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SportRCT

Case Study

Getting adults more active: RCT More Active

The inactivity, deprivation and health inequalities previously identified within Rhondda Cynon Taf (RCT) remain significant challenges across the County Borough. RCT Leisure Services play a crucial role in addressing these issues by providing safe, accessible and inclusive opportunities for participation in sport and physical activity. Service delivery must prioritise not only physical health outcomes but also psychosocial wellbeing and sustainable behaviour change, in line with the biopsychosocial model of health (Engel, 1977).

The former RCT 60+ Active Leisure Scheme (ALS), now rebranded as RCT More Active, currently delivers approximately 60 supported physical activity sessions per week across RCT Leisure facilities, attracting around 700 attendances weekly. Overall satisfaction levels are exceptionally high, with participants rating the sessions as: Excellent (70%) and Good (30%).

The programme design is strongly informed by evidence-based behaviour change principles, similar to those used within the National Exercise Referral Scheme (NERS) and aligns with the UK Chief Medical Officers' Physical Activity Guidelines. The scheme provides a supportive pathway for individuals who may be inactive, managing long-term health conditions, recovering from illness or injury, or lacking the confidence to participate in mainstream activity opportunities.

The statistics below highlight the programme's contribution not only to increasing physical activity participation but also to improving social connectedness, wellbeing and confidence. The strong intention to continue being physically active suggests that the programme is successfully facilitating long-term behaviour change, which is essential for achieving sustainable health outcomes.

> *"Everyone is friendly and pleasant. I am getting better and stronger and it's improved my walking and mobility. Started my journey in NERS."*
>
> *"I have just finished my free eight-week period and I'm looking to get a Live for Life membership. I have enjoyed getting back into moving more and have met a lot of new people along the way. I'm feeling a lot better in myself because of it."*

60 weekly sessions

77% are now more active, more often

83% made new friends

700 weekly attendances

58% feel more confident

92% intend to continue taking part

79% feel happier

82% feel healthier

RHONDDA CYNON TAF

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