

Sport RCT Case Study

Getting children more active – Summer of Fun 2024

Our first Summer of Fun programme in 2023 engaged over 1,000 people, and following an evaluation process we decided to offer the programme again this summer. Our 2024 programme ran for six weeks and offered a variety of sessions and camps for participants aged 2-25 years old and their families. We provided 66 different opportunities, which included a mix of different programmes, sessions, and camps. This year, 40 of the opportunities were at a cost. This allowed us to subsidise the cost of delivering the programme and aimed to cut down on the number of people booking and not turning up. We also implemented a new booking system to improve the booking process for customers and make it more manageable for our team. In total we received 1,340 bookings through our new system.

Our FAW Just Play Football sessions aimed to get boys and girls aged 6-9 years playing and enjoying football and focused on encouraging them to join local football clubs. We also delivered a series of sport specific camps, working in partnership with community sports clubs, to promote them and boost their junior membership. We offered 5 inclusive sports camps in partnership with Cynon Valley PALS and Cambrian Village Trust. Cambrian Village Trust also delivered 3 Multi Sports camps for us. We held a tots roadshow where we delivered sessions for 2-5 year olds in six different locations. The roadshow was an ideal way for us to

gauge demand for long term sessions, consult with families and identify the most popular locations.

We partnered with Cwm Cycling Cynon and Rhondda to offer Ride a Bike days, promoting their hire service, and allowing families to ride for free. In partnership with Leisure for Life and YEPS we provided open access sessions on three Council 3G pitches, allowing young people to turn up and play for free. We also partnered with YEPS to deliver multi-sport sessions at one youth club site.

“My two girls attended the Tots session and came away full of enthusiasm for sport. So much so that they played the games at home as soon as we got in!”

“My daughter had never played netball and wants to join a club. This has made her feel so much more confident and comfortable to join a team.”

“My son couldn't ride a bike without stabilisers before attending the session but is able to now! He has gained so much confidence and now rides around independently.”



1,342
bookings



97%
feel healthier



97%
intend to continue
taking part



66
opportunities



97%
feel more
confident



89%
are more active,
more often



98%
feel happier



69%
made new friends