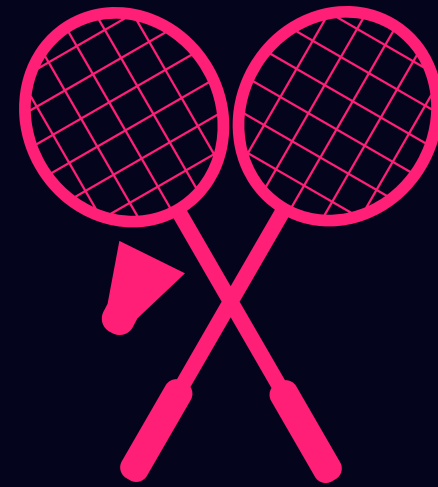




# COMMUNITY SPORTS

# DEVELOPEMENT

BY CAITLAIN DAVIES

# LOCATION

With some of the best facilities in the area, Ysgol Bae Baglan has been selected as the location.

A large multipurpose sports hall, a gymnasium, a fitness centre, a PE lecture hall, floodlit 4G and astro turf all-weather pitches, a high-spec football pitch, three additional grass pitches, a sprint track, a jump pit, a jog track, and a multipurpose games area are among the many sporting facilities available.

With the amount of facilities they offer, you can near enough play any sport there.



# RESEARCH

To develop a sustainable community sport, for ages 7- 11 thorough research needed to be done. From deciding the location a two ideas came to mind was Badminton and field hockey as Bae Baglan have the facilities for these sports and they are not highly participated in, in comparison to football and rugby.



Participating

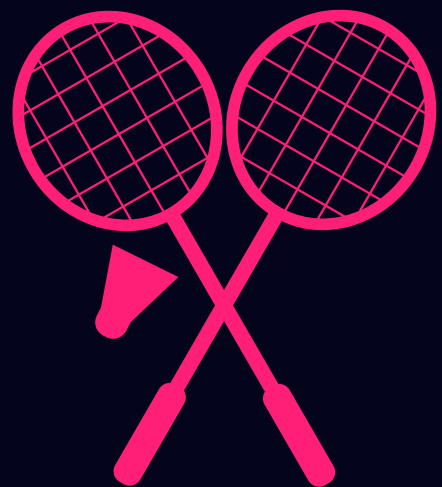
Field Hockey

2%

5,000

Using information from The School Sport Survey as it is a nationwide study that examines youth sports opportunities, attitudes, and behaviours among students in years 3 – 11. The information is directed at the target audience we are looking at.

The image shows only 5000/2% pupils participated in field hockey during the week, it is concerning that the participation numbers are a very low figure.



# RESEARCH



| Participation in School Sports |                      |                  |
|--------------------------------|----------------------|------------------|
| Sport                          | Percentage of Pupils | Number of Pupils |
| Badminton                      | 1%                   | 4,000            |

Now looking at badminton, still using the school sports survey information.

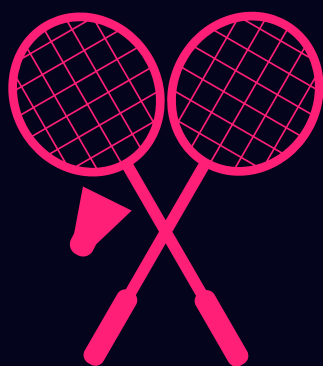
School Sports survey Wales 2022 states only 4000/1% pupils, out of 116,000 students from 1,000 schools took part in any badminton activities a week. This figure of participation levels is even less than field hockey, this could be due to a number of factors. However, both sports are not as popular in community schools compared to private schools so developing one of these activities will be beneficial for increasing participation.

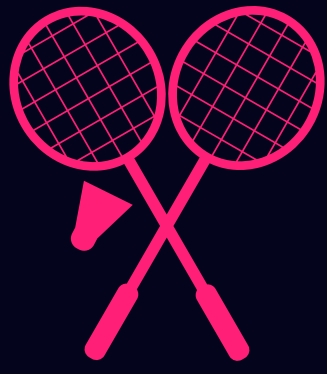
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With 85,000 people expressing the desire to participate in badminton, It

Comparing this to field hockey, 33,000 pupils wanted to play field hockey and 17,000 did not have the opportunity to play.

This can be done by ensuring that everyone that the opportunity on the court by focusing resources and efforts on this sport.





## PROMOTE

Using this poster to promote the sessions, through social media pages where it will engage with parents as they are the customers not the pupils.

To engage with pupils the posters will be handed out within the school.

Offer a free trial session to allow children to experience the sport firsthand.

Work together with local community centres, youth organisations, and schools to promote the event and boost attendance.

Using a taster session during usual PE lessons, to engage with children to try the sport.

YSGOL BAE BAGLAN

# BADMINTON SESSIONS

Encouraging pupils ages 7- 11 to try new sports.



# FUNDING/ PARTNERS

Will partner with Sport Wales and using their Be Active Wales funding program, to help fund these badminton sessions. Sports Wales (2024) states they offer grants from £300 to £50,000 to support projects that promote equality, sustainability and innovation in sport.

Additionally, BeActive Wales state they will purchase equipment that allows more people to participate in sport and offer well skilled volunteers to help develop the session.

Will also partner up with the governing body for badminton in wales (Badminton Wales). They will provide qualified coaches and volunteers for my session as well as promoting through their social media.





## HOW THE SESSION WILL BE DEVELOPED

The main priority of the session is to engage and making sure that participants are returning, this will be done by keeping the sessions interesting and unique so they do not get bored.

Making sure participants are learning how to play badminton correctly from qualified badminton coaches that will teach them the proper technique so they feel an accomplishment once completing the skill correctly.

# SUSTAINABILITY

## Overall cost -

- 2 Badminton coaches - £10 per hour (a hour session) x 12 sessions
- Equipment - £0 (provided by Be Active Wales)
- Promotion poster - £100 for around 30 posters
- Social media page - £0
- Leisure center - £50
- **Total spend = £390**
- Session for each participant - £3 (10 participants) x 12 sessions
- **Total income = £360**



The session will only become sustainable, if the marketing aspect is done correctly, making sure participation levels increase either every week or every session.

As a organisation we will analyse participation levels every week to ensure we are only growing. if participation levels decrease we will take up different marketing strategies.

# KEY RECOMMENDATIONS

For my sessions succeed is that it will be a fun and exciting chance for the kids, and each week the sessions will be different so that they stay engaged.

The sessions will also give them the chance to experience something new and different that they've never been able to do before as they didn't have the resources to do before.

By coming to the sessions, the children will also be learning a completely new skill that they might really enjoy and want to continue to do after their experience with the sport after the sessions.





**THANK YOU FOR LISTENING!**

**ANY QUESTIONS?**