

Sport RCT Case Study

Getting adults more active - Aberdare and District Rifle League & Cynon Valley Open Shooting

Our team was contacted by Matthew, the chair of the Aberdare and District Air Rifle League, who was looking for support to access funding. The league was aiming to increase membership and get a wider range of people to participate in rifle shooting. We met with Matthew and first addressed governance. We used the Sport RCT Club Accreditation Scheme as a framework to develop their structure, introduce a safeguarding policy and update their National Governing Body affiliation. This ensured that they had everything in place to welcome new members and expand their existing offer. We then supported them to apply for a Sport Wales Be Active Wales Fund which they were awarded. They received £9,944 for essential equipment and training, which has allowed them to increase the numbers at their sessions and provide safe and suitable equipment for participants to use.

The league has also started a new 'Cynon Valley Open Shooting' session to welcome new people to try the sport for the first time. All the equipment is provided along with one-to-one coaching. The session has welcomed over 50 new participants, which has potentially been influenced by the high profile of shooting at the 2024 Olympic Games. Shooting is very inclusive and something that anyone regardless of their age, gender or ability can try. The club see a wide range of people from different backgrounds attend, and their new equipment, which

is ambidextrous and available at different weights, now means that anyone who attends can take part and use the rifles safely.

The league plan to continue their promotion and welcome even more members. They also hope to train experienced members with coach education courses, increasing the number of coaches at sessions.

"It brings together lots of people who don't usually play sport or join clubs. It's organised so well everyone's able to shoot safely with the help of instructors and experienced members."

"I have been unemployed for over a year, as such my mental health has suffered. Joining the club has given me a reason to get out of the house and be more sociable. After a few weeks my wife joined me and it's great to be doing an activity together. We have joined a local team and play in the league."

"I've loved trying something new. The sessions are so fun and welcoming for us beginners. They couldn't be more safe or supportive."



231
participants



71%
feel healthier



77%
intend to continue
being active



53%
were inactive
prior to joining



100%
feel more
confident



77%
are now more
active, more often



100%
feel happier



100%
made new friends