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Sport RCT

Case Study

Getting children more active - Aberaman Ladies and Girls Football Club

The club set out to grow their junior section, so they contacted us for support. We completed the Sport RCT Club Accreditation with them and developed a plan to promote the club in their local community. We contacted local schools and organised for the club to deliver taster sessions every Wednesday. Club volunteers delivered fun football sessions to over **130** girls in **8** primary schools, focusing on skill development. Our golden tickets were used by the club to pass on key club information and invite the girls along to a free training session. The response from the primary schools was very positive, so we worked with the club to organise a Girls football festival. All 8 schools supported the festival, and the day was a great success.

During this time the club were also successful in becoming an FAW Huddle provider, allowing them to further expand the provision they were offering to womens and girls in the area. To support the club's further growth, we invited them to deliver a girls only football camp as part of our 2023 Summer of Fun. **37** girls attended the camp and we received great feedback.

In total, the club gained over **50** new girls who now regularly attend their Huddle and/or team training sessions. The club plan to continue working with their local schools and aim to expand and grow further within their local community.

"We loved having the club come into our school. The girls loved it and we would definitely welcome them back."

Teacher, Cwmbach Community Primary School

"The best session we have had in the school for a long time. We loved the games and drills."

Child

"Great session for my daughter. We love the Huddle programme because it's all girls."

Parent

50 new participants

100% are more active, more often

100% intend to continue taking part in physical activity

97% feel healthier

97% feel more confident

100% feel happier

100% made new friends

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