



SportRCT Case Study

AFC Penrhwiwceiber Mini and Juniors

In the summer of 2022, AFC Penrhwiwceiber decided to add girls-only teams to their Mini and Junior section. They felt that there was a lack of female football opportunities in the Lower Cynon, and that their club was in a good position to be able to fill the gap. They had always welcomed girls into their mixed Mini and Junior teams, and they had 4 girls registered with them, but they had never offered girls-only teams, so it was a new challenge for them. Penrhwiwceiber is one of the most socially deprived areas in South Wales and the club knew that sport gave children in their local community a purpose and something to focus their time and energy on.

Club volunteers spread the word via social media that they were recruiting girls aged 7-12 years and they organised some initial taster training sessions. To their delight, 35 girls turned up! Coaches from their mixed teams stepped in to take sessions and the club advertised new coaching roles to parents and people from the local community. The club now have 62 girls registered, four teams in the league (Under 8's - Under 12's) and 8 new trained coaches.

To keep attracting new girls to football, the club linked with us to become an FAW Huddle provider. Huddle aims to introduce girls to football in a fun, relaxed, sociable and friendly way to ensure they have a positive first experience of football. We supported them with Huddle equipment and covered ten weeks of facility hire to get them started. They deliver a free session every week open to girls that want to give football a try! When ready these girls transition into their teams to continue their football journey.



“Some of the girls that came along said that they didnt feel comfortable playing in the mixed environment, with the boys.”

“I like meeting new friends, playing matches and learning new skills.”

