

**Creating a Sustainable Activity to
Engage 7-11 Year Olds in Sport /
Physical Activity @ Ysgol Bae Baglan
Community School**





2022 School Sport Survey

- Between 28th March 2022 and July 22nd 2022 the Sport Wales School Sport Survey was released
- 116,000 pupils from 1,000 schools responded to the survey
- The purpose of the survey is for young people to have their say on sport confessing their participation levels within and outside of school.
- Results show that only 39% of pupils took part in organised sport outside of school three or more times a week – a 9% drop from the 2018 survey
- 56% of pupils participated in a community club setting at least once a week during the previous academic year – another 9% decrease since 2018

Growing Trends

- After reading over the 2022 School Sport Survey, it was time to find which sports are not as accessible and if they were could we increase participation levels.
- The highest % of participants was found in Football (19%), Swimming (13%) and Rugby (10%)
- Basketball (4%), Karate (4%) and Boxing (5%) were the 3 sports which stood out as a potential activity to engage 7-11 year olds in and allow us to make it sustainable
- Due to facilities and equipment available Basketball stood out as it requires minimal equipment, can be played almost anywhere and promotes long-term fitness, teamwork and skill-development.

Sport		
Archery	1%	3,000
Athletics	3%	10,000
Badminton	1%	4,000
Basketball	4%	11,000
BMX	1%	4,000
Boccia	<1%	<1,000
Bowls (not ten-pin)	<1%	2,000
Boxing	5%	15,000
Canoeing or Kayaking	<1%	2,000
Caving	<1%	<1,000
Cheerleading	1%	4,000
Climbing inside or outside	1%	4,000
Cricket	4%	12,000
Curling	<1%	<1,000
Cycling	2%	7,000
Dance	8%	24,000
Dodgeball	2%	6,000
Fencing	<1%	1,000
Field Hockey	2%	5,000
Fishing or Angling	<1%	1,000
Fitness classes	3%	11,000
Football	19%	61,000
Goalball	<1%	<1,000
Golf	2%	5,000
Gymnastics	5%	16,000



Forming Partnerships

- To be able to provide a sustainable activity, a crucial aspect of this is what partnerships can we form to grant us a facility and willing participants.
- Instant partnership with Ysgol Bae Baglan Community School provided us with a high-quality facility which features a brilliant sports hall with all adequate equipment to get us up and running – link below provides insight to the facilities.
- <https://www.facebook.com/BaeBaglanCommunityHub/videos/sports-hall/590682170089540/>
- Now we have the school on board it is time to establish more partnerships, Macron were happy to get involved as a sponsor and provided us with free tops for all participants and were also willing to provide funding support in exchange for advertising from us throughout the facility and any marketing strategies we used.





Basketball Wales

- Basketball Wales is the national governing body for basketball in Wales.
- They oversee leagues, national teams, competitions and grassroots participation
- They also are crucial for the development of the sport across the country.
- Formed in 1952 as the Basketball Association of Wales their sole focus has always been to drive participation levels within the sport across all communities while promoting equality, diversion and inclusion to enrich the sport within Wales (Basketball Wales, 2025).
- "Our aim is to collaborate to create opportunities for everyone to play"
- After contacting with Basketball Wales and pitching our idea to them during the initial stages they were delighted with our proposal and a collaboration was formed.
- Providing us with a coach to deliver the sessions



Session Plan



- Ice Breaker (5 mins) - The session will begin with an ice breaker as the children will not all know each other, this will be a game of "Name and Bounce"
- Warm Up (10 mins) - Each child will have a basketball and spread out across the hall, commands from the coach will be called which will be explained beforehand
- Main Activity 1 (10 mins) - Obstacle course drill, focusing on dribbling through tight areas finishing off with a pass or shot into the basket
- Main Activity 2 (10 mins) - Passing and Movement focussed. Groups of 4 passing and following your pass, each pass must be a different technique
- Main Game - (20 mins) - 3v3 short court tournament round robin. Must make 3 passes+ before scoring and everyone team member must touch the ball; teams rotated after 4 mins
- Cool Down (5 mins) - Follow the leader whilst bouncing the ball. Use time to ask reflection questions.

Cost Breakdown

Cost Area	Estimated Cost	Purpose
Basketballs	£180	12 junior sized basketballs for the activity
Cones, bibs and training equipment	£120	Essential coaching and session equipment
Pump, ball bag and storage	£40	Equipment maintenance and organisation.
First Aid Kit	£50	Health and Safety requirements
DBS Check	£60	Safeguarding for coaches / volunteers
Public Liability Insurance	£100	Protection for organisers and participants
Marketing and Promotion	£80	Posters, flyers, and social media promotion
Certificates and Rewards	£60	End of programme recognition and motivation to pursue further participation
Refreshments / Water	£60	Participant welfare during sessions
Facility Hire	£0	Covered via partnership with school
Participant Kit	£0	Sponsored by Macron Sports.
	£750	



How The Activity Will Be Funded

- Ysgol Bae Baglan Community School provided free access to the facilities which removes one of the largest expenses we would have faced.
- Macron Sports will provide participants with necessary kit.
- Basketball Wales will support with any funding advice and create valuable links to local clubs and initiatives whilst added credibility to the activity.
- Grant funding through Sport Wales community grants, due to our project strongly matching the priorities that Sport Wales look for. Eligibility varies from £300-£10,000.
- Community fundraising activities, through basketball associated activities and raffles.
- Cake sale with all accumulated funds going towards the costs.
- Local business donations welcomed.



Target Audience

- As the activity is for 7–11-year-olds we know who the target audience is, how we can promote the activity to them and their parents is important
- Posters and flyers will be handed out and put up around the school for the children to see whilst entrances, exits and receptions will be used to gain the attention of parents.
- We will also hand out flyers in local football, rugby, netball, swimming, and dance facilities after finding out these are the most popular activities for our target age via the School Sports Survey.
- With the permission of local restaurants, shops, and café's we can hand out posters to put besides the entrances so people will see whilst doing day to day activities
- Social Media will be a big way of promoting and reaching our target audience, not so much the children but posting in Facebook community groups etc will help promote to parents and create free word of mouth promotion





Sustainability

- The activity is designed to be sustainable through strong community partnerships, long-term participation opportunities and providing clear progression pathways to children aged 7-11.
- Basketball Wales supports grassroots participation and youth development and can introduce the children to local clubs, school teams and community programmes which then creates pathways for future participation.
- Creating a fun environment with a clear development pathway.
- Low cost of activity enables sustainability to not depend entirely on financial aspects.
- Indoor and outdoor courts all around the country, a ball being the only necessary piece of equipment other than a court.