

PROJECT IMPACT REPORT





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WHO WE ARE



BGC Wales commissioned Katy Evans at Strategic Sport Solutions to project manage HER GOAL | GÔL HI.

With over a decade experience of developing, creating and overseeing local and national sporting projects, Katy ensured we delivered our project outcomes on time, were appropriately measured and the impact captured.



Boys' and Girls' Clubs of Wales (BGC Wales) supports over 130 affiliated clubs across the country, including boxing, football, rugby, and youth/community clubs. As of August 2023, they engaged circa 14,000 young people and 3,454 young adults. Their mission is to help young people in Wales lead healthy, happy lives, build skills, have fun, and make a positive impact in their communities.



Ariennir gan
Lywodraeth Cymru
Funded by
Welsh Government

The Welsh Government Partner Fund was established to capitalise on the women's Cymru national team qualifying for the Euros for the first time, with the ambition of using the tournament as a catalyst for opportunity and aspirations for Welsh communities. £1m was allocated, of which our HER GOAL | GÔL HI project was awarded £43,000.



At the Coalfields Regeneration Trust the ambition is to champion and strengthen coalfield communities, generate resources to respond to needs and deliver programmes that make a positive and lasting difference. CRT have collaborated with BGC Wales on this project to bring opportunity and a lasting impact on coalfield communities.



PROJECT SUMMARY

The HER GOAL | GÔL HI project was inspired by UEFA Women's EURO 2025, coordinated and delivered in partnership between BGC Wales and the Coalfields Regeneration Trust. Designed to empower young women and girls through football, leadership, and cultural exchange, the project aimed to spark participation, build confidence, and leave a lasting community impact.

Spanning numerous objectives, from inclusive football activity days to an international youth exchange - the project engaged girls across Wales with meaningful, empowering experiences. The project was delivered between June and August 2025, with the most intensive activity period taking place from 5th-13th July to coincide with the Women's EURO tournament.

This report outlines the delivery, outcomes, and recommendations for HER GOAL, and offers evidence of the powerful legacy the project has started to build across Wales.





PROJECT AIMS

1

Increased Participation in Women's Sport

Engage 1,000 young females across Wales in sporting opportunities

2

Media Reach & Awareness

Generate at least 50,000 social media impressions and secure regional and national media coverage

3

Sustained Legacy & Long-Term Engagement

Establish ongoing local football opportunities in communities, support pathways for continued participation beyond the tournament

4

Community Engagement & Inclusion

Host community parties and football activity days, provide inclusive activities for young people, particularly those from underserved backgrounds

5

Disability Sport Participation

Deliver a dedicated disability football event, ensuring accessibility and promoting inclusion in sport

6

International Youth Exchange Impact

Enable young females to participate in a cultural exchange, broadening their understanding of youth provision



PROJECT GOALS

WEURO25 YOUTH EXCHANGE

we set out to take up to 16 Welsh females on an international trip to Germany and Switzerland during the Euros

COMMUNITY WATCH PARTIES

we aimed to support 10 clubs in hosting watch parties for Wales' group stage games, fostering community cohesion

FOOTBALL ACTIVITY DAYS

we aimed to support 6 partner organisations and clubs to host fun taster sessions and events for girls to enjoy football activities

INCLUSIVE FOOTBALL FESTIVAL

we aimed to support a community club to host an inclusive festival open to people with disabilities and their families

SAILING EMPOWERMENT VOYAGE

we aimed to enable 24 girls to develop their leadership skills as part of a sailing expedition





PROJECT REACH

With 78% of our clubs based in the South Wales Valleys, our projects have successfully engaged with a significant proportion of our member population. We approached recruitment in a novel way, encouraging pairs of girls to apply together for the youth exchange and targeted BGC clubs for group activities. Research indicates that girls' self-esteem and confidence are more strongly linked to the quality of their friendships and peer support than boys', with supportive friendships helping them feel more capable and resilient, the perfect blend for this project.



COMMUNITY WATCH PARTIES

Seven community-based watch parties were delivered at key locations across Wales: Pontarddulais Town FC, Cardiff City Stadium, Grangetown, Margam, Ystradgynlais, Bridgend, and Penywaun. These events were led by a combination of local club leaders, community champions, and BGC Wales staff.

Total attendance: 306



INTERNATIONAL YOUTH EXCHANGE

A 5 day international trip to Germany and Switzerland. Young girls were provided with an opportunity to watch Wales Women at their first major tournament. Participants hailed from Merthyr, Blaenau Gwent, Swansea and Pembrokeshire.

Participants: 15



DISABILITY FOOTBALL FESTIVAL

A dedicated Disability Football Activity Day was held in Margam, hosted and led by Margam Stags and supported by several partner organisations; a club committed to inclusive community sport.

Participants: 130



FOOTBALL ACTIVITY DAYS

We supported 11 partner organisations and clubs to host fun taster sessions and events for girls to try football. Events span from Treorchy to Trefelin, Pontarddulais to Pontypridd.

Participants: 562



YOUTH EXCHANGE



A cultural and sporting exchange for 15 participants from Wales' coalfield communities visiting southern Germany and Switzerland, culminating in attending a WEURO 2025 match and associated Switzerland-based Euro Legacy Support Partner initiatives.

Date: 7-11th July 2025

Location: Germany & Switzerland

Participants: 15 girls aged 14-18

Staff: 4 x leaders from Boys and Girls Clubs of Wales, Coalfields Regeneration Trust

Key Activities

🇩🇪 Exploration of Mainau Island and Lake Constance

🏛️ Visit to Zurich's FIFA Museum & Women's EURO Fan Zone

💬 Workshop on Gender Equity in Football hosted by Ashoka, FAW, URDD and UEFA

⚽ Attendance at Wales v France WEURO25 match in St Gallen



YOUTH EXCHANGE WORKSHOP



As part of the HER GOAL international youth exchange, 15 girls from Wales took part in a full-day **Gender Equity Hackathon** and cultural exchange experience in St. Gallen, Switzerland on 9th July 2025. The event brought together over **35 young change makers from across Switzerland, Wales, and neighbouring countries.**

The Hackathon was co-led by **Ashoka, Urdd, Cwmpas, and the Football Association of Wales.** Participants worked in mixed-country teams to develop bold, practical solutions for **advancing gender equity** in sport. The day provided an inspiring platform for collaboration, leadership, and social innovation.

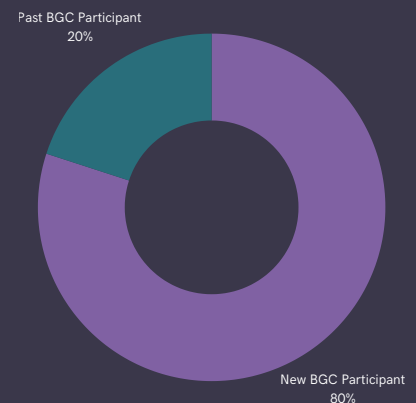
Following the Hackathon, the group joined an intimate workshop and panel discussion with **UEFA's Human Rights Advisory Board**, where they had the opportunity to hear about UEFA's commitment to equity and share insights developed during the day.



YOUTH EXCHANGE IMPACT



The recent international youth exchange led by BGC Wales proved to be a powerful experience for the 15 girls who took part. For 12 of them, it was their first time engaging in a BGC Wales youth exchange, highlighting the value of creating new opportunities for young people to explore beyond their local environment and build global awareness. For one of the participants it was her first time going abroad and experiencing a plane journey, exposing her to more than just sport.



One of the most notable outcomes was the development of confidence in talking to new people, which was the most commonly reported skill gained. This is particularly significant in light of research from organisations like the Children's Commissioner for England and the OECD, which show a decline in young people's social confidence and communication skills, often linked to rising digital engagement and reduced in-person interaction post-COVID. According to YouthLink Scotland, 1 in 3 young people say they rarely meet new people outside school, and many feel anxious in unfamiliar social settings. This exchange helped directly address that issue by creating a safe, inclusive environment to meet and connect with peers from different backgrounds.

When reflecting on the experience, watching the Wales v France WEURO25 match was rated the highlight of the trip, followed closely by meeting new people—again pointing to the importance of shared, meaningful moments in helping build trust, confidence, and friendship. Crucially, 100% of respondents said they "loved it" when asked how much they enjoyed the trip, underlining not only the success of the programme but also the emotional and developmental value of experiences like this in supporting young people's growth and wellbeing. In a time where many young people face rising mental health challenges, social isolation, and limited access to new opportunities, this exchange served as a powerful reminder of the importance of youth-led, real-world learning experiences in helping girls build confidence, connection, and ambition.



YOUTH EXCHANGE FEEDBACK



I WOULD JUST LIKE TO SAY THANK YOU FOR THIS AMAZING OPPORTUNITY, I HAVE MADE AMAZING FRIENDS FOR LIFE!

Youth Exchange Participant

I AM SO GRATEFUL FOR THE EXPERIENCE IT WAS MORE THAN I HAD EVER IMAGINED! I HAVE MADE SO MANY NEW FRIENDS THAT I STILL SPEAK TO DAILY. THE OPPORTUNITIES THAT THEY GAVE US AND THE PEOPLE THAT WE MET FROM UEFA AND THE FAW WERE AMAZING. IT ALSO MADE ME REALISE HOW MUCH I WANT TO BE INVOLVED IN SPORT WHEN I GROW UP AND VISIT NEW PLACES AND SEE OTHER CULTURES

Youth Exchange Participant

THANK YOU FOR GIVING ME THE OPPORTUNITY TO MEET NEW PEOPLE AND HAVE A ONCE IN A LIFE TIME OPPORTUNITY.

Youth Exchange Participant

I AM REALLY GRATEFUL FOR THE OPPORTUNITY TO HAVE ATTENDED THIS TRIP, IT ALLOWED ME TO BUILD NEW FRIENDSHIPS AND SHARE MY THOUGHTS AND EXPERIENCES IN TERMS OF FOOTBALL AND HOW WOMEN ARE OFTEN DISCRIMINATED AGAINST AND LOOKED DOWN ON WHEN IT COMES TO SPORTS

Youth Exchange Participant

THANK YOU FOR MAKING SOMETHING SO NERVE WRACKING SO ENJOYABLE

Youth Exchange Participant

MY SINCERE THANKS FOR GIVING MY DAUGHTER SUCH A WONDERFUL EXPERIENCE WHEN YOU TOOK HER TO SWITZERLAND. SHE HAD A WONDERFUL TIME AND IS STILL TALKING ABOUT IT NOW. THE LEADERS WHO LOOKED AFTER THE GIRLS WERE INCREDIBLE AND SUCH WONDERFUL ROLE MODELS THAT I KNOW SHE WAS INSPIRED BY. THE DAYS WERE COMPLETELY FILLED WITH WONDERFUL OPPORTUNITIES AND EXPERIENCES. I REALLY CAN'T THANK YOU ALL ENOUGH!

Participant's Parent/Guardian



YOUTH EXCHANGE LEARNINGS



Empower Young People to Share Their Story

Encourage participants to reflect on and share their experiences within their local communities, such as schools, sports clubs, and youth organisations to inspire others and extend the impact of the programme. An end of project event would be a positive way to demonstrate the impact that trip had the participants.

Integrate Social Activities

Two participants fed back that more icebreakers throughout the trip would've enhanced group cohesion and ensure all participants feel included and confident from the outset. There was limited space at the hotel to do full group activities, but the itinerary was packed with events and workshops which naturally integrated the group, with feedback showing all participants reportedly felt included most or all of the time.

Improve Advance Planning for Greater Impact

Begin preparations earlier to maximise funding opportunities, secure cost-effective travel, and explore potential partnerships with local teams or organisations in host countries. A shared code of conduct for all leaders and staff involved in trips, helping to ensure consistency, clarity of roles, and a positive experience for all participants would be helpful.

Widen Access and Inclusion

Continue broadening our reach to reflect the diversity across Wales to ensure a range of young people, particularly those underrepresented are supported to apply and join similar programmes in the future. Participants on the trip were from Pembrokeshire, Swansea, Blaenau Gwent and Merthyr.



WATCH PARTIES



Multiple inclusive, intergenerational events were hosted across Wales to celebrate women's football and encourage participation, delivered by BGC Wales' network of grassroots clubs and organisations. These events centred around the Wales Women's group stage fixtures.

Dates: 5, 9, 13 July 2025

Venues: Sports Clubs, Youth Centres, Cardiff City Stadium

Hosts: 7 host clubs and organisations

Attendance: 306 community people

Key Moments

💬 Digital HER GOAL promotional toolkit, printed bunting and banners for all participating host clubs

🏛️ Gender Equality Celebration event in partnership with Mexico BGC

⚽ Refreshments, venue hire, photo opportunities, team games and entertainment

📺 Watch parties hosted across South Wales for all three of Wales' group games



WATCH PARTY IMPACT



Hosting WEURO25 watch parties had a profound impact on community engagement, club culture, and family connection. The events generated a shared sense of unity and excitement across age groups, with many younger girls visibly inspired by seeing their role models perform on a major stage, an effect well documented in research showing that visibility of female athletes boosts participation and self-belief among girls (Women in Sport, 2022).

Beyond player morale, some events attracted new faces to youth clubs, highlighting its role as a welcoming community hub that celebrates and supports engagement opportunities for both boys and girls beyond just those on the pitch. This inclusive, supportive environment is particularly crucial in girls' participation of sport and physical activity where retention is often lower due to social pressures and confidence dips during adolescence (Sport England, 2021).

With a strong turnout of girls and their families, the watch parties not only showcased the growing enthusiasm for the female game, but also fostered intergenerational conversations and helped challenge outdated stereotypes about women's football, as parents and supporters came together to celebrate the game.

Importantly, the events enhanced understanding of the opportunities that exist for girls from grassroots to elite level, reinforcing the role of community clubs in that journey and emphasising the need for sustained support. The inclusive, celebratory atmosphere encouraged more parental engagement at some clubs, with several expressing interest in future volunteering, a reminder that community events can be a catalyst for long-term investment in the club's growth.



WATCH PARTY FEEDBACK



IT WAS AMAZING TO SEE SO MANY GIRLS FROM ALL AGE GROUPS COME TOGETHER TO SUPPORT WALES. THE EXCITEMENT IN THE ROOM WAS CONTAGIOUS, AND IT MADE ME REALISE HOW SPECIAL THIS CLUB IS—NOT JUST FOR FOOTBALL, BUT FOR BUILDING CONFIDENCE AND FRIENDSHIPS. THE CLUB SHOULD RUN MORE EVENTS LIKE THIS TO BRING TEAMS TOGETHER.

Watch Party Host

THE WATCH PARTY WAS A GREAT WAY TO BRING EVERYONE TOGETHER. THE GIRLS ESPECIALLY ENJOYED THE SOCIAL ASPECT.

Watch Party Host

EXCELLENT EVENING, EVEN IN THE HOT WEATHER WHICH AFFECTED PEOPLE ATTENDING. IT WAS GREAT TO HAVE EVERYONE TOGETHER, THEY ASKED CAN THE CLUB DO MORE OF THESE EVENTS IN FUTURE. VENUE WAS FANTASTIC NICE BIG SCREEN AND BROUGHT PEOPLE TOGETHER AS WELL

Wath Party Host

THE FOOD WAS DELICIOUS, AND THE ATMOSPHERE WAS SO EXCITING—ESPECIALLY WHEN JESS FISHLOCK SCORED HER GOAL, STEVE WENT MAD!

Wath Party Participant



THE ENERGY AND ENTHUSIASM IN THE CARDIFF CITY VENUE WAS INCREDIBLE, WITH STRONG ENGAGEMENT AROUND HERGOAL, FEMALE ROLE MODELS, AND CELEBRATING WOMEN IN SPORT. FEEDBACK HIGHLIGHT THE DAY AS FUN, ENERGETIC, AND EMPOWERING, A REAL SHOWCASE OF PASSION AND PROGRESS

Watch Party Host

IT WAS WONDERFUL TO SEE SOME NEW FACES AT THE CLUB TONIGHT. I HOPE THEY COME BACK SOON!

Watch Party Participant

WATCH PARTY LEARNINGS



Family-friendly formats drive attendance

Creating safe, welcoming environments allowed for greater intergenerational engagement and challenged stereotypes about women's football. Sport Wales' socio-ecological review of parent engagement highlighted that community-based family activities offer strong social benefits, whilst parents often attend to support their children in the first instance, it becomes their social circle as a secondary outcome. Events that catered for all ages, offering food, games, face painting, and inclusive activities, in the main, saw stronger turnouts.

Clearer guidance on support requests

It would streamline the process for clubs expressing an interest to host watch parties, or other events, in the future if there is a simple checklist or FAQ document at the application stage to help set expectations and ensure more consistent event quality. Clarifying what's in scope can also inspire creativity and confidence in less experienced or smaller clubs looking to get involved.

Stronger strategic communications are essential

Clubs benefitted from ready-made assets and messaging to help promote events with confidence and consistency; however stronger storytelling support would help them showcase impact, attract local media, and help showcase their clubs to potential partners and members. A shared national communications plan could help amplify visibility across regions and generate a collective momentum around the women's game.

Earlier planning enables broader national reach

With more lead time, we could have supported a wider range of clubs, especially beyond the South Wales Valleys where 78% of our BGC Wales clubs are currently based and where the biggest response rate for watch parties was. There is often an over-reliance on the same handful of clubs to host events, though we have a duty to ensure we are reaching the whole of Wales. Earlier promotion allows north and rural clubs to navigate logistics, book suitable venues, and link with local partners, ensuring we can support equally regardless of location.

INCLUSIVE FOOTBALL FESTIVAL



A dedicated day for young people with disabilities to promote accessible sport. Delivered by a local grassroots club and supported by Disability Sport Wales, Mental Health Football Wales, and BGC Wales, this inclusive event provided a fun, welcoming environment for children and young people with disabilities to explore accessible sport. The day featured adapted activities, inflatables, and face painting, creating a festival-style atmosphere that encouraged confidence, connection, and enjoyment through sport and play.

Date: 26 July 2025

Host: Margam Youth Football Club

Partners: BGC Wales, Disability Sport Wales, Mental Health Football Wales

Attendance: 130 children with disabilities and their families

Key Moments

👤 New community members attended the event and have joined the inclusion team

💬 Content capture from Cardiff Met Broadcasting student

⚽ Enabled club cohesion and exposure to the inclusion section to other workforce

🍔 Free food for every participant, face painting and inflatables on offer



INCLUSIVE FESTIVAL FEEDBACK



“THIS CLUB HAS GIVEN MY CHILD A PLACE WHERE HE TRULY BELONGS, WHERE HE ISN'T AN OUTCAST, HE ISN'T BULLIED, HE'S JUST ACCEPTED FOR BEING HIM. I'LL FOREVER BE GRATEFUL FOR THAT”

Participant's Parent/Guardian

“I'VE BROUGHT DYLAN ALONG TODAY AS HE'S BEEN PESTERING ME TO PLAY FOOTBALL FOR AGES. HE'S REALLY FAST AND JUST LOVES SPORT. HE'S HAVING SOME TROUBLE IN SCHOOL FROM BULLIES BECAUSE HE LOOKS DIFFERENT TO THEM, HE'S NOT STUPID, HE KNOWS HE'S DIFFERENT BUT HE'S SUCH A SWEET BOY IT FEELS REALLY UNFAIR. I'M HOPING THIS CLUB CAN GIVE HIM WHAT HE NEEDS”

Participant's Parent/Guardian

“I WAS QUITE NERVOUS AROUND DISABLED CHILDREN PREVIOUSLY, I'D TEND TO STAND BACK AND LET OTHERS DEAL WITH THEM. NOW I WONDER WHAT I WAS EVER WORRIED ABOUT - THEY ARE JUST KIDS WITH ENERGY AND INDIVIDUAL NEEDS, IT'S THE MOST REWARDING ROLE I'VE DONE”

Event Staff



INCLUSIVE FESTIVAL IMPACT & LEARNING



A place where everyone belongs

For many disabled young people, Margam football club is one of the few places they feel truly accepted, supported, and celebrated for who they are. Particularly for those individuals who are in mainstream education systems, parents noted how they often feel isolated and different from their peers, giving credit to the club for providing a genuinely inclusive environment. Children with disabilities are twice as likely to be bullied as their peers (Anti-Bullying Alliance), making inclusive spaces vital for confidence and wellbeing. Being part of an inclusive team helps develop friendships, social skills, and resilience, all within a supportive, non-judgemental environment where every individual can thrive.



Community cohesion

The inclusive event acted as a powerful catalyst for bringing together not just players, but their families, volunteers, coaches, and local organisations. This collective participation provided the parents and carers a strong social network and some respite from their daily roles. By showcasing the talents and determination of young people with disabilities, the event raised awareness about the importance of accessibility and inclusion to the rest of the club as the sections usually train at different times so are not integrated, therefore do not typically cross over.



National opportunities

Hosting inclusion events can create valuable opportunities for collaboration between grassroots clubs, disability organisations, health groups, local authorities, and businesses, enhancing the quality and reach through shared resources, expertise, and funding. To enhance these partnerships further, the club would benefit from reaching out to local leagues, clubs and community organisations to grow the profile of the event and future opportunities. It would be beneficial for future events to be regionally spread, to ensure wherever a child with disabilities lives, they can access football provision.



GIRLS ACTIVITY DAYS



We hosted targeted events to inspire girls through football events, delivered by BGC Wales' network of grassroots clubs and organisations in the heart of Welsh communities. These events welcomed a diverse range of girls, some of whom have already fallen in love with the game, whilst others were experiencing it for the first time. Our clubs had free reign over the delivery style, with some creating a festival theme, hosting bracelet making and face painting.

Dates: June - August 2025

Hosts: 8 clubs and community organisations across BGC network

Partners: BGC Wales, Coalfields Regeneration Trust, USW, Cardiff Met

Attendance: 462 girls

Key Activities

👩 Two clubs have established new girls sections following demand at festival

💬 Content capture from Cardiff Met Broadcasting student

🌱 A range of activities including face painting and inflatables, challenges and games



ACTIVITY DAY FEEDBACK



“WHEN I GROW UP, I WANT TO BE IN THE WALES TEAM LIKE JESS FISHLOCK AND FFION MORGAN”

Participant

“IT WAS MY FIRST TIME PLAYING FOOTBALL AND I LOVED IT. I’M GOING TO ASK MY MAM IF I CAN JOIN A TEAM”

Participant

“I WAS ABLE TO PLAY FOOTBALL WITH MY TWO COUSINS. WE HAD SO MUCH FUN AND WE WANT TO PLAY TOGETHER AGAIN”

Participant

“EVERYONE WAS REALLY NICE. I WASN’T SCARED TO TRY THINGS EVEN THOUGH I DIDN’T KNOW ANYONE!”

Participant

“WATCHING WALES WOMEN ON TV WAS EXCITING. I RECOGNISED SOME OF THE PLAYERS FROM BEFORE!”

Participant



GIRLS ACTIVITY DAY IMPACT: CASE STUDY 1



Case study:

On 4th June 2025, the HER GOAL | GOL HI Festival welcomed 18 primary school teams, with a significant number from the Cynon Valley, and an incredible 142 girls took part, 62% of whom had never played club football before. For many, it was their first positive and empowering experience of the game.

Driven by overwhelming local demand and a proactive approach from AFC Abercynon to launch their first-ever girls' section, a six-week block of Huddle sessions began on 8th June, supported by weekly in-curriculum coaching across three local primary schools, delivered by dedicated club volunteers. These coordinated efforts established a strong, sustainable pathway, from school and festival participation to structured community sessions and, ultimately, club football, helping to embed the girls' game at the heart of the local community.



GIRLS ACTIVITY DAY IMPACT: CASE STUDY 2



Case study:

As part of the HER GOAL legacy programme, a Girls' Football Activity Day was held at Trefelin Football Club on 21st August. The session welcomed 30 girls aged 8-16 for an inclusive day of football, games, and confidence-building activities. Consultation with participants revealed a great balance between existing and potential players:

- **50%** of attendees were already involved in club football
- The remaining **50% expressed an interest in signing up to a team** and said they were excited to try football for the first time
- **100%** of participants were from the local area, enabling local access to sporting opportunities
- **100%** of participants reported they were happy they attended the activity day
- The event was delivered by a range of individuals, from club coaches and **young leaders** to BGC Wales staff and **NGB coaches**

This event offered a perfect opportunity to **bridge the gap between interest and participation**, and showcased the power of local clubs to create welcoming, inspiring spaces for girls of all abilities. The range of activities on offer encouraged participants to come along, whether they've tried football before or not; they could play football, hockey, multi-sports and have free time with their new friends.

The event also made a strong impression on Trefelin FC's leadership. The Club Chairman shared the following feedback: "It was an excellent day and everyone felt so welcome". This reflection speaks to the broader social impact of HER GOAL events: not just increasing sport participation, but also fostering inclusion, belonging, and community connection.



GIRLS ACTIVITY DAY IMPACT: CASE STUDY 3



Case study:

On 15th August 2025, Game On Wales delivered a vibrant Girls' Football Festival in Pontypridd as part of the HER GOAL legacy programme. The event brought together 62 girls aged 8-14 for an afternoon of fun, skill-building, and celebration of the women's game.

This event saw a remarkable shift in participant profile of attendees compared with the schools' festival in June, with insight showing over **90% of attendees** were linked to girls' football clubs compared to **50%** at the previous event. This presented a unique opportunity to deepen existing engagement and further inspire a generation already passionate about the game.

Taking place shortly after the UEFA Women's EURO 2025 tournament, the festival was a clear reflection of the tournament's legacy and cultural impact in Wales. Consultation feedback revealed:

- **98% of girls** had watched Wales Women during the tournament
- **90%** could name a Wales Women's player (up 40% from our previous event)
- **97%** felt inspired by the national team this summer
- And notably, **80%** had already attended football in a stadium, showing the strength of ongoing football engagement beyond the pitch

This activity day served as a celebration of visibility and representation. It highlighted how high-profile tournaments, when matched with local grassroots opportunities, can turn inspiration into participation — especially when working with committed partners like Game On Wales.



EMPOWERMENT VOYAGE



Challenge Wales is a Welsh sail-training charity offering life-changing sailing adventures aboard its tall ship. Their mission is to support young people aged 12-25, especially those facing social exclusion, mental health challenges, disability, or financial hardship. The voyages aim to empower young people with real-world skills and confidence through adventurous sailing experiences. Additionally, participants are provided with the opportunity to gain an Agored Cymru accreditation in Teamwork by completing various tasks throughout the voyage.

Dates: 28th August 2025

Hosts: Challenge Wales

Clubs: Briton Ferry, Maerdy, Whitchurch

Planned Attendees: up to 24 participants all of whom had not engaged with BGC Wales activities before

Planned Activities

🚤 12-24 participants learning how to sail a yacht out at sea

🧑‍🎓 Aimed to develop leadership, team work, communication skills

🎓 An accredited certificate was to be awarded to all participants on completion of the voyage



VOYAGE LEARNING



The participants selected to attend the voyage were from a girls club that had not previously engaged with any of the HER GOAL project activities or BGC Wales wider activities. 75% of the participants had not been on a boat before, therefore this opportunity would have exposed them to new skills and experiences that they would not have otherwise engaged in. Unfortunately, this voyage was cancelled at the last minute due to an issue with the boat's skipper, leading to disappointment among participants and a significant gap in the delivery schedule.

Future legacy projects of this scale should ensure that any external partnerships entered into are both relevant across the full scope of the programme and built on a foundation of proven reliability and trust. While many delivery partners contributed excellent, high-impact work, challenges arose within the Girls' Empowerment Voyage workstream. The sailing partner was initially expected to deliver two voyages but only confirmed availability for one before having to cancel the single voyage.

To mitigate such issues in future projects, it is recommended that:

- Delivery partners are confirmed early with clear contingency plans in place
- Commitment is secured for multiple delivery dates as proposed
- Prior working relationships or pilot activities are used to assess reliability
- Each partnership is aligned with the overall project ethos and timeline

While this setback did not undermine the overall success of HER GOAL, it serves as an important learning point in safeguarding participant experience and programme integrity.





OUR IMPACT

30

Partners engaged with during the three months of delivery between June - August 2025

918

People took part in the project, including participants, leaders, participant family and community members

17

Community events delivered as part of the HER GOAL project

1

Cultural exchange with participants from Wales, Switzerland and neighbouring countries

CHECK IT OUT
↓



Goal	Participant Numbers*	Supporting Information
1,000 women and girls engaged through project	1,005	Including participants, young leaders, female coaches and family members.
50,000 socials impressions	44,286	BGC and Partner Organisation's LinkedIn, Instagram, Facebook, and X pages.
1 x Disability Football Festival	130	Large community event with support from DSW, Mental Health Football Wales, BGC and Margam Club.
10 x Community Watch Parties	306	7 out of a target of 10 delivered. Quality insight, data and impact from the events, despite just falling short on initial target.
6 x Girls Activity Days	467	11 against a target of 6 delivered.
Partner engagement	30	WG, FAW, BGC, CRT, Ashoka, Urdd, UEFA, KE, Margam, Grangetown, Pontypridd, Ystradgynlais, Dowlais, Treorchy, USW, Cardiff Met, Cardiff City, Abercynon, Penywaun, Briton Ferry, Maerdy, Bulldogs, DSW, MHFW, Trefelin, Strike Out, Agored Cymru, Tennis Wales, StreetGames, Sport RCT.

* KPI data provided by BGC Wales and CRT



RECOMMENDATIONS

1

Strategic Communication Plan

To capitalise on project funding, BGC Wales require specific focus on strategic communication to both measure and demonstrate impact to funding bodies, stakeholders and future investors. The unique position that BGC are in means they can capture youth voice organically to inform policy and practice; this could be enhanced further with bespoke focus and foresight.

2

National Approach to Opportunities

It would be beneficial to do a strategic mapping exercise to ensure project investment is being felt across all relevant communities and work is being done to raise awareness of opportunities to all clubs that sit within a BGC and/or Coalfields Regeneration Trust area. A selection criteria ought to be developed for all youth exchange trips to ensure fair recruitment and where necessary, targeted outreach.

3

Further Focus on Sport Development

The Sport Development Officer is currently operating at BGC two days a week. To realise the potential of the BGC network, this role ought to be full time, with a clear focus aligned to the strategy, using the power of sport to connect and create cohesive communities.

4

Volunteer Workforce Development

The youth exchanges are what makes BGC Wales so special, but the demand on the organisation's capacity to continue business as usual when the staff are abroad puts strain on the organisation's impact. It is recommended that a pool of trusted, trained and dedicated leaders from the community are recruited to participate in trips abroad to both build connection between BGC and communities, and build capacity in the staff team.

5

HER GOAL | GÔL HI legacy

There is an exciting opportunity to utilise and build on the identity of HER GOAL with the girls from exchange, host a celebration event and to provide the girls with leadership opportunities through BGC. The real impact of this investment will be felt if it carries on through the girls in their communities, outside of the office walls.



WE'D LIKE TO THANK ALL OF OUR COMMUNITIES FOR THEIR SUPPORT

KEY ACKNOWLEDGEMENTS

- Welsh Government Partner Fund
- Boys and Girls Clubs of Wales
- Coalfields Regeneration Trust
- The Football Association of Wales
- Ashoka





Katy Evans
strategic | sport solutions