 8 December. This followed a meeting with Boys & Girls Clubs of Southern Maine whilst in the USA on Tuesday 22 November. Their presentation about our project promoted Wales and our values to youth work leaders across the world. Our global engagement and connections with these leaders will have a lasting legacy in our future international learning exchanges funded by Taith.



"The contacts made by our CEO at this conference will be vital to our international youth work going forward as the new funding landscape allows young people to travel beyond Europe with us"



**Ethan Richards,  
International Youth  
Worker at  
BGC Wales**



Grant & Jonathan meeting staff at BGC Southern Maine



CEO Grant Poiner joining the conference from the office booth



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