

THURSDAY 8 JUNE 2023
PARKGATE HOTEL | CARDIFF





Host Lauren Jenkins

Lauren Jenkins is a presenter for BBC Scrum V and S4C on their rugby coverage. Lauren has reported on major global sporting events including the British & Irish Lions tour of New Zealand, multiple Commonwealth Games & more recently Wales' summer tour to South Africa.

Lauren has also worked as a pitch side reporter for Prime Video and Sky Sports and presents the weekly BBC Scrum V podcast.



Performance by **Sophie Evans**

Sophie Evans hails from Tonypandy in the South Wales valleys. She came runner up out of 10,000 hopefuls in Andrew Lloyd Webber's search for Dorothy in 2010, resulting in her becoming alternate Dorothy at the London Palladium at 17. She has since gone on to perform all around the world in concerts with amazing performers such as Alfie Boe, Michael Ball, Paul Potts and Kerry Ellis.

Sophie has performed in many shows but most recently as Glinda in Wicked on the West end. She has performed in many major venues and arenas around the world, including, the Lyric Theatre on Broadway and The Colosseum at Caesars Palace, Las Vegas with 'Michael Flatley's Lord of the Dance'.

Sophie has also done TV and Film work, including working with Simon Pegg and Nick Frost on their film 'The Worlds End'



Programme

6.30pm **Drinks Reception**

7.15pm Welcome

Lauren Jenkins, BBC & S4C Presenter

Dawn Bowden MS, Deputy Minister for Arts, Sport & Tourism

7.45pm **Dinner & Awards Ceremony**

Live Performance By Sophie Evans 10.15pm

11.30pm Carriages

Menu

STARTERS

Press of Confit Chicken and Herbs Welsh Tomato Chutney, Pea Shoots, Nut Free Pesto (D)

Welsh Pant-Ys-Gawn Goat's Cheese Asparagus, Watermelon, Pickled Walnut and Balsamic Dressing, Chilli Cheese Beignet (V,D,G,E,N)

MAINS

Twenty-Eight Day Matured British Beef Roasted Onion Purée, Potato Dauphinoise, Seasonal Vegetables, Red Wine Beef Sauce (Sd,D,S)

Wild Mushroom and Pine Nut Pithivier Seasonal Vegetables, Tarragon and Tomato Fondue (V,G,E,D)

DESSERT

Raspberry and Vanilla Cheesecake. Raspberry Foam, Vanilla Custard, Shortbread (V,D,E,G,S) WSA Community – Advert

Information to come





Foreward Andrew Howard CEO

Croeso pawb a diolch am eich cefnogaeth heno. Welcome to our inaugural Welsh Sports Association Sports Industry

This evening we celebrate and showcase a range of initiatives that bring to life the outstanding work of our members, which not only enhance Welsh Sport, but also society here in Wales. I hope you enjoy learning about these projects as much as our team and independent panel of judges have, but also, they inspire you, just as they have inspired the thousands of people who have enjoyed living them.

The WSA has three key strategic goals - Collaborate, Develop and Promote and they are present in everything that this evening represents.

This evening is a collaboration of our key stakeholders, all of whom are playing a key role in the development and delivery of the Sport and Leisure sector in Wales. We welcome our growing list of valued members, which increased to a record 146 last year. We thank our core WSA partners and those we welcome into the WSA family this evening as new partners for this event. I would like to especially thank Complete Background Screening, who are fittingly our headline sponsors for the event - through our continued collaboration, we are making sport and leisure safer, having delivered a record of more than 17,500 DBS checks last year. In connecting our members with a growing range of expert partners, we are collectively adding value, capability and resource to the sector.

We are delighted to be in the company of Sport Wales Chair Baroness Grey-Thompson DBE, CEO Brian Davies and Sport Wales colleagues this evening, and we thank them for their continued support of the WSA. We are also thrilled that the Deputy Minister for Sport Dawn Bowden MS and colleagues are showing their support for this evening's event on behalf of the Welsh Government and we look forward to the Deputy Minister's address. I know that the Deputy Minister is passionate about sport and the positive impact that it has on society, and we are

confident that she will leave this evening feeling inspired and reassured that the sector is in good hands, thanks to

This evening is also about developing the sector through knowledge sharing and showcasing best practices. This represents an excellent way to improve performance, to fill knowledge gaps, to work collaboratively and to encourage leadership. It would be a fantastic legacy for this event if every member organisation left tonight with a commitment to replicating at least one of the nominated projects within their own organisation.

One of the WSA's core purposes is to promote the value of the sector and sport and leisure's role in Welsh life. There are so many incredible stories to tell, and we were delighted to be in receipt of 86 incredible entries for these awards. We tell the story of the 24 shortlisted initiatives in this brochure, and I encourage you all to take this home and see the extraordinary impact that sport and leisure is having to help Wales achieve its seven well-being goals.

I would also like to thank all those who have helped to deliver this event this evening, specifically the independent judging panel, Engage Sports, the WSA Board and our hardworking team at the WSA. We have been delighted with the response from our members and partners and we again thank you all for your support.

The final word goes to this evening's nominees. To have gained a place on the shortlist is testament to the outstanding work that has been delivered by your organisation and whatever the outcome this evening, you have gained a place on the medal podium and for that you should be extremely proud.

Diolch a llongyfarchiadau mawr i bawb.



Nominees for the **Best Collaboration Initiative**

Sponsored by

NET WORLD SPORTS»

(PARTICIPATION, SPONSORSHIP OR MEMBER ENGAGEMENT)

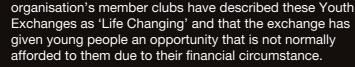
Boys' and Girls' Clubs of Wales

This Youth Exchange project is a collaboration with German partners Sportkreisjugend Rems-Murr. It is twenty years since the collaboration commenced when the two organisations met and discussed ways of working to support young people. In 2004, Wales hosted the first ever Youth Exchange between the two partners and ever since this date, both organisations have been involved in Youth Exchanges for young people aged 14 to 18 from Wales and Germany, to interact through participation in non-competitive sporting activities. Over 300 young people from Wales have taken part in an exchange activity over this time.

Many of the young people are from the valley communities of South and North Wales and this collaboration provides their first chance of going abroad and interacting with young people from another country. Indeed, many young people apply for their first ever passport and board a flight for the first time. The exchanges provide young people with an opportunity to gain new skills, abilities and confidence which enable

them to face other challenges in the future.

Leaders



The annual programme is always innovative and pushing the boundaries of what can be achieved. Although the programme is based around sport, it also always addresses another theme and in the past, these have included issues such as racism in sports, Brexit, employability, challenging violent extremism and leadership.

Cardiff University

An exciting tri-party collaboration between the University, Cardiff City Football Club and Cardiff City Council has created an outdoor Centre of Excellence with a student sports facility, a professional football academy and a community trust sporting pitches at Llanrumney for sports clubs in the east of the city.

The facilities at Llanrumney boast a total of five floodlit all-weather pitches, allowing sporting activity in all weathers, playing back-to-back fixtures all day, 7 days a week and 365 days per year, if required. The project has

forecast that the additional pitches would increase the match and training fixtures capacity



needs by 45% and the WRU (Welsh Rugby Union), Welsh Hockey, Welsh Lacrosse and Wales Rugby League have already used the facility. >

Cardiff City are due to move their academy to the site in July, upon the completion of a new state of the art academy building, which has been developed

to accommodate training and education to academy

Cardiff City Council was keen to extend the proposed new sports playing field complex to incorporate the site of the former Llanrumney High School playing fields to provide new facilities for local clubs, University teams and community use. Cardiff City Council gifted the land via a lease arrangement to the University. The University adopted the Council amenity pitches and undertook a

regeneration programme to improve the pitches for use by a newly formed Llanrumney Sports Club Trust.

All three main partners have collaborated and contributed financially to the exciting project. This contribution along with grant aid from the FAW and Sport Wales will have a lasting impact on all those who use the site. The development will be a real hub for sporting activity in the east of Cardiff along with Cardiff as city and the surrounding region.

Ospreys in the Community

Since 2019, Ospreys in the Community (OITC), Action for Children and Philtronics LTD have collaborated to support young people's mental and physical wellbeing across primary schools and secondary schools.

The programmes can only operate thanks to the fundraising efforts between OITC & Philtronics LTD, which, since 2019 have raised over £40,000 from running corporate sleepouts, online gaming competitions and regular match day bucket collections. The fundraising has enabled the organisation to support nearly 3,000 young people across south Wales with three incredible

Bouncing Back - Supporting Secondary school pupils with coping strategies, self-confidence, resilience and encouraging peer to peer support whilst promoting physical activity to support wellbeing.

On Target - Targeted intervention for those who are struggling most within secondary schools, an awardwinning programme, which has been a huge support coming out of the pandemic.

Bouncing Back+ - An innovative primary based programme again promoting the benefits of physical

activity and supporting resilience and mental health, this programme then ends with

a large group event to celebrate.

Each Partner has a crucial role within the collaboration -Ospreys in the Community have a unique ability to reach further into their communities through the power of sport, Action for Children have the incredible expertise and Philtronics LTD are a passionate local company wanting to make a difference by activating their workforce to support good causes.

The results speak for themselves as over 90% of the young people are more confident to talk about mental health, whilst over 80% have seen an increase in selfesteem and confidence. These programmes have helped more than 80% with their relationships in school and outside and 95% are more equipped to deal with stress.





Nominees for the Most Influential Campaign Award

LOOSEMORES

(COMMS, PR OR ADVOCACY)

Actif Sport & Leisure, Carmarthenshire County Council

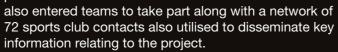
Actif's project 'Beat the Street' was a campaign to tackle health inequalities in the Llanelli area. Llanelli is an area of deprivation characterised by high levels of inactivity, poor mental health, obesity, and other associated health problems, such as heart disease and diabetes. The project team oversaw the formation of a multi-agency steering group to ensure the delivery of the project and embed the programme locally. Behind the scenes, 20 partners were contributing to the steering group including partners linked to leisure, play, education, active travel, community regeneration, health, sports development and town and rural councils.

A product of Intelligent Health, Beat the Street is a simple concept where participants register to receive a gamecard which they tap against 61 strategically located boxes across the community. Players earn points, win prizes, explore their communities as they walk, run, scooter or cycle to take part. The project aimed to harness the power of digital technology to create an innovative, community-wide, game-based challenge to get children, families, and adults outside and active.

The project was always intended to be a catalyst to galvanise the community and the key partners and stakeholders involved, so the legacy of the project continues through the "Tackling Health Inequalities in Llanelli" steering group that has been forged as a result.

Each of the area's 21 primary schools were engaged, setting up teams and signing-up family members and friends. Secondary schools, FE (Further Education)

collages, community groups, sports clubs, and places of work



The project made a significant impact on the Llanelli community, engaging 13% (6,589 people) of the total population who collectively travelled 43,844 miles motor-free during the game, resulting in an estimated reduction of 12.04 tons in CO2 omissions. At registration 40% of adults were inactive. Following Beat the Street, 45% of adults who were inactive at registration, had become more active. Overall, there was a 6% decline in participants reporting being inactive and a 6% increase in those achieving 150+ minutes of activity per week. Furthermore, visits to green spaces increased by 24% because of the project. Following Beat the Street, the proportion of adults experiencing high or very high levels of life satisfaction and worthwhileness rose by 6%. For adults living in areas of high deprivation, the proportion experiencing high or very high levels of life satisfaction and worthwhileness increased by 7% and by 12%, respectively - significant outcomes of the project. Digital engagement statistics were also very positive, and the campaign received a message of support from Welsh cycling legend, Geraint Thomas.





Swim Wales

Swim Wales launched the '#SaveOurPools #AchubEinPyllau' campaign to protect the Welsh swimming pools and leisure centres that are under threat due to the energy crisis.

The bilingual campaign focused not only on spreading awareness of the stark situation facing the swimming pools at the heart of the community, but targeted decision makers at Welsh and UK Government level in a bid to give the facilities the urgent support needed to avoid closure.

Widespread media coverage was used to promote a petition that gained around 7,700 signatures in just two months. Swim Wales' partners, influencers in the space, and the public bought into the campaign, sharing Swim Wales' bank of unique Welsh digital assets (leading to far more than a million social media impressions) and writing to their local MS or MP with the template letter Swim Wales created.

The campaign garnered widespread media coverage including BBC Radio and Television, ITV News, Global

Radio and even BBC's The One Show. The message was spread far and wide through constant



engagement and led to positive meetings with Ministers in Welsh Government and the issue was even raised with Prime Minister Rishi Sunak by Swansea East MP Carolyn Harris at Prime Minister's questions.

The campaign made a splash across social media. The posts from the Swim Wales Facebook, Twitter and Instagram accounts reached an audience of more than 1.7m before factoring in those shared by Swim Wales partners and influencers within the sector including former aquatic stars Sharron Davies, Jazz Carlin and Alys Thomas and current performance squad members Lily Rice, Dan Jervis and more.

Wales Golf

'Golf is Good', a cutting-edge, animated health campaign by the R&A in partnership with Wales Golf, featured football icon Gareth Bale. It was launched exclusively in Wales to encourage people to play golf to improve their health and lifestyle. The three campaign goals were to encourage interest in participation, improve the image, and increase advocacy for golf by decision makers.

The first animation tells the story of how three characters from diverse backgrounds are inspired to play Golf and go on to enjoy the mental, physical and social benefits.

The second animation is of Bale, reaping the mental health benefits of golf away from the pressures of life under the media spotlight as an international footballer. Bale said, "Through the animation, I was keen to show people that Golf has many health benefits and can keep you fit, happy and enjoyed by everyone."

The campaign is backed by scientific research and endorsements from Dr Andrew Murray. The University of Edinburgh, and the British Heart Foundation.

The campaign showcases the scientific research behind the positive health and wellbeing benefits of playing golf, which has indicated that golf, as a physical activity, can

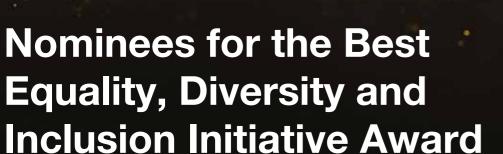
help prevent and treat 40 major chronic diseases. including diabetes, heart attacks, stroke,



breast and colon cancer, depression, and dementia.

The sport can also help strength and balance, improve quality of life, and provide aerobic exercise, while the social benefits of playing also contribute to a healthy lifestyle, including social interaction and regular connection with the outdoors. The key drivers of the campaign are; mental health, golf can keep you physically active for life, golf improves coordination, balance, muscle strength and endurance, golf helps you friends and family and relaxing outdoors and interacting with people reduces stress/anxiety.

All campaigns, assets, and resources were available bilingually in Welsh and such was the success, it will now be visible around the world as Golf Wales were invited to showcase the Welsh case study, introduce the Bale animation and describe the impact, alongside The R&A and key medical experts, at the International Golf Conference to delegates worldwide in May.





Cricket Wales and Glamorgan Cricket

In March 2022, Cricket Wales and Glamorgan Cricket combined to create one Equality, Diversity and Inclusion (EDI) plan for cricket in Wales. Since then, they have doubled down on their efforts to make Cricket the most diverse, inclusive and fair in Wales, reducing barriers, smashing perceptions, breaking stigmas and taking cricket to some of the most under-represented groups in terms of sports participation.

Their work in respect of EDI is extremely wide-ranging and both Cricket Wales and Glamorgan Cricket were subsequently named 'Leading Organisation' in the ECB's County Partnership Agreement (CPA) assessments.

Delivery initiatives such as the Ramadan midnight Tapeball League, Ramadan Iftar for women, Chance to Shine, Wicketz, Disability Cricket, LGBTQ+

for clubs and supporting female-friendly facilities & menstrual hygiene needs in club cricket, all showcase the organisation's commitment to EDI.

And their work has seen a growth in the game with ethnic minority membership growing to 13% in 2022 (Seniors) and to 11% (Juniors). Girls' participation has grown 55% since 2021 and women's participation has increased 42% since 2021.





Disability Sport Wales

Disability Sport Wales (DSW)'s 'Get Out, Get Active' (GOGA) initiative began in 2016 and was a programme created to bring disabled and non-disabled people together to be active.

GOGA has 4 core ingredients that underpin the whole programme, these ingredients are:

- Reaching the very least active disabled and nondisabled people in "active recreation".
- Supporting disabled and non-disabled people to be active together through genuinely inclusive
- Focus on engaging people and developing workforce through use of the ten talk to me
- Sustainability: Individuals active for life, inclusive local system and practice, transferable learning.

In 2020, GOGA#2 was launched and DSW are working with new partners to

explore areas of intersectionality where participants have multiple barriers to engagement. DSW are working with these partners to reach new groups and gain insight and learning that can be shared and replicated. GOGA#2 delivery areas are;

- Elective Home Education in Sport Pembrokeshire (Pembrokeshire, Ceredigion, Carmarthenshire & parts of Powys)
- Ethnically Diverse Communities in Street Games (Newport, Cardiff & Swansea) >



LGBTQI+ in Pride Cymru (Flintshire, Denbighshire &

During the pandemic, the team worked on a wide range of online engagements starting with home-made videos and some online challenges that people could engage with, before moving to live delivery online with instructors. Engagement statistics were very positive with 167 sessions delivered to 2,591 participants.

Since restrictions have lifted and delivery has resumed, the team have worked tirelessly to re-engage with groups with a blend of online and face to face delivery and to date, a total of 934 individuals have had 13,109 attendances in 681 sessions over the three geographical

Street Football Wales

Football Wales provide opportunities for all, where nobody gets turned away. All sessions and events are free of charge, removing financial barriers and the organisation also provides appropriate footwear, clothing and bottled water, as well as food during any events they host.

At Street Football Wales, they offer opportunities for people who have been socially isolated and excluded, by providing an open, inclusive and safe environment to play football, make friends, build self-confidence and to support them on their own personal journeys.

The current project was rebranded by a new workforce in March 2020, and they were immediately faced with the challenges of lockdown. By May 2021, engagement was significantly increased and that enabled the organisation to become sustainable and continue to grow the projects across the whole of Wales, expanding from weekly sessions in Cardiff only, to now delivering sessions in

Swansea, Merthyr, Haverfordwest, Rhyl and RCT.

And in July this year, they

will fly to California with a men's and a women's team to compete in the Homeless World Cup.

Street Football Wales believes that everyone's journey is different, and so they place their players, referees and volunteers at the heart of the organisation, participating in the service delivery and design ensuring their work is based around their needs.

The organisation's slogan is "No one gets left on the bench", showcasing their value of ensuring that anyone who turns up gets valued and is included regardless of their age, background, ability, ethnicity or race.





Nominees for the Best Initiative to Promote Women In Sport & **Physical Activity Award**

The Outdoor Partnership

The Outdoor Partnership's 'This Girls Adventure' programme provides outdoor activity opportunities for hundreds of women and girls annually across Wales. Many are now engaged in volunteering at local clubs, acting as role models, working as instructors and coaches and a new 'girls only' climbing club has been

In July 2018, The Outdoor Partnership created an online hub for women and girls to discover outdoor activity and employment opportunities. The programme addresses the inequalities of women and girls in the outdoor sector workforce (instructors and managers).

The Outdoor Partnership's approach is unique - they have regional Outdoor Activity Development Officers in 5 regions covering North Wales, Mid Wales, Gwent, South Central and Swansea Bay with Stakeholder Groups supporting each region. Their officers carry out an extensive gap and needs analysis and wide consultation to ensure no duplication takes place. Work programmes are developed based on their audit and new partners and

stakeholders established. Their work programmes are established to achieve outcomes on



The Outdoor Partnership's six core programmes of work, which are community cohesion; volunteering; equality, diversity and inclusion; health and wellbeing; lifelong learning and pathways to employment.

"I have found the women's-only surfing sessions amazing in so many ways. Being with a group of females to learn a new sport has been such a relaxed atmosphere and taken away some of the potential embarrassment or competition mixed-gender groups can create. It is safe to say, although a beginner, I am now a surfer and will be continuing and getting my kids involved too. What a great experience!" Lisa Edwards, This Girls' Adventure Beginners Surfing.

Football Association of Wales

In 2021, The Football Association of Wales (FAW) launched their first ever women's and girls' football strategy, 'Our Wales: For HER', and they have seen incredible growth across participation, commercial and fanbase over the last few years. It is the overarching women's and girls' strategy that has been nominated for the Award. The ambitious and purpose driven vision and mission has successfully connected the grassroots to the inspirational national team players. Through impactful marketing and media campaigns, the FAW have made the sport more visible and socially acceptable, which has encouraged more girls to play than ever before.

The vision is to inspire confidence in women and girls to achieve their full potential. Every programme or campaign delivered, is built around inspiring confidence, which was seen most visibly with the Cymru Women's National Team World Cup qualification campaign through 'For US. For THEM. For HER' with links to Juice Menace's rap and Martha's Poem - both videos were viewed over 100.000 times across the FAW's owned social media channels.

Cymru reached their first ever playoffs to the World Cup and set a new record attendance of over 15,000. This recent success with the Women's National Team (WNT) is off the back of a new player agreement which was introduced in 2021 with the FAW committing to providing equity in the support services and team-camp environment and also achieving equal pay, which was achieved in January 2023. In fact, the FAW now invest as a % of turnover, more into the WNT programme than any other nation in Europe.

Girls' participation is another key pillar, and the FAW has seen an 89% increase in girls' participation in the last 5 years. This growth is attributed to programmes which

have been developed and shaped by insights and data.

Firstly, the Huddle programme which is based on creating a fun, friendly and safe first experience in football for girls, and now has 75 centres located across Wales, with over 1,500 registered girls playing Huddle. The newest participation programme is the UEFA Disney Playmakers programme which now has over 70 primary schools delivering across and will be reaching 100 schools by the end of the year. Playmakers utilises the power of Disney characters and storytelling to get girls to fall in love with sport and has been a key tool to build confidence and skills in primary schools teachers to deliver girls only football sessions in schools.

And for teenage girls, the FAW has strengthened their BE Football School programme which has 68 secondary schools delivering across Wales and is based on building life skills in teenage girls to develop and promote extracurricular football opportunities in their schools with 6 football influencers trained up in each school. There has been a 100% increase in year 10 and year 11 girls participating in club football over the last 5 years.

And finally, the Environments for HER programme, which is a resource pack and webinar and workshop series built to support and educate the wider football family (facility providers, parents, coaches, boy's teams) around what an inclusive facility should look like.

RBI Wales

For over a year, RBI Wales Baseball Softball CIC have been running girls-only sessions in Tremorfa, at Boomerang Indoor Training Facility, and at Channel View Leisure Centre, in Grangetown - both in Cardiff. These have resulted in the development of two outstanding players who have represented Great Britain. This has supplemented their standard GB preparation programme, because for the last three years, they have annually facilitated selections to female GB U13, U15 and U18 teams for over 20 young players from Cardiff, four of whom have been from diverse backgrounds.

Another girl's pathway that RBI Wales Baseball Softball CIC actively recruit for, is for their Cardiff Celts fastpitch team. They are the only youth team that competes in the women's Great Britain Fastpitch League, which takes place in Farnham Park, near London.

Their commitment is unrivalled, even hiring minibuses to transport the players to GB training throughout the

year, and to games during the season. Through participation in the programme,



many young players who were quiet and reserved, become leaders on the field, fearlessly expressing themselves and communicating confidently.

Sessions are delivered in Cardiff and the Vale for players from areas of multiple deprivation, and they encourage the players from the Celts to develop their own leadership skills by being youth coaches.

The programme continues to grow, and 1,000 new participants have joined this quarter, of which 10 are hearing impaired young people, who are now regularly getting lessons.

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Nominees for the Best Social Impact Initiative Award

2buy2

Llanrumney Phoenix Amateur Boxing Club, Welsh Boxing

Welsh' Boxing's Llanrumney Phoenix Boxing Club started a social initiative programme with homeless people back in 2018. Partnering up with Cardiff Council and the Homeless Team, they started a project bringing homeless people into the boxing club to help with their physical and mental well-being.

At the end of the physical session, they would cook hot food to enjoy a home cooked meal with a hot drink, whilst feeling part of the community. This project has developed over time and the Club have now worked with many cohorts of homeless people ranging from teenagers to men and women. With the Club's help, Fighting Homelessness became a registered Community Interest Company and now help homeless people all over Wales using combat sport as the tool for engagement.

The Club has just completed its 7th Fighting Homelessness project - The

ten-week boxing intervention has the power to help change and give aspiration to some of Cardiff's most vulnerable people.

The results have been inspirational and homeless people have secured voluntary positions, taken up offers of accommodation, secure permanent jobs, and housing. The Club has seen lives change, purely by opening their doors and making homeless people feel valued and part of a boxing community.



Snowdonia-Active

Snowdonia-Active's 'Babi Actif' project helps parents to be active in the outdoors with their babies during their little one's first 1,000 days. Activities include buggy and pre- and post-natal fitness, baby forest school, outdoor movement / sensory sessions and toddler-paced, buggyfriendly walks, offering choices to suit all levels of fitness and complementing the provision of traditional indoor baby groups.

All sessions are free, which from participant feedback, has encouraged families managing on significantly reduced household income to attend more sessions. In the four years since the project began, Babi Actif has engaged with over 2,000 parents plus their babies and children, covering four counties in North Wales and reaching participants from all backgrounds and levels of **Participants** come to Snowdonia-Active, not only for the health benefits of being outdoors



that activity also has on their own mental health, with benefits to the parent also benefitting the baby.

Those brought together through the Babi Actif initiative form friendship groups in after-session meetings, WhatsApp groups and physical meetups outside of Babi Actif organised sessions and they have reported that they enjoy both emotional support and practical advice on matters such as breastfeeding, sleeping and weaning. >

Snowdonia-Active have also built a strong network of contacts with health and social services; by engaging these services to be part of the wider community and communicating the Babi Actif ethos of improved health and wellbeing through increased outdoor activity, awareness of the Babi Actif brand has grown and increased demand for their services.

With their 3-year Healthy and Active funding drawing to a close, the organisation is sourcing alternative funding. to be able to continue to deliver across all six counties of North Wales and beyond.

Sporting Memories

Sporting Memories Wales is a partnership which delivers reminiscence, social and inclusive physical activities that improve the mental and physical well-being of isolated older people, aged 50+, through tapping into people's passion, knowledge, and love of sport.

The project has four core objectives which are improved mental well-being, reduced loneliness, increased connections, and improved physical well-being. The organisation facilitates 18-weekly Sporting Memories Clubs, bringing older people together to reminisce, replay and connect. Using volunteers to help facilitate Clubs, they have reached over 350 older people during the past three years. They work in partnership with local organisations to deliver Clubs including Ospreys in the Community, Dragons in the Community, Cardiff City Council, Cardiff City in the Community, Penarth

Rugby Club, Pontypridd Rugby Club, Haverfordwest County FC, Glamorgan Cricket Club and many more.



During the COVID-lockdowns the organisation delivered online Clubs and provided Kitbags and telephone circles during this difficult period. The project has been funded by Sport Wales' Healthy and Active Fund, but this funding ended in March 2023 and the organisation are now seeking other funds to help the organisation grow and sustain their essential activities further.

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Nominees for the Best Innovation Award



Dragons RFC

The Dragons E-Sports initiative was launched this season and became one of only a handful of Rugby Clubs to establish themselves within the esports Industry. The innovative strategy strives to harness the benefits of the world's fastest growing industries, in order to enhance the Clubs appeal and Supporter Engagement.

The core benefits for the club are firstly, to add more diversity within the club's supporter base, specifically in respect to females; secondly, to increase the organisation's global appeal and thirdly for educational benefit, because according to the World Economic Forum (WEF), esports teaches transferable skills such as teamwork, leadership, communication, problem solving and strategic thinking.

With these benefits in mind, the Dragons Esports initiative was devised around three pillars: community esports, competitive esports and educational esports.

Dragons Esports are striving to extend their extensive list of provisions within the educational setting to include esports, with qualifications from primary school to degree level. Dragons Esports now operate 10 Esports Competitive Teams across 10 different gaming titles and these matches are streamed live across social media (in both English and Welsh commentary) and in public houses in Newport.



First Year Achievements

- An established global community with players competing online and under the Dragons umbrella from Newport to Iran - covering at least 28 countries
- An increasing young demographic, with 30%, 49% & 15% of gamers within the 10-19, 20-29 & 30-39 age brackets respectively.
- An established network of educational partners; working in conjunction predominately with Cwm Rhymni School but also University of South Wales & Stafford University.
- Online viewer base with an excess of 3,000 viewers covering more than 70 hours of Welsh esports action.

UK Breakin'

accounts.

Hydro Jam was first delivered in 2021. It is a partnership project with break dancers across Wales, combining a breakin' competition, Hip Hop and community activity altogether.

MySkate's unique gamification promotes community

an engaging interactive version of the classic game

favourite street skateboarding spots in their personal

'S.K.A.T.E'. Additional developments have seen MySkate continue to evolve and offer innovative features for

skateboarders, including the option for users to map their

The biggest continual innovation of MySkate is the ability

for users to easily find skateparks and skate spots they

through fun competition with friends; by creating

UK Breakin' partnered with Avant Cymru and Welcome to Our Woods (WTOW) to present the world's first climate-friendly breakin' competition. This partnership meant that the Jams were environmentally friendly, with new trees being planted to replace the wood used to build the stage and a hydroelectric power plant providing the electricity. The electricity provided from the water falling from the mountains and converted in WTOW hydro electricity power plant.

UK Breakin' has 270 members all engaged in the project. The project has linked wider with other Hip Hop

would like to visit, a resource which has historically been non-existent or inconsistent. This promotes travel and domestic tourism.

To date, over 40,000 skateboarders have downloaded and created a MySkate account, and the App is used by skateboarders, on average over 180,000 user sessions per month.

audiences, boasting 700 live audiences and 1,370 views across

three online platforms during the event.



Breakin' has always relied on battery power and electricity to supply music to the competition. But, in finding a way to bring a live DJ, powered by hydroelectricity, recycling flooring and replanting trees where the stage is built, UK Breakin' has displayed an innovative and sustainable way to create a competition and to encourage the next generation to think about the climate through the activities they love.

Skateboard GB

Skateboard GB's (SBGB) MySkate App is the UK's number 1 skateboarding app and in its first six months it was downloaded by 12,000 users. The app was launched in 2020 as SBGB recognised that there was an opportunity to further deliver on the core principle of SBGB and help all British skateboarders 'Skate More, Skate Better'.

The innovative functionality and intuitive user experience has seen MySkate become the go-to resource for

skateboarders who want to discover and map new places to skate, find local



skateboard shops and events, and have fun skateboarding in diverse communities. >

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Nominees for the Best Commitment to the Welsh Language Award

Sponsored by



Commonwealth Games Wales

Commonwealth Games Wales prides itself on sharing the Welsh language across the Commonwealth countries, whilst also having the ability to reach an audience across Wales with the scale and depth of sports involved in a games. The ability to demonstrate and promote the Welsh language across large scale events such as the Commonwealth Games, which has 72 nations engaged with Team Wales, both in person and across social media gives a prime opportunity for the organisation to utilise and promote the Welsh language.

Furthermore, the Queens Baton Relay which travels across all 72 nations was a further opportunity Team Wales had to promote the Welsh language with key content and all branding during the Welsh leg of the relay being bilingual.

The Welsh language is further enhanced through the youth engagement



programme, visiting schools across Wales through each school term, providing verbal and practical sessions through the medium of Welsh and hosting events bilingually, such as Commonwealth Day and Wales Week London, with Welsh-speaking athletes.

CGW are passionate about promoting the Welsh language and are proud to put Welsh at the forefront of their communications, planning and content whether in Wales or across the Commonwealth.

Football Association of Wales

Yma o Hyd and the Qatar World Cup - Following a response from the Red Wall Supporters, the FAW invited Dafydd Iwan to sing Yma o Hyd, a song composed in 1982, at its World Cup Play-Off matches. The song gained worldwide recognition before and during the World Cup and reached number one on the iTunes chart in June 2022. The song and moments such as Ben Davies' Welsh language only press conference ahead of the Iran game at the FIFA World Cup created huge awareness of the language throughout the world.

The song itself and its impact received a great deal of coverage and publicity. Broadcasters, in Wales, the UK and internationally featured the song regularly and documentaries too were produced. Features appeared in the press, such as Wales Online, the Guardian, the Daily Mirror, the Washington Post, the New York Times and

the Evening Standard, to name a few.

A range of merchandise such as

T-shirts, mugs and coaster sets, tattoos, greeting cards and Penderyn Yma o Hyd whisky were all produced.

There is no doubt that the song created awareness around the Welsh language and the country's history, and this was evident when supporters from other countries in Doha joined in with the Welsh supporters to sing the song.

The Outdoor Partnership

The Outdoor Partnership (TOP) has been operating as a fully bilingual charity for 18 years, when there were very limited opportunities for Welsh Speakers to participate, develop or work in the outdoor sector using the Welsh

TOP provide opportunities for people to gain leadership qualifications through the medium of Welsh in community based outdoor clubs and they regularly run training and assessment courses through the medium of Welsh.

TOP has a Welsh Language Scheme endorsed by the Welsh Language Commissioner and uses Welsh as it's everyday communication method and ensure all communication is Bilingual with Welsh being first. The aim is to make the use of the Welsh language in the outdoor sector the norm.

TOP train over 5,000 volunteers to run over 150 outdoor activity clubs in the local environment through the

medium of Welsh and working with Mentrau laith developed Welsh language



resources for the outdoors, such as a dictionary of Welsh outdoor terminology and the translation of qualification handbooks into Welsh.

Recently TOP established a new project in Mid Wales called Bant â ni ('Let's go!') designed to create and support a network of outdoor instructors and enthusiasts who are either first language Welsh speakers or who are learning Welsh, the objective being to create a network and organise informal activity sessions where participants can develop their Welsh speaking skills in an immersive

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Work then followed to create a community owned solar energy rooftop project at the velodrome, which upon its completion was the largest solar rooftop project of its kind in Wales with over 2,000 solar panels installed. The solar panels can generate a combined total of 1,973,000 units of clean renewable electricity per year with most of the electricity generated being used on site.

NL have also introduced an electric derny bike at the velodrome, through a partnership with British Cycling and their sponsorship partnership with Shell; which includes seeking to achieve carbon zero outcomes for cycling.

Canoe Wales

Award

The Big Paddle Clean 2022-23 was a joint initiative with British Canoeing and delivered in Wales, through 32 affiliated Canoe Wales clubs and organisations.

Sustainability Initiative

Clubs who signed up were supported with clean-up kits in exchange for social media posts, photos and stories which Canoe Wales promoted to raise awareness of the pollution in our waterways.

Canoe Wales want everyone to have access to blue spaces and enjoy the many benefits of being out on the water, but our waterways are in crisis from all kinds of pollution. Canoe Wales believes that paddlers can make a real difference to our blue spaces as they can access those hard-to-reach places and remove litter and other rubbish from our waterways.

The overall aims of the project are; helping to minimise pollution and improve the health of our waterways, to help to protect wildlife, connecting with nature and to enjoy the wellbeing benefits of being in blue spaces.

In total, 32 clubs (65%) engaged within the campaign and carried out numerous litter picks and

paddle cleans through the waterways in Wales, creating strong engagement within communities and raising the issue of waterway pollution nationally.

Canoe Wales shared the stories of the cleans publicly to raise awareness of the state of our waterways. The highlight was the recent paddle clean by Llandysul Paddlers which generated significant traction nationally with many local MP's and MS's tagged who were made aware of the issue. Llandysul Paddlers have since been contacted by Sport Wales for a blog on their website, local TV and radio stations, and other environmental and sustainability focused groups and media.



Newport Live

Promoting sustainability can help drive down running costs and make a real contribution in the battle against climate change. That is why Newport Live (NL) have responded to the ongoing climate emergency and are working in partnership with key stakeholders, recognising the impact of positive behaviour change and enabling the creation of sustainable projects to drive innovation.

NL have continued to work at pace with Newport City Council (NCC) & the Service Manager for Climate Change. The focus has been on energy efficiency, lighting, and infrastructure upgrades to reduce energy utilisation, costs, and reduced carbon output. The first major project saw the upgrading to the lighting

at the Geraint Thomas Velodrome with a stateof-the-art LED floodlight

fitted to the velodrome track with support from Welsh Government Energy Service. LED lighting was fitted across the rest of the velodrome, with an estimated saving of 750 tonnes of carbon over the lifetime of the lights, equivalent to the average annual energy output for 190 homes. >



Wales Golf

Playing Our Part - Advancing sustainability and climate action, in and through golf in Wales

Golf in Wales has a tremendous opportunity, and responsibility, to be at the forefront of sustainability and climate action. So, in late 2021, Wales Golf was awarded a grant of £105,000 by Welsh Government to pioneer the advancement of sustainability in and through golf, and in so doing, provide an example to other sports across the

Climate change, loss of habitats and biodiversity, concerns over pollution, water, and air quality, are all driving an important local to global movement.

The Playing Our Part project included a range of interconnected activities which included a partnership with G.E.O. Foundation for Sustainable Golf, the creation of the first draft Wales Golf Sustainability Strategy and a Club 'Sustainability Projects' Grants Programme totalling 27 Projects and £70,000 worth of investment into sustainability activities at golf clubs across Wales.

The OnCourse Wales **OnCourse®** support programme for sustainable golf club and



course management was launched as was the Wales Golf Carbon Footprint and Action Plan.

Wales Golf's approach is also to lead by example, and they have demonstrated this through their Environmental Education Project and facilitating the discussion on Regulatory topics.

These initiatives have set up an exciting future for sustainability in and through golf in Wales with a leadership, support program and knowledge-sharing now in place. Golf Wales' focus now switches to scaling up and driving engagement, uptake, and further measurable positive impacts across clubs, across the country.



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