



# Sport RCT Case Study

## Getting children more active – Summer of Fun 2023

Recent School Sport Survey data identified that community sport participation rates in RCT were lower than the national average, and that less than half of children in RCT enjoyed community sport 'a lot'. The data also showed that 92% of young people in RCT wanted to do more sport. In response to this data, we agreed to prioritise fun across all projects and programmes, and we developed a Summer of Fun programme.

Our Summer of Fun programme ran for six weeks, and offered a programme of fun activities to get children under the age of 11 and their families active. We provided 56 different opportunities, all with a focus on fun. The programme had a mix of different programmes, sessions and events.

Our FAW Just Play Football sessions aimed to get boys and girls aged 6-9 years playing and enjoying football, and focused on encouraging children who were not already members of football clubs to join. We worked with RCT Leisure Services to deliver multi-sport camps in Aberdare, after the venue identified a demand from their local community for junior sports sessions during the school holidays. We delivered a series of sport specific camps, working in partnership with local football and netball camps, to promote the clubs and boost

their junior membership. We also partnered with Cwm Cycling Cynon to offer Ride a Bike days, promoting the hire service they have and allowing families to hire and ride for free in a beautiful setting.

Our Outdoor Family Fun events were targeted at families with children aged 2 to 7 and they included an active story trail, balance bikes and sports tots sessions. Families could get active and have fun together, which is important as research shows that children are more likely to be active if their parents and family are active. Families were sent home with a resource pack to allow them to continue being active as a family. 82% of the families said that they were more active as result of using the resource pack. 100% of them said they enjoyed using it and 93% of them said that they will continue using it. Feedback from the programme was positive and we plan to run a similar programme in 2024.

*“We played all the games in the pack and we also used the Outdoor Activities booklet lots”.*  
*“This camp has had a positive impact on my son’s mental well-being.”*

