

Local Authority	SWANSEA
Year	2026
Student Name	MAX HUGHES
Project Focus	STREET GAMES
Time of year	SUMMER- APRIL - JULY
Funding from street games	£2000

Background Research – Include research here into the area of Swansea and information that has helped you reach a decision on activities to be planned and developed.

IDENTIFIED ACTIVITY / PROJECT INCLUDING NAME / LOCATION / DAY /TIME	HOW WILL THE PROJECT BE DEVELOPED? WHAT WILL IT LOOK LIKE? HOW WILL IT BE PROMOTED? WHO WILL DELIVER IT?	WHO ARE THE PARTNERS THAT WILL HELP DEVELOP THE SESSION? WHAT WILL BE THEIR INVOLVEMENT?	WHAT WILL SUCCESS LOOK LIKE. START / MIDDLE / END OF PLAN
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Door step sport Location: Penlan 3G Activity: 6-a-side Football Time: Will be held on Wednesdays 6:30-7:30pm (10 weeks)	Structured football sessions will provide these children with an enjoyable, disciplined form of physical activity. The plan of having 6-a-side will enable me to provide a 10-week programme for 18 boys aged 10-14. (Data Cymru, 2026), provides viewers with an insight of levels of deprivation within certain areas and after researching I have discovered that the area of Penlan in Swansea is ranked 157th out of 1909 areas within Wales I will carry out my programme on the 3G pitch located next to Penlan Leisure Centre. The sessions will be well structured and run by a local coach, each session will be 1 hour long and consist of a 10-minute warm up, followed by 20 minutes of drills with each week highlighting different skills (passing, shooting, dribble). To end the session, we will play a mini tournament each week trying to incorporate all skills learnt. As we have 18 children attending, we can play 3 10-minute games, rotating the teams playing to allow each team to a break in between. Promotion will come through our partnership with the Swansea City Foundation, they do a lot of work in local communities and it is great to have them on board, they will pay for advertising, having information put out across all their social media platforms which will aim to be seen by parents and spread via word of mouth. They will also create flyers and spread them out across the local schools to raise awareness to the children who can then go home and discuss with their parents. Ultimately, we need to sell our ideas to the parents as they will be the ones making the decision to enrol their child. To help with promotion we the club have presented us with the opportunity to bring along some ex-players who work within the foundation which will draw in extra interest for people to sign up.	Swansea City Foundation – The club will provide us with necessary equipment to carry out the 10-week programme which saves us a lot of money as all equipment can come at a very high cost. Macron Sport – They will provide kit for the participants, top, shorts, socks and footwear. They will gain exposure as their brand will be advertised around the facilities and feature on all advertising. Freedom Leisure – As freedom leisure own Penlan Leisure Centre they have partnered up with us to help promote physical activity within the local area. They will provide the parents of the children with free gym passes which could then lead to memberships being acquired and them making money.	In the initial stages successful will be achieved if the first session is completed with no issues, the pitch hire and equipment is set up prior to the arrival of the group, all the essential kits being provided by Macron are there and ready. If the full 18 turn up and are engaged from the start to finish of the session and by the end of it have had a good time. The mid-point of the programme, success will be measured on if all the group are still attended the sessions, still enjoying and if we are seeing progress ability wise and within their fitness. Come the end of the programme, we will be happy if all 18 have come to each week, we have had no issues with the facilities, equipment and coach. If the children are happy with how the programme was fun and if they know have any desire to continue taking part in physical activity after the programme. If any of the group decide to join any local grassroots team that would be great as it then allows them to continue having structured sessions and staying active.
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Door step sport Location: Townhill Community Centre Activity: Badminton Time: Tuesday at 6:-7:30PM (8 weeks)	After further research, I have come to find out that Townhill is ranked 41 out of 1909 local areas of Wales regarding area deprivation (Data Cymru, 2026). Data found online shows that during 2025 the total recorded crimes each month in Townhill ranged from 70-110 (South Wales Police, 2026). So, with this in mind I have decided to create an 8-week programme for local kids aged 8-16 to take part in hoping that participation in sport can have a beneficial impact on their outlook on life and instead of following the trends find fun in physical activity instead of falling into crime. Each session will consist of 20 participants; there will be no barriers to skill level or gender, this way we are able to allowing ourselves to have a larger range of potential participants. As each session will consist of a different group, we are able to create a structured session which can include all aspects of badminton, the sessions will begin with being shown how to correctly hold the racket, then we will begin practicing how to make a contact with the shuttlecock by separating into groups and just hitting the ball over the net until they gain familiarity. Once that has been achieved, we will then dive deeper and learn how to serve, where to stand for the serves, alternating start position after each point and remaining the same server until a point is lost. We hope to then have some drills on different shots, practicing with a rally in pairs before then getting into a round-robin like tournament to end the session. The session will be created and delivered by someone at Badminton Wales, this allows us to ensure the session is to a good standard and by someone who the group can look up to and ask any questions they may have about the sport and can provide them with any guidance for further participation. The school will allow us to leave posters within the school advertising the programme and will also send out emails to all parents making them aware of it too. With other leaflets we will put them up in local shops, cafes, restaurants etc so people outside of the school can see them and hopefully word of mouth will be a useful tool of advertising which comes at 0 cost.	Townhill Community School will partner with us for the programme; this allows us to gain access to local children who attend the school and their friends and family who may also live within the area who attend secondary school. The school will allow us to leave posters in the school advertising the programme and will also send out emails to all parents making them aware of it too. Badminton Wales They will provide us with the equipment needed to complete the programme at 0 cost. They will also allow us to hire a coach to create the sessions and deliver them, although that will come at a cost, we have considered this in line with our budget and after all costs were added up we remained within our budget due to a fundraising pot which was left in Townhill Post Office which acquired £	Success will be measured at the beginning depending on how many people attend the first class and if they enjoy. At the end of each session, we will hand out a short questionnaire enabling us to gain feedback from the participants to see what they thought about the session, if they enjoyed and if they would recommend to friends for the remaining sessions Mid-point success will be again attendance based, if we are still filling the 20 spots each week and seeing the engagement levels in each session being good, whilst every individual enjoys being active through sport. Success at the end will have all aspects considered above and what would make a great success would be if there were any individuals from any of the sessions who decided to get into badminton after they had attended a session. If everything worked out well and the feedback was positive every session it would allow us to potentially return and put on future programmes.
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US Girls Tampax x Us Girls: Break The Pause Location: Dylan Thomas Community School Will be held on Wednesday evenings at 6:30-7:30PM (10 weeks)	This project aligns with the mission of Us Girls, the aim is to increase participation in physical activity among teenage girls (14-18). The structure will consist of a 10-week netball programme with each session being 1 hour long, each session will focus on different aspects of the sport to ensure that no session is repetitive and ultimately boring. I have partnered with a local secondary school which will provide me access to their facilities to deliver these sessions, they have a sports hall in the venue but equipment is rather limited, they can provide me with netball hoops but the rest of the equipment I will have to provide myself which will be taken out of my budget. Where my sessions were being delivered was crucial to my programme (Sport Wales, 2026) states that a child must feel safe in the spaces and places in which they take part in activities whether that is indoors or outdoors and the fact that they will all be familiar with school facilities will ensure that they feel safe while taking part. To promote this programme, I will use several different methods, the main approach will be through social media. After researching I have found that within teens in the UK Tiktok and Instagram are the most popular form of social media being used with roughly 60% admitting they are users and 12-16% claiming they are “almost constantly” on the app (ConnectSafely, 2025). To capture the attention of my target audience I will create reels which are short and sweet, get straight to the point and include a song or theme which is trending to aid engagement. Another approach to my promotion will be putting posters up in girls' toilets in schools, coffee shops, shopping centres and more specifically shops like Boots which has the same target audience as myself. As for the delivery side of the sessions, a netball coach will be present and leading the sessions which gives the girls access to good coaching and an opportunity to learn new skills. Alongside the coach there will be a support coach who is an 18-year-old female student who plays netball, this can help us to create a relatable role model environment.	Partners included will be Dylan Thomas Community School, which is providing me with free hall hire, access to participants and safeguarding support. (WalesOnline, 2025), states that the Penderry area of Swansea is the most deprived area within the city so my focus is on targeting children within that area. I will also be partnering with Boots as we have the same target audience this can be beneficial to both of us; they will provide us with free products which will be used as incentives as the weeks go on in the programme and will offer discount codes for participants whilst then they will potentially make sales and gain brand awareness. Another partner on board is Tampax, they will be the name sponsor for the programme and will provide the girls with any support and queries regarding periods. (U K Parliament, 2023) states that around 7 in 10 girls regularly avoided being active when on their period so having a partner like Tampax can help to remove the stigma in young girls regarding exercise during this time and provide them with ways to combat this issue. In addition, (Nuffield Health, 2026), states that 84% of teenage girls admitted that their interest in sport declined after beginning their period.	To begin with success will be based off if there a good attendance and engagement in the first session or 2, with the girls feeling confident in taking part in the sessions. The mid-point success will be measured again by attendance, hoping that all participants are still attending the sessions and enjoying them. Increase in ability is important too because we would like our sessions to provide the girls with an exit pathway into the sport if they wish to continue taking part in physical activity once the programme has finished. During the middle of the programme, we will give the girls a questionnaire to measure and understand how they are feeling about it and see if there is anything that needs to be modified to ensure the remainder of the programme continues to be enjoyable for them. Success at the end point will be judged off all the above. If there would be any demand from the participants to return to any future programmes or recommend them to any of their friends and more importantly if they feel more positive about physical activity and any concerns, they had regarding participation have been removed.
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Club One Activity: Boxing Sessions Location: Blaenymaes Community Centre Time: Every Friday 7-8pm (12 weeks)	After conducting research into crime rate within the deprived area of Blaenymaes, I have come to understand that within the area there is approximately 139 crimes committed per 1000 resident. As a large proportion of these crimes were classified as violence and sexual offences (Crystal Roof, 2026). I have decided to create a programme around boxing, I feel like this would be a good way for people of all ages and genders to let out their frustrations in a positive way instead of falling into crime. The facility we will hire out is Blaenymaes Community Centre as it has been fitted out with a boxing gym so that will have all of the adequate equipment needed to run the sessions. Equipment such as gloves and kit will be provided to the participants to take part. The sessions will each be 1 hour long and will take place on Friday evenings in the hope that after the sessions finish all participants will be tired after their work out and then go home to wash and stay in and avoid being out and up to no good on the streets or pubs. For the promotion campaign it will be quite difficult to reach everyone as there is no age range a number of methods will have to be used. Posters and flyers will be put up throughout the community and also, we will advertise through social media and on the radio. This way hopefully there is an opportunity to spread awareness of the programme. Word of mouth should then spread awareness to those who may have not seen or heard anything about it. The sessions will be run by Cornelius Carr, a former British and World title boxing champion who runs 'Boxing Swansea'. I have found online through boxingswansea.co.uk that he offers small group sessions for £40 per hour within Swansea. The sessions will consist of technique, conditioning, pad work and bag work to enable participants to experience all aspects of boxing training.	Coastal Housing Group will be one of our partners, they will help by covering the costs of venue hire as we will have to book out the area for the session. Aswell as managing homes Coastal now a part of the Beacon Cymru Group also emphasise that they are always looking at improving communities, so this programme allows them to get good exposure and a positive name. Boxing Swansea will help as partners by promoting the campaign within their gym, this will help spread awareness as users of their gym will then spread the word by talking to family and friends who may have the same interests as them or know of someone who does or they feel may benefit from the programme. As we have partnered with Boxing Swansea they have agreed to give us a discounted price for the hire of the coach as they were unable to help with facilities due to high demands.	Initial success would be if the programme has been adequately promoted and interest is high, filling up the first couple of sessions and seeing people returning to future sessions. Mid-point success will come from all sessions running smoothly and participants expressing that the sessions are helping them deal with any issues they have ongoing which may be contributing to any thoughts of violence. Post programme success would be if after our sessions have finished the crime rates linked to violence have dropped within the area and more people decide to visit boxing gyms more frequently to continue progressing the skills initially learnt through the programme
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Costings

Activity / project / session	Resources Needed	Estimated spend	Estimated Income Generated For / by the activity / session
Door Step Sport – 6-a-side Football 10-week programme, boys aged 10-14 in Penlan, will be carried out in the Penlan 3G.	Coach needed to plan and deliver the sessions Balls, bibs, cones, pump, whistle Facility (Pitch and goalposts) Flyers for promotion - 500 Water Kit Trophies upon completion of the programme 1 Match Attax booklet per participant upon completion	Coach £20 per session £200 All equipment provided by the Swansea City Foundation. Flyers - £30 Kit provided by Macron Sport £0 Pitch hire – Due to partnership with Freedom Leisure, they have granted us access to their facilities for a discounted cost of £250 for the 10 sessions Water 24 pack x 5 = £32 Trophies £4.95 each x 18 = £89.10 Match Attax booklet 18 = £75 Total Spend = £676.10	Each Session will cost £1 18 x 10 = £180 Total Income - £180

Us Girls - Netball This project will consist of a 10-week netball programme aimed at girls aged 14-18 and will be held at the Dylan Thomas Community School.	Coach to run the session with an assistant helping as work experience Sports Hall Netballs Whistle Pump Cones Bibs Water T-Shirts Medals Flyers for promotion	Coach - £25 per session + £250 Netballs 15 @ £10.25 each = £153 Whistle £2 Pump £8 Cones £15 Netball Bibs £20 Bottled Water 24 pack x 5 £32 Participation T-shirts and medals = £12 Flyers - £20 Total Spend = £626	First session free, £1 per session after the first session. 14 x 9 = £126 Total Profit
Door Step Sport 8 Badminton sessions for any gender aged 8-16. Each session will be the same as every week there will be a different 20 participants. Townhill Community Centre will be hired every Tuesday from 5-45-7:45PM	Coach to plan and deliver the session provided by Badminton Wales Venue Hire Essential equipment - (Nets, rackets, shuttlecocks) Advertising Medals after every session for each child Drinks and a piece of fruit for each child during each session	Coach will cost £40 per session as the sessions are an hour and a half long. 40 x 8 = £320 overall Venue Hire £50 per session 50 x 8 = £400 overall Advertising came cheap, as we were partnered with Townhill School they contributed by sending out emails to all	£2 per session – 20 x 2 = £40 per session 40 x 8 = £320 Fundraising Pot accumulated £63 £383 Total Profit £883 from 500 budget - £879.40 total spend = £3.60 unspent.

		parents, the only cost we accumulated due to advertising was £20 printing out posters 160 Medals. As we were buying in bulk we had a deal which worked out at £0.59 per medal costing £94.40 Drink and fruit £45 £879.40 total Spend	
Club One – Boxing Sessions in Blaenymaes Community Centre. Mixed Ages and Gender Each session will follow the same structure but incorporate different skills depending on the experience and skill level of participants	e Coach to plan and deliver – Cornelius Carr Venue – Blaenymaes Community Centre Equipment will be present as the centre is kitted out with a boxing gym Extra equipment – gloves for each participant Reusable water bottles to fill up throughout the sessions	Coach - £40 per session – discounted via partnership 30 x 12 = £360 Venue Hire £40 per session 40 x 12 = £480 (Covered by Coastal Housing Group) Gloves and pads for each person to use while taking part. 2 pairs of gloves and 2 pads at £13.35 each 13.55 x 10 = £135.50	Funds raised through a GoFundMe campaign £115 = £494 Total Spend with £6 unspent

		Water Bottle – £0.95 bulk buy for shaker bottle 120 x £0.95 = £114 Total Cost = £1089	

1000 Word Written piece: Students are required to carry out a research task and highlight the current barriers to sports participation in deprived communities. Students should consider what the internal and external issues are affecting sports development organisations when planning to deliver sports development projects in deprived communities.

In many cities and regions across the UK, including areas in Swansea, participation in sports is unequal. Although sport offers well-documented benefits for physical health, mental wellbeing, social inclusion and community cohesion, individuals which are living in more deprived communities are often less likely to take part in organised sporting activities.

This inequality does not stem from a single cause but is the result of multiple interfering barriers, internal being the organisations planning sports programmes and the external factors affecting individuals and communities themselves. Understanding these barriers is crucial for sports development organisations when designing and delivering projects within these more deprived areas as there is many more factors which will need to be considered.

Participation in sport across Wales continues to demonstrate a clear link between deprivation and lower activity levels. In Swansea, where several areas fall within higher levels of deprivation according to the Welsh Index of Multiple Deprivation (WIMD).

One of the most significant external barriers is socio-economic disadvantage and cost. Families facing financial pressures will often be forced into prioritising essentials such as food, rent and household utilities over sport participation which can come with costs including memberships, fees, equipment and transport. The Welsh Senedd's inquiry into participation in disadvantaged areas highlighted that the rising cost of living has further reduced access to sport for low-income households (Culture, Communications, Welsh Language, Sport and International Relations, 2023).

Another external barrier is access to facilities, many deprived communities will not have facilities within them and if they do, the quality of them will not be to a great standard. Research from the Wales Activity Tracker shows that people from more deprived areas are less likely to agree that their local area has good sports facilities (Sport Wales, 2024). Although Swansea has a wide range of leisure centres, community facilities and gyms, accessibility, affordability and perceptions of quality can influence participation levels in deprived areas.

Issues such as confidence, anxiety and social isolation also act as barriers. Individuals from lower socio-economic groups are more likely to report concerns about leaving their home to take part in physical activity (Sport Wales, 2023b). This suggests that psychological and social factors have just as much of an influence on participation rates within deprived communities as physical barriers.

Cultural and inclusion barriers are also evident. In Swansea, organisations such as EYST have identified that ethnic minority communities can face additional barriers, including a lack of culturally appropriate provision or feeling under-represented in mainstream sport settings (EYST,

2024). Without inclusive and tailored opportunities, these participation gaps will remain a constant issue.

In addition to external barriers, sports development organisations face internal challenges. The Senedd committee report notes that provision is not always sufficiently tailored to the needs of disadvantaged groups, meaning programmes may fail to engage the very communities they are aiming to support (Culture, Communications, Welsh Language, Sport and International Relations Committee, 2023). This highlights the importance of co-production and community consultation in Swansea-based projects to be confident that the projects being planned and delivered are going to be inclusive for all and meet the needs of the intended targets.

Funding and resource limitations present further internal barriers. Public sector budget pressures across Wales have affected the sustainability of community sport provision, limiting staffing capacity, outreach work and long-term project planning (Future Generations Wales, 2023). For organisations planning and delivering within the Swansea communities, this can restrict the scale and consistency of delivery in these deprived areas.

Another barrier can be communication and awareness, Sport Wales claims that inequalities persist partly because opportunities do not always effectively reach lower-income groups (Sport Wales, 2023a). For deprived community targets it is important that the marketing strategies are appropriate, some may have limited access to internet so if all the marketing is done via email and social media there could be many people who are restricted. Marketing strategy examples which can be an effective way to reach deprived communities can be flyers, if events are organised and have a set date and facility, posting letters through doors within these communities can ensure that everyone will have the chance to be made aware of the events.

Lastly, many grassroots organisations rely heavily on volunteers. Without sufficient training in inclusive community engagement, clubs may struggle to attract and retain participants from under-represented groups (Sported Wales, 2026). This internal capacity issue directly affects the success of sports development projects within Swansea's deprived communities. Barriers to sports participation in Swansea are complex and multi-layered. Both structural inequalities within communities and organisational limitations must be addressed to reduce participation gaps and ensure access to all in sport.

References:

Culture, Communications, Welsh Language, Sport and International Relations Committee (2023) Report into participation in sport in disadvantaged areas. Welsh Senedd, Cardiff.

EYST (2024) BME Sport Cymru Project Overview. Swansea: EYST.

Future Generations Wales (2023) Case study: Breaking barriers to inclusive sports. Cardiff: Future Generations Wales.

Sport Wales (2023a) Sport Active Lifestyles State of the Nation Report 2022–23. Cardiff: Sport Wales.

Sport Wales (2023b) Wales Activity Tracker Survey 9 – Socio-Economic Status. Cardiff: Sport Wales.

Sport Wales (2024) Wales Activity Tracker Survey 12 – Deprivation report. Cardiff: Sport Wales.

Sported Wales (2026) Sported in Wales – tackling inequalities. Wales: Sported.