

# GEMAU STRYD URBAN GAMES



## Evaluation of the Urdd Urban Games

18 and 19 June 2022



**100**  
1922 - 2022



sport Wales  
chwaraeon cymru



## Background

The Urdd Urban Games was held on the weekend of 18 and 19 June in Cardiff Bay, Roald Dahl Plass. Supported by Welsh Government, Sport Wales and sponsored by Ogi, Cardiff Metropolitan University and Network Recruitment Wales the event was delivered with the aim of putting the spotlight on urban sports that have been recently added to the Olympics and Commonwealth Games.

The two-day event was the first of its kind in Wales and attracted professional and novice athletes from all corners of Wales and beyond. Elite riders demonstrated their talents on a bespoke skatepark built specifically for the Games, with Olympic Athlete James Jones headlining for Freestyle BMX, professional skateboarder and TV personality Matthew Pritchard showcasing his boarding skills and the young Welsh talent Holly Pipe showing off her scooter tricks. We also saw the future of 3x3 Basketball as Under 18s, 16s and 14s competed on the temporary courts based outside of the Senedd and Pierhead Building. The Breaking competition and workshops were delivered by UK Breaking and provided a great platform for people to learn and see more about the sport ahead of it's Olympic debut in Paris 2024.

**“The Urdd Urban Games are a great opportunity to showcase that the Welsh are succeeding internationally at a range of sports, not just the traditional football and rugby.”**

James Jones, Olympic Freestyle BMX Rider

**“The Urdd has organised such an exciting event, where children and pros will share a stage here in Cardiff – in the city I love! This is a new and exciting initiative for the Urdd and a great opportunity for our young people.”**

Matt Pritchard, Professional Skateboarder and TV Personality





# Event Schedule

Through working in partnership with National Governing Bodies and local organisations the event offered a whole host of competitions and workshops. Providing opportunities for all abilities and giving spectators the platform to experience Urban sports and culture.

## SATURDAY 18 JUNE 2022

### BREAKING

- Workshops with Professional Breakers
- Under 18s competition and battle
- Breaking Showcase – UK Breaking
- Street Dance Showcase – Ysgol Gyfun Plasmawr
- Street Dance Showcase – Fusion (Newport)

### 3X3 BASKETBALL

- Mixed Under 14s Tournament
- Mixed Under 16s Tournament

### SKATEPARK

- Scooter Competition for Females and Males (Under 12s, Under 16s, Pro | Elite)
- Freestyle BMX Competition for Females and Males (Under 12s, Under 16s, Pro | Elite)
- Professional Demonstrations – James Jones (BMX), Jack Watts (BMX), Jamie Hull (Scooter), Holly Pipe (Scooter)
- Free Ride for the general public

### WORKSHOPS | COME AND TRY

Street Art workshops (TEG), Radio Platform workshops (WMC), Flatland BMX taster sessions (Fusion Extreme), DJing workshops (Urdd Gobaith Cymru), Parkour come and try area (Aim Sports Academy), BMX and Scooter come and try area (TeamExtreme)

### DJ SET

Ladies of Rage, DJ Potter, Sage Toddz

## SUNDAY 19TH JUNE 2022

### 3X3 BASKETBALL

- Mixed Under 18s Tournament
- Wheelchair Basketball taster sessions delivered by Cardiff Met Archers

### SKATEPARK

- WCMX and Adaptive Skate workshops – delivered by Skateboard Wales
- Skateboarding competition for Females and Males (Under 12s, Under 16s, Pro | Elite)
- Professional demonstrations – Jordan Sharkey, Matt Pritchard, Backflip Tim
- Free skate for the general public

### WORKSHOPS | COME AND TRY

Street Art workshops (TEG), Radio Platform workshops (WMC), Flatland BMX taster sessions (Fusion Extreme), Parkour come and try area (Aim Sports Academy), Skateboard Art workshops (GripWizard) Skateboarding come and try area (Spit and Sawdust, SkateRats)

### DJ SET

Ladies of Rage, DJ Potter, Sage Toddz, Urdd Urban Games DJ workshop participants

“It’s important to us as an organisation to continue to experiment, evolve and innovate, offering as many opportunities as we can to the young people of Wales.”

Sian Lewis, Urdd Chief Executive



## In the community

Leading up to the Games, the Urdd organised school visits and community sessions to introduce young people to Urban sports and to promote the event. The activation activities reach 25 primary and secondary schools in Wales and engaged 750 students in skateboarding, Flatland BMX and Breaking sessions. All coaches and companies used to deliver the sessions were local to the schools and have since been booked to attend some of the schools that were involved in the project.



Schools



Weeks of sessions



Students



Local providers/coaches

## Session providers



Fusion Extreme  
(Rhymney, Cardiff)  
Flatland BMX



Skateboard Academy  
(Merthyr Tydfil)  
Skateboarding



SkateRats  
(Milford Haven)  
Skateboarding



Avant  
(Barry)  
Breaking

## Schools Visited

The sessions were delivered to a mix of schools and colleges surrounding the Cardiff Bay area and beyond. Here are a sample of the schools/colleges that benefited from the project: Cardiff West High School, Abertillery Comprehensive School, Mount Stewart Primary School, Ysgol Gyfun Llangynwyd, Ysgol Gymraeg Bro Edern, Cardiff and the Vale College, Grangetown Primary, Ysgol Glan Morfa, Gwent Is Coed, Fitzalan High School, Ysgol Bro Gwaun.







## Urdd Urban Games Village

Sponsored by Cardiff Metropolitan University



Cardiff Metropolitan University

Prifysgol Metropolitan Caerdydd

The Urdd Urban Games Village sponsored by Cardiff Metropolitan University was a hive of activity during the event, with various stall holders, workshops, local community groups and food vendors providing spectators and participants with information and entertainment.

South Wales Police | Cardiff Skate Shop | Skateboard Wales | Scoot GB | Ramps Skatepark Swansea, Cardiff Youth Service | Dr.Bike | Ogi | Network Recruitment Wales | Cardiff Metropolitan University | GripWizard | Handle Bar Barista | Box Burger | Daisy & Belle Ice Cream | Spit and Sawdust | SkateRats | Fusion Extreme – Flatland BMX | Aim Sports Academy - Parkour | Radio Platform – WMC | Teg – Graffiti | Cardiff Met – Wheelchair Basketball | Avant - Breaking

## Stall Holders

A range of stall holders engaged with the attendees and the public throughout the weekend. We were joined by local youth groups, police services, official sponsors and equipment providers with spectators and attendees being given advice and guidance regarding local clubs and activities as well an opportunity to try out and buy equipment and get their bikes and scooters fixed.

## Workshops

Professional coaches offered free taster sessions to the public in a range of sports and Urban activities. The sessions were run throughout the weekend with beginner Skateboarding, Scooter and BMX taking place in the centre of the village with people of all ages giving the activities a go. We also saw Parkour and Flatland BMX sessions being held on the outskirts of the village with free workshops following professional demonstrations as well as wheelchair basketball on the Sunday ran by Cardiff Met Archers and Breaking on the Saturday delivered by Avant. We also saw the introduction of WCMX and Adaptive Skate on the Sunday which gave free access to the main skatepark to the riders which included a blind skateboarder. In addition to the sporting elements there were also creative sessions with radio, street art, DJ and skateboard graffiti workshops for young people to enjoy free of charge.

## DJ Set

To accompany the competition local DJs and acts were given a platform to perform. We invited those taking part in the DJ workshops on the Saturday to play their sets on the Sunday and the bilingual rapper Sage Todz entertained the crowds with his performance.



# Competition

The key aim of the games was to promote and put the spotlight on Urban sports that have recently been introduced to the Olympics and Commonwealth Games. Competition was a huge part of the event seeing males and females of all abilities taking part in a range of different sports. To achieve this the Urdd worked in partnership with a number of different organisations, many of which they had not worked with in the past.

## 3X3 BASKETBALL

Through working in partnership with Basketball Wales we were able to welcome 42 teams to take part in the tournament across three different age categories (under 14s, under 16s, under 18s). The courts were set next to the iconic Pierhead Building and saw some great action. Each team was made up of males and females ranging in ability and experience with some being selected for their appropriate Welsh squads.

## BREAKING

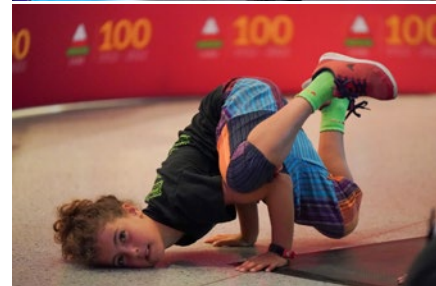
The Breaking battles and showcases were held on the Saturday in the Wales Millennium Centre and the Urdd residential centre. The competition was aimed at beginners with an under 18s mixed category. This inclusive event was judged by professional Breakers that were supporting UK Breaking who then went on to showcase their abilities for the next generation of athletes. The competition saw 61% of the competitors being female, making it the only Urdd Urban Games 2022 event having a female majority.

## FREESTYLE BMX & SCOOTERING

The Freestyle BMX and scootering competitions were both run in partnership with TeamExtreme. These events were held on the main skatepark which was purpose built for the event within the Oval Basin. Both disciplines hosted female and male competitions for Under 12s, Under 16s and Pro | Elite athletes. These events drew in competitors from Wales and England and were judged by the best athletes in Britain in James Jones (BMX) and Jamie Hull (Scooter).

## SKATEBOARDING

In order to deliver the skateboarding competition, we partnered with Skateboard Wales, which is a relatively new organisation. Similarly to the Freestyle BMX and Scootering the following event categories for females and males took place; Under 12s, Under 16s and Pro | Elite. The skateboarding event saw sponsored riders Jordan Sharkey and Ayva-Mae Whittenbury win the Pro | Elite category.



**“The best moment for me was watching the team I had registered mixing within a diverse setting immediately before they started to compete. It was wonderful to witness young players enjoying the day together despite competing against one another.”**

*Feedback from one of the attendees*

**“I just wanted to say thank you so much for organising the event - it was an amazing opportunity for Osian”**

*Parent of a competitor*



**“Very pleased that @WelshGovernment and @sportwales were able to support this amazing event. Well done to everyone involved in making it such a success.”**

Dawn Bowden MS, Deputy Minister for Arts and Sport, and Chief Whip

**“Thanks for the amazing day guys, we are proud to sponsor such a rad event!”**

Bungabledskateboards, Instagram

## Sponsors and Partners

Although it was the first year for the event to take place, it generated huge interest with partners and sponsors. The event was financed by Welsh Government and Sport Wales. We also secured financial sponsorship from Ogi, Cardiff Met University and Network Recruitment Wales. The event also drew in equipment and prize sponsors which included Vans, Element, Source BMX, Net World Sports and MML Scooters.

## Sporting Partners

In order to successfully deliver the event, we engaged new partners which held expertise in the relevant disciplines. The partners included NGBs such as Basketball Wales as well as local organisations which included Skateboard Wales, UK Breaking and Scoot GB.

## Commercial Review

- £25,200 in sponsorship
- Over £4,000 worth of prizes donated
- 20 different sponsors and partners involved

Welsh Government | Sport Wales | Urdd Gobaith Cymru | Ogi | Cardiff Metropolitan University | Network Recruitment Wales | Vans | Element | Bungabled Skateboarding | Source BMX | MML Scootering | Networld Sports | Crucial BMX | Scoot GB | Basketball Wales | UK Breaking | Avant | Skateboard Wales | Parmer Cardiff Waterside | Cardiff Council



## Event Delivery

The event was organised and delivered by the Urdd Sports Events Team along with several partners. 2Can Productions were employed to deliver and advise on the production element of the event and managed the Health and Safety aspect of the event. Cardiff Council, Wales Millennium Centre and The Senedd were all part of the consultations and planning prior to the event. Parmer Cardiff Waterside offered their land for contractors and exhibitors associated with the event.

## Volunteers and Event Staff

On the weekend itself the Urdd had over 40 members of staff working on each day and a number of dedicated volunteers helped make the event run smoothly. Judges and referees were provided by NGBs and the relevant organisations. The event commentator was Emyr Davies, an elite downhill mountain bike rider.

**58**

Event Staff

**34**

Volunteers |  
Judges | Referees

**84%**

of contractors were  
based in Wales

**"I just wanted to praise you and your staff for a stellar performance on last weekend's Urban Games. Watching yourself inspect, debate and make strategic decisions I could tell after 5 minutes that you are used to much higher responsibilities and that you are used to planning some pretty big activities with the Urdd. I don't think I could of personally handled it any better and was delighted as an advisor."**

Leigh Duncan-Jones, Project Manager,  
2Can Productions





# Urdd Urban Games in Numbers



Competitors



Responses to the feedback form rated the event as Good or Excellent



Responses to the feedback form answered Yes to the question: Would you attend the event again if it was to be held in 2023?

## Age



17% - Under 12

43% - 12-16

40% - 16+



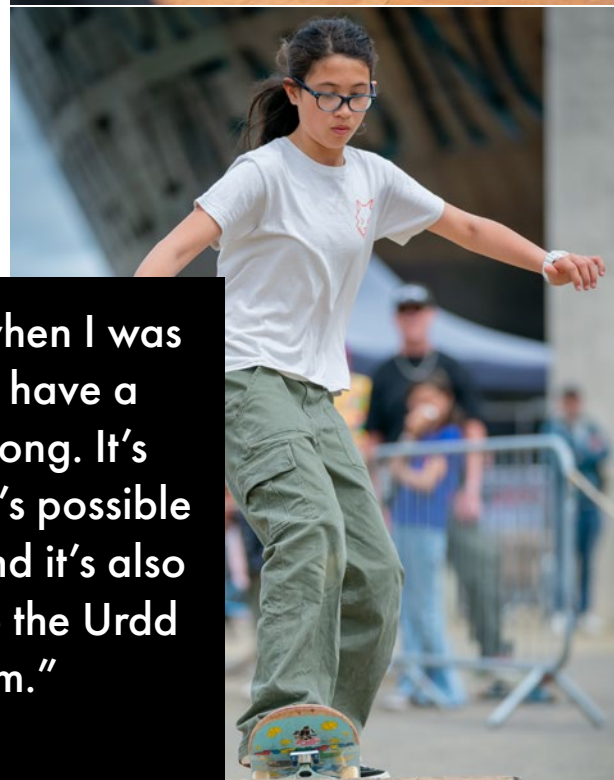
Female Competitors



Male Competitors



Different urban sports being showcased



“There were no opportunities to develop when I was younger. People said it was not possible to have a career in this field, but I’ve proved them wrong. It’s important for young people to know that it’s possible to have a career in doing what you love and it’s also a great way to keep fit. I’m very grateful to the Urdd for giving these sports such a great platform.”

Jordan Sharkey, Professional Skateboarder

**“What a great event! Thank you so much for everything!  
You guys Rock! Let’s go bigger next year? Diolch!”**

*\_craigbrown, Instagram*

**“Stumbled across the Urban Games over the Bay whilst out with the family for Fathers Day meal and all I can say is wow! We have all been stood here mesmerised by all the skills and tricks on the scooters, skateboards, in-line skates and bikes.”**

*Lisa Goddard, Twitter*

**“A great event and glad to a part of it. A welcome addition to events in Cardiff Bay.”**

*welshdenny, Instagram*

## Media, Socials and Marketing

### MARKETING

In order to reach the target audience we adopted a marketing strategy which included school visits, bus advertisements, billboard posters, social media campaigns and much more. In addition to this we engaged with local clubs, skateparks and youth organisations by meeting with their members and distributing informational flyers.

### MEDIA

The event drew interest from media outlets prior and on the weekend itself, the event received coverage from: BBC Sport, BBC Radio Cymru, S4C, Wales Online, Wales 247, Golwg, Croeso Cymru, The Week Junior and much more.

View the content created by BBC Sport at [www.bbc.co.uk/sport/av/wales/61874823](http://www.bbc.co.uk/sport/av/wales/61874823)

### SOCIALS

We created social media accounts along with a campaign to help promote the event and the brand. To boost the impact of the event a freelance social media specialist was employed on a part-time contract.



Twitter

Impressions – 56,000  
Watched Videos – 8,209



Instagram

Impressions – 74,900  
Profile Visits – 6,216

### LIVE STREAM

To capture the event we worked in partnership with Cardiff Met TV. Eight Cardiff Met students worked together to document the competitions and activation sessions as well as live streaming the competitive elements through the Urdd Youtube account. Here is a taste of what Cardiff Met TV captured [youtu.be/gQa0JiRW3d4](https://youtu.be/gQa0JiRW3d4)





## What's next for the Urdd Urban Games?

Following the sweeping success of the first event of its kind to be held in Wales, discussions have begun to hold the weekend of competition annually whilst improving what is on offer to participants and spectators year on year. To ensure the event is a success we will:

- Increase the competitive offering at the event with the introduction of new sports
- Return to schools and local clubs to deliver workshops and masterclasses before and after the event
- Continue to engage with the local community to ensure that the cultural element of the event keeps its integrity
- Take on board the feedback provided from participants and spectators that completed the feedback form following the event
- Engage new partners/sponsors and expand on the Urdd Urban Village to improve and increase the opportunities given to all attendees
- Work with NGBs to improve the competitive elements of each individual event
- Re-visit the site plan to expose each element of the event
- Increase the volunteer workforce
- Engage a larger audience



**“The event deserves an annual slot in the Cardiff major events calendar. It was amazing to see such a young, diverse crowd enjoying such a modern, exciting, dynamic range of sports. It felt like a really inclusive and positive event and it was great to be part of it.”**

Joe Towns, Cardiff Metropolitan University

# With thanks to our sponsors and partners

## MAIN SPONSORS AND PARTNERS

Welsh Government, Sport Wales, Ogi, Cardiff Met University and Network Recruitment Wales, Cardiff Council

## OTHER PARTNERS AND SPONSORS

Aim Sports Academy, Avant, Basketball Wales, Bungabled Skateboard, Cardiff Met Archers, Cardiff Met TV, Cardiff Skate Shop, Cardiff Youth Service, Crucial BMX, Disability Sport Wales, Element, Fusion Extreme, GripWizard, Huggard, MML Scooters, Network Sport, Parmer Cardiff Waterside, Scoot GB, Skateboard Academy, Skateboard Wales, SkateRats, Source BMX, South Wales Police, Spit and Sawdust, TeamExtreme, UK Breakin', Urdd Residential Centre, Vans, Wales Millennium Centre, 2Can Productions

"I would like to thank you for a great day at the Urdd Urban Games on Sunday. The whole event was so professional and so much fun. It was a pleasure to be able to take the children to a cool, bilingual event."

Parent

"The event was so good. I thoroughly enjoyed it. Will definitely be at the next one!"

Competitor

"Thanks for putting on a great event!"

Competitor

"Thanks for setting up a great event, I will definitely be back next year!"

Competitor

"It was pretty amazing! Everything came together so well and there was a good crowd."

Zoe Phare, Lime Green Tangerine

"I wanted to say a huge 'Thank you' on behalf of my daughter Caitlin. She had a great time at the Urdd Urban Games and we'd like to thank everyone involved in organising it."

Parent

"An amazing weekend celebrating Welshness! @Tafwyl and #GemauStryd."

CatrinEnid, Twitter

