



Sport RCT Case Study

Getting adults more active: Sub Aqua clubs

Rhondda Cynon Taf is home to three sub aqua clubs, each based at different leisure centres. Historically, engagement with these clubs had been limited and, in recent years, all three had reported similar challenges, including declining membership numbers, increasing running costs and limited access to funding. Recognising that the clubs required support, we worked proactively to strengthen them and encourage new participation. We first encouraged all three clubs to join our Club Accreditation Scheme. Through this process, we check clubs' governance and ensure that the appropriate policies and procedures are in place. This process also gives us a clear understanding of each club's situation, membership base and development needs, enabling us to offer them tailored support. To help raise awareness of the clubs, we worked with them to improve their visibility and promotion. We offered marketing support, with the design of new flyers, posters and promotional flags. These materials have been shared locally, emailed to schools and promoted via social media. To encourage new people to try the sport, we worked with the clubs to offer "Try Dive" sessions. Our Community Sport funding covered pool hire costs and equipment costs to allow clubs to offer these sessions free of charge. As a direct result of the sessions, all three clubs welcomed new members, with around 15 new people now regularly

participating. We have also supported the clubs to access additional funding through the Sport Wales Be Active Wales grant. In total, the three clubs have secured £19,252, which has enabled them to invest in new diving equipment, train volunteers and run development courses. The funding has had a significant impact on the sustainability of the clubs, allowing them to improve the quality and safety of training while reducing financial barriers for new participants. The investment in equipment has been particularly valuable, with clubs able to purchase diving gear that can be loaned to new participants who may not yet be able to afford their own. Across the three clubs there are now 63 members and 17 active volunteers supporting regular activities. Clubs have also started to attract a cohort of younger members who will help sustain the sport locally for years to come.

We are extremely grateful to Sport RCT for their support helping our club to grow and develop. The guidance and encouragement we received, especially from Alisha made a huge difference. Her advice, patience, and understanding of our club needs ensured we could present a strong application that truly reflected our goals. Club volunteer

