

Sport RCT Case Study

UEFA Playmakers - Hawthorn Primary School

This initiative, created by UEFA and Disney inspires more girls to see the fun in football and physical activity. The programme aims to introduce girls aged 5-8 to football by providing an environment designed for them that focuses on fun, friends, and football. Sessions mix fun football activities with Disney storytelling. The FAW Trust lead on the delivery of the programme in Wales. We were given the opportunity to deliver the programme to a small number of primary schools. Hawthorn Primary School asked to take part and we supported them to start an extracurricular Playmaker club.

One teacher completed the FAW Disney Playmakers training and was given a Playmakers coaching guide and lots of equipment to get the sessions started. The coaching guide includes chapters of a story from a well-known Disney movie and the activities relate to the storyline. Each session ends with a cliff hanger and sets the scene for the next session. Each girl takes home an adventure passport which links the school sessions with their family at home. The passport has tasks to complete at home with friends and family.

Sessions started in May and 27 girls have taken part, with an average attendance each week of 20. Most of the girls are brand new to football, only 3 of them have played before at a club. Feedback from

the girls has been really positive. They enjoyed working with others, learning new skills, and trying a new sport. The teacher involved in the project was impressed with the coaching guide and saw the programme as a fantastic way to get girls engaged in sport:

I felt it was a really good opportunity for the girls in our school to take part in some physical activity. When I was in school, I had a really negative experience with any kind of sport. I didn't know anything about football. For me as a teacher, it's important that children have a positive attitude to anything. I thought this was a really good and fun opportunity to get children engaged in sport.



27
girls



95%
now more active,
more often



95%
intend to continue
being active



91%
feel healthier



100%
feel more
confident



100%
feel happier



100%
made new friends



RHONDDA CYNON TAF