



Urdd

#FEL MERCH

Ysbrydoli . Cefnogi . Ymbweru
Inspire . Support . Empower

www.urdd.cymru/FelMerch



#FELMERCH

Evaluation of the #FelMerch Conference 2023



Ariennir gan
Lywodraeth Cymru
Funded by
Welsh Government

Background

#FelMerch is a project by the Urdd Sports Department, supported by Sport Wales, which has been established specifically to inspire, support, and empower young women and girls to keep active and break down the barriers that prevent women and girls from participating in sport.

Inspire. Support. Empower

This is the second time that the two day National #FelMerch Conference has taken place. Wales' largest youth sports conference for young women and girls which provides opportunities for the attendees to come together and to inspire and empower each other.

The Conference was led by the TV presenter and ultra marathon athlete, Lowri Morgan. Guest speakers at the event included Gemma Grainger, Wales Women's international team manager, Non Stanford MBE and Rosie Eccles, Wales and GB Boxer who will compete in the Paris 2024 Olympics.

We were also in the esteemed presence of specialists in their fields delivering a variety of workshops around health and wellbeing, body image, healthy eating, the menstrual cycle, disability sport, sport broadcasting, boxing and much more.

"It was fantastic to see so many girls and young women excited and engaged in conversations around sport. Sport offers so many opportunities beyond the activities themselves, and it's so important that we continue to inspire and keep these young women involved and passionate. The #FelMerch project is a brilliant avenue for this work to manifest and it was such a privilege to see the great work the Urdd is doing in this space."

Non Stanford MBE



Conference Contents

Over the weekend we provided travel, accommodation and food for 140 young women and girls 14 - 25 years old from all over Wales to enjoy the company of experts in their fields to inspire, support and empower.

Sian Lewis

Urdd Gobaith Cymru CEO

Gwenllian Jones a Amelia Mills

#FelMerch Ambassadors

Lowri Morgan

Endurance Athlete and TV presenter

Rosie Eccles

Wales and GB Boxer

Dorcas Amakobe

Moving the Goalposts (Kenya) CEO

Gemma Grainger

Wales National Football Team
Manager

Helen Ward

Watford and Wales ex-professional
footballer

Emily Thomas

Former GB and Wales Gymnast

Amber Stamp-Dunstan

International Rugby referee

Laura McAllister

UEFA Vice-President

Dawn Bowden AS

Deputy Minister for Arts and Sport,
and Chief Whip

Non Stanford

Triathlon World Champion 2013

Ffion Lewis

WRU Professional Rugby Player

Heledd Anna

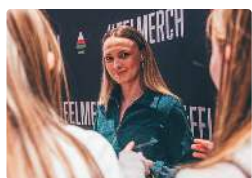
BBC Radio Cymru presenter

Gwennan Hopkins

Wales Under 20s rugby player

Oluwafunmilola Oduwaiye

World Para Athletics Athlete



Workshops

As part of the weekend the attendees got the chance to hear from specialists in a variety of different workshops. These workshops were designed to give the young women and girls a better understanding on subjects such as health and wellbeing, body image and fuelling, healthy eating, disability sport, sport broadcasting and podcasting, boxing and the menstrual cycle.



BBC Sport - Sport Broadcasting | Beca Lyne-Pirkis - Powerful Healthy Meals | Welsh Boxing - An intro to boxing with Rosie Eccles | Disability Sport Wales - Disability Sport | Sport Wales - Fuelling the body - The effects of the menstrual cycle | Lara Rebecca - Motivation to keep active | Radio Platform - Sport Podcasting

Exhibitors

The exhibition area was supported by 16 different partners. The young women and girls had the opportunity to interact with the different organisations, finding out what opportunities they have to offer, such as volunteering, coaching or job prospects.



Capturing the Conference

FELMERCH

23

CROESO
I GYNHADLEDD FEL MERCH!
SIÂN LEWIS

PANEL

RYDYM NI YMAT **GEFNOCI** CHI AR EICH SIWRNE.
RYDYM YN DECHRAU'R TAITH RHYNGWLADOL
MAE CHWARAE ON YN **RWERI MERCHED** PROS YBYD
HOLL BAYSG I GAEL GYNHADLEDD **FEL HINN!**
105 CARS FOR WALES
MY JOURNEY WAS A DIFFICULT ONE BUT MY FAMILY PUSHED ME (AMRŴ)
I HAD LOTS OF INJURIES BUT IT DIDNT STOP ME!
ALL GIRLS COURSE REALLY HELPED ME
RAISE AWARENESS FOR PEOPLE WHO DONT SPEAK WELSH
MY WHOLE INT. CAREER WAS A HIGHLIGHT
I WANT TO GO ON ANY NIGHT
EMILY THOMAS
CAT TURNER
HELEN HARD
EMER SHANE-DANIELIN

DOES DIM R HAI IDI **BROFI** EIN LHM
GWNELLIAN AC AMELIA
YGOE A HYFODDIANT
MAE **CHWARAEON** YN RHOI STATWS I FERCHED
GLORY IS THE WAY WE RISE WHEN WE DO FALL
WEDDWL MOR GWERNUS!
LWUKI MORGAN
METHINK TOB PROFIAD YN WERTH O!
REST BUT DONT QUIT
GATHO FINNIG PERSONOL
GATHO EICH HUN
CHWARAEON YN RHOI HYBER CODI HUNANIAETH DA I ICHYR MEDDWL
GOMIN / AS K WETH YN EICH PAM? WHY?

BOXING GAVE ME SOMETHING TO LIVE FOR
ROSE EGLES
IT GAVE ME **ACCOUNTABILITY**
TAKE THE OPPORTUNITIES WHEN THEY COME!
GUT FEEL
TEAMG
GROWTH - FAILURE MAKES SUCCESS SWEETER!
"TAKE ADVANTAGE OF THIS OPPORTUNITY"
BE LIKE WATER
DORCAS AMAROSE
KENYA
ONE ACT OF KINDNESS
SPORT CAN CHANGE SITUATIONS FOR GIRLS
MOVE THE GOAL POSTS
PUSH FOR **CHANGE!**
FINDING OUT YOUR **WHY**
TEAM WHY FOR US, FOR THEM FOR HER.
GENNIA GRAMER
CREAT TO INSPIRE YOUNG BOYS AS WELL AS GIRLS!
LET'S SUPPORT EACH OTHER

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FELMERCH

23

PANEL AND Q&A

BETH YDYCH CHI WEDI **DYSGYS**
LAUKA McANISTER SWYDDU'R SPORT, UEFA
RYDYM NI ANGEN **CLYWED** LLESTIAN MERCHED CYMRU
DIAM MEDI CYRAEDD ETG, OND MAE PETHAUN GWELL!
MAE YNA DAITH ON FAEN OND RYDYM YN **SYHYDYN BELLACH**
OUR ACTIONS STEAK LOU'DER
OUR COMMITMENT... WELSH GOV. REMOVING **BARRIERS** FOR WOMEN IN SPORT
SHINE A LIGHT ON DISCREPANCIES
EQUAL PLAYING FIELD
REPORT
LET'S CREATE ENVIRONMENTS WHERE WOMEN AND GIRLS **THRIVE**
MORE EDUCATION & **FUNDING** FOR CLUBS
1ST LESSON DON'T BELATE
NON STAMFORD RD
OLYMPIC JOURNEY
"I GOT TO WORK WITH **KELLY HOLMES IBE** SHE HAD A HUGE IMPACT ON ME - STRONG ROLE MODEL
SMALL GIRL DREAM
SWYDDI CHWARAEON
RHAI'D GWEITHION GALETACH
PHYSAU I BIDDU NEUD CAMDREIAR!
GIRLS NEED SAME PLATFORM AS MEN
KEEP NORMALISING WOMEN'S SPORT!
OVERCOME MY WHY
SET-BACKS! I HAD OVER 10 SURGERIES BUT IT HASNT STOPPED ME!
IT WOULD NOT DO THIS WITHOUT MY COURSE
COACHING
ROLE MODELS
RUGBY HAS ALWAYS BEEN MY CONSTANT
SO IMPORTANT
TAKE OPPORTUNITIES AND HAVE **FUN!**
NDIO **TUNAMEZA** 'YES WE CAN'
I VE LEARNED SPEAK UP!
PUSH FOR INCLUSION!
BUILD YOUR DREAM!
MINDSET
WHEN INJURED THINK 'WHAT CAN I DO' RATHER THAN NEGATIVE THOUGHTS
DONT GIVE UP
IT'S IMPORTANT THAT THERE IS OPPORTUNITY

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Taith - Moving the Goalsposts

As part of this year's event we worked in partnership with Taith to give the young women and girls the opportunity to hear from the CEO of Moving the Goalposts. Moving the Goalposts is a charity which is situated in Kilifi, Kenya and uses football as a tool to positively impact the lives of disadvantaged girls and young women between the ages of 9 - 25 in the rural coastal region of Kenya.

Dorcas Amakobe came to the Conference to speak with the audience about the work that they do in Kilifi, and the barriers that face the young women and girls in Kenya. By having Dorcas as part of the event it gave the attendees the opportunity to learn about the culture and how Moving the Goalposts are making a difference.

The Urdd continues to work with Moving the Goalposts with another trip planned for 2024, where staff, young ambassadors and apprentices will get the opportunity to visit the charity and see first hand the great work that they do.



#FelMerch Conference: The Numbers

120

young women and girls attended

96%

would register for the next conference

26

partners supported and contributed to the event

100%

100% of the Urdd regions were represented

94%

likely to suggest the conference to their friends

Ages

13.2% - 14-15

72.4% - 16-18

14.5% - 19-25



“Ges i benwythnos gwych a gwir wedi fy ysbyrdoli i fynd allan a dechrau chwaraeon newydd, er fy mod yn 16 felly diolch am y neges bod o byth rhy hwyr i ddechrau, dwi’n meddwl ei fod o’n neges bwysig ar gyfer cynadleddau dyfodol hefyd”
Adborth un o’r mynychwyr

Feedback

“Big events like this are so important for young women and girls in Wales, it gives them the opportunity to see and hear from people who have experienced hardship and success. It provides them with Welsh role models who prove that you can succeed no matter your background.”

Rosie Eccles

“Uchafbwynt fi o benwythnos yma oedd y bocsiio gyda Rosie Eccles, definitely. Wnes i ddysgu llawer o bethau a'r gallu i neud rhywbeth gwahanol a chlywed gan hogan sydd yn neud ar lefel mor uchel, oedd o jyst yn ysbrydoli, class!”

Adborth un o'r mynychwyr

“This weekend was great, seeing everyone working towards the same goals, striving to make a difference and hearing from those that have been fighting to make a change and providing opportunities for young women and girls.”

Adborth un o'r mynychwyr



With Thanks

Main Partners

Llywodraeth Cymru
Urdd Gobaith Cymru
Taith



Event Partners

BBC Sport
Welsh Boxing
Wales Millennium Centre
Sport Wales
Cara
Urdd Outdoor Department
Urdd Apprenticeships Department
Welsh Cycling

Cricket Wales
Esports Wales
Fire and Rescue Service
Golf Wales
Girlguiding Cymru
Wales Netball
Run Wales
Table Tennis Wales
Welsh Triathlon

