

Sport RCT Case Study

Getting children and adults more active – Llantrisant Tennis Club

Llantrisant Tennis Club asked us for support to grow their membership numbers. We worked with them to develop a project which aimed to expand the club's junior programme by increasing capacity, with a particular emphasis on engaging more children under 8 and girls. The project also aimed to attract new adult players and provide better flexibility and accessibility to members with sessions spread across a wider range of days.

We provided funding which supported two coaches to complete further coaching qualifications. We also funded equipment to support the new junior sessions. Four new sessions were introduced and the club promoted them via social media and primary school tasters. Two sessions were added every Friday after school for children aged 4 to 8 years, and on a Monday evening they started sessions for under 8 girls and adult newcomers. The club have also added an additional coaching session every Wednesday.

This project has made smart use of quiet court times and helped the club to increase

membership and strengthen community participation. The club provided new junior members with equipment which has removed a barrier to participation, and allows new players to practice outside of the club sessions.

"This is a great provision for my 5 year old son. He thoroughly enjoys the class and coach Charlotte is fantastic." Parent

"Joining has had such a positive impact on me. I'm exercising more, getting some weekly stress out and doing it with a great bunch of people. I was so nervous to start back but I'm loving it!" Adult participant



4
new sessions
per week



90%
feel healthier



100%
intend to
continue



27
participants



90%
feel more
confident



90%
are more active



100%
feel happier



100%
made new friends