

Sport RCT Case Study

Getting adults more active: Rhondda Red Kites Flag Football

Rhondda Red Kites Flag Football Club was established to provide a new and exciting sporting opportunity for adults, promoting the rapidly growing sport of flag football. With the sport confirmed for inclusion in the 2028 Olympic Games, the club was created to give RCT residents access to a unique, inclusive and non-contact version of American football that welcomes people of all abilities.

Our Community Sport team has played a vital role in supporting the club's development from its earliest stages. Through our Accreditation Scheme, the club received guidance on establishing strong governance structures, including creating a constitution, setting up a committee and opening a club bank account. This support provided the foundations needed to build a sustainable community sports club. In addition, funding was secured through two phases of the Community Sport Fund, enabling the club to purchase equipment, facility hire, marketing materials, and volunteer coach training.

The club started with just seven members and now attracts 14 regular weekly participants, with a total membership of 19 players and volunteers. Importantly, only four members had previous experience of American football, meaning

the majority joined as complete beginners. The welcoming environment has encouraged many previously inactive adults to become regularly active.

One participant described not having run since leaving school and initially struggled to complete 30 minutes of training. Through regular involvement, he can now train for two hours and compete throughout multiple matches on game days. Another member joined after casually observing a training session while waiting for his daughter and has since become one of the club's strongest players.

The Rhondda Red Kites have successfully created a sustainable, community-focused club that is improving fitness, confidence and social connections among adult males across the area.

"James and the members have been amazing since I joined. Brand new sport but loving the new challenges and learning new skills. The group is amazing and my confidence is growing weekly!"
Player



19
participants



100%
are now more
active, more often



100%
will continue
taking part



93%
feel healthier



93%
feel more
confident



100%
feel happier



100%
made new friends



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