

Sport RCT Case Study

Dark in the Park, Rhondda

Following the success of Dark in the Park in Pontypridd, we were keen to set up another session in the Rhondda valley. We partnered up with Play It Again Sport (PIAS), who were looking to offer a safe and friendly running session. PIAS completed some local consultation which identified demand for a non-pressured running group. Women aged 25-50 years of age were most interested, so they became the target audience for the project. The consultation also showed that running groups were sometimes perceived as 'cliquey' and 'intimidating', so we wanted to ensure that our session was welcoming for beginners.

We chose the running track in Clydach Vale as our venue, finalised a session day/time, recruited some volunteers and promoted the group online. To remove as many barriers as possible the sessions were offered for free. Sessions have been running for 5 months and there are 40 participants that have attended. The group is heavily attended by females (93%) and on average 15 people attend each week. Due to work and family commitments some participants are unable to attend every week, but with the supportive, friendly nature of the

group everyone knows that they are welcome whenever they can attend.

All participants have improved their stamina and running ability, now being able to run for 4 miles. Being physically active regularly they have all improved in terms of their physical health. The social contact has reduced isolation and improved their mental wellbeing. The group have provided some really positive feedback:

I went from not being able to run 5 minutes solidly, to being able to run 4.5 miles last week, I never thought I would achieve this.

I think I laugh as much as I run, I forget I'm running because I've made new friends and we just giggle the whole way around. I love it.



40
participants



100%
now more active,
more often



100%
intend to continue
being active



100%
feel healthier



80%
feel happier



50%
feel more
confident



100%
made new friends



RHONDDA CYNON TAF