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SportRCT Case Study

Getting adults more active: Sharks Masters Swimming

Sharks Masters Swimming Club was established in spring 2026 to provide adults aged 18 and over with opportunities to participate in regular swimming, improve their fitness and technique, and become part of a supportive swimming community. The club was developed following concerns that local adult swimmers would lose access to training opportunities when an existing masters programme changed its focus towards junior performance swimming.

Working closely with the club, we supported the establishment of Sharks Masters by providing guidance on governance, assisting with Swim Wales affiliation, helping the club achieve Sport RCT accreditation, developing promotional materials and identifying funding opportunities to support growth. This support helped create a strong foundation for the club and ensured it was ready to welcome swimmers from across Rhondda Cynon Taf. The club secured **£2,268** through the Sport Wales Be Active Wales Fund, allowing them to purchase equipment, reducing barriers for people wishing to take up Masters swimming. Funding also supported club identity through branded equipment and coaching apparel, helping to create a welcoming and professional environment

Two weekly training sessions began in April 2026 at Bronwydd and Tonyrefail Swimming Pools.

With around **30** adult members joining the club and both weekly sessions reaching capacity, the club started a third weekly session to accommodate continued growth and provide opportunities for even more adults to get involved. Members range from 22 to 67 years old, with an equal mix of men and women participating, alongside opportunities for para swimmers to train and compete in an inclusive environment.

Beyond regular pool sessions, Sharks Masters has created a vibrant community where members can participate in open-water swimming, social activities and competitive events. The club's family-friendly approach has helped make participation more accessible and affordable, encouraging adults to stay active while building friendships and supporting their overall wellbeing. The impact on participants has been significant.

> *"Sharks Masters has given me so much more than just swimming. I've improved my fitness, technique and confidence in the water, but the biggest thing has been becoming part of such an amazing community. I've made a whole new group of friends and genuinely look forward to every session. - Participant"*

30 adults engaged

95% are now more active, more often

95% made new friends

6 new volunteers

100% feel more confident

100% intend to continue taking part

100% feel happier

100% feel healthier

RHONDDA CYNON TAF

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