



UNIVERSITY OF
GLOUCESTERSHIRE



Fit, fed, fun!

INSIGHT REPORT APRIL 2023 DELIVERY

Prepared by the Fit, Fed and Fun Evaluation Team –
Dr Colin Baker, Prof. Paul Courtney, Dr Haydn Morgan and Prof. Andrew Parker

Introduction

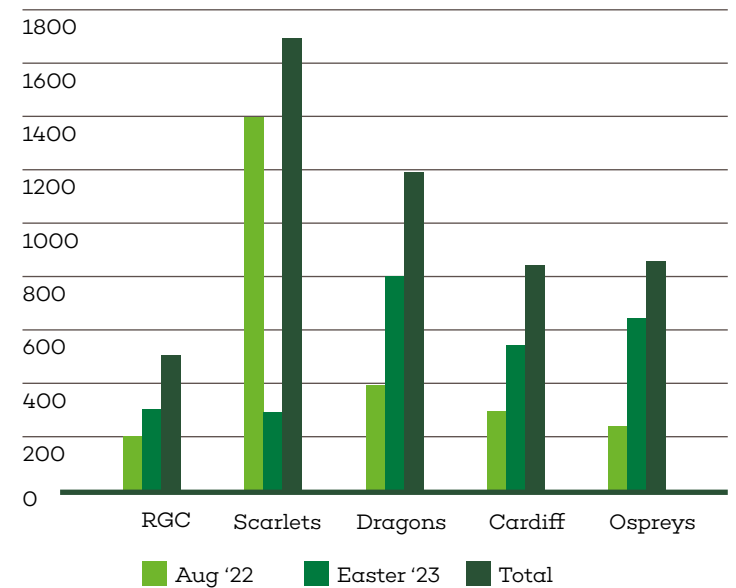
This report provides a formative evaluation of the Fit, Fed and Fun (FF&F) programme delivery that took place in April 2023. Drawing on the experiences of young people taking part, their parents / carers / guardians, and WRU and stakeholders staff delivering the sessions, this builds on data already published from August 2022..

Main findings

Participation data

In total, 1,536 attendances were recorded across a total of 51 camps, the average attendance across all delivery sites being 30. Dragons recorded the highest total (n = 410) and Ospreys the lowest (n = 223). Cardiff and RGC ran the most sessions (n=11). In total, the programme worked with 20 local delivery partners during the course of the sessions.

Figure 1: Attendance for regions (n)



Participant perspectives and feedback

1. Enjoyment continues to be a principal theme and participants are generally happy and excited when taking part in the activities. They also value the opportunity to interact with others, make friends, develop skills and knowledge, and feel safe and secure in the presence of the expert delivery staff.
2. Overall the organisation and delivery of the programme has improved with fewer issues being reported concerning the booking process and organisation on the day of camps.
3. Food provision appears to have improved in quality and no delays were reported by respondents. However, some participants commented that children do not always enjoy what was offered.
4. Broadening the range of activities offered has increased enjoyment and satisfaction and provides a number of interactive ways to engage children of all abilities and interests to be physically active.
5. Parents value the extra time made available to them when children participate. They also value that sessions are delivered by a trusted and expert team.
6. Some children have increased their confidence, especially in social situations, while others indicated a new-found love for rugby. There is a real appetite from children to engage in future sessions and the FFF brand appears to be becoming more established in local communities.

Focus Group feedback

Three focus groups were held involving delivery staff from the WRU Regions and partner organisations that were involved in the April 2023 delivery. The main highlights were:

- Partnership are developing with a number of local, regional and national organisations (e.g. local authority sport development units, schools/education services, social services), and both 'partner organisations' and the WRU staff saw value in working collaboratively to support existing provision or in the development of new camps/delivery.
- A Multi-sport approach has helped to engage more children and support them to be more physically active. Delivery often involves the integration of other activities (e.g. recipe cards) which have sought to encourage activities undertaken at home with family.
- Registrations and attendance were generally improved, but there were some issues with 'no shows' (children who signed up but didn't attend). Working more closely with social services and family support workers appeared to facilitate better attendance as drop outs are often due to a variety of issues that are experienced by families and parents.
- There appeared to be some significant development in employing practices designed to target participants who are most relevant to the aims of FFF. There appeared to be greater onus on using Indices of Multiple Deprivation data to identify communities to target, but there was also greater awareness and recognition of the challenge of 'targeting but not categorising/labelling' children through the programme. Striking a balance here will be a key consideration for future planning.
- Partnerships again proved crucial in targeting the right participants, especially through sharing links with schools, local agencies and social and family services. Basing some of the camps at sports and leisure centres - not just rugby clubs - has also enabled the demographic to be wider.
- Attendance issues did impact on the amount of food leftover at the end of camps, but greater efforts are being made to partner with local food banks, homeless shelters, and similar organisations to reduce food waste.
- Stakeholders are seeing the wider educational value of FFF in relation to healthy eating and creating an inclusive environment for participants. Efforts to extend activities to support/enhance bi-lingualism could be explored.

Figure 2: Attendance data April 2023

North Wales	n	Scarlets	n	Dragons	n	Cardiff	n	Ospreys	n
1. Rhyl RFC	15	1. Penybanc RFC	44	1. Garndiffaith RFC	46	1. Tylorstown 1	37	1. Nantyffyllon RFC	27
2. Rhyl RFC	41	2. Dr Mz		2. Caldicot RFC	56	2. Old Illtadians	43	2. Dylan Thomas community School (TBC)	11
3. Rhyl RFC	49	3. Bryngwyn School	40	3. Maindee Primary School	20	3. Abercymboi 1	41	3. Neath RFC	27
4. Wrexham RFC	14	4. Cardigan RFC	42	4. Senghenydd RFC	65	4. Cardiff West Community High School	42	4. Penlan RFC (tbc)	35
5. Eirias	32	5. Lampeter RFC	30	5. Rodney Parade	22	5. Dowlais 1	21	5. Aberavon Quins RFC	20
6. Eirias	36	6. Aberystwyth RFC	31	6. Ebbw Vale Leisure Centre	50	6. Sport Wales- Disability Camp		6. Nantyffyllon RFC	27
7. Welshpool	36	7. Pembroke Leisure Centre	32	7. Maindee Primary School	29	7. Tylorstown 2	18	7. Dylan Thomas community School (TBC)	12
8. Newtown	13	8. Milford Haven Leisure Centre	35	8. Cold Barn Farm	22	8. Abercymboi 2	22	8. Neath RFC	23
9. Caernarfon RFC	45	9. Fishguard Leisure Centre	36	9. Rodney Parade	50	9. Cardiff West Community high school	44	9. Swansea rfc	11
10. Shotton	24			10. Abertillery Leisure Centre	50	10. Dowlais 2	20	10. Penlan RFC (tbc)	30
11. Bangor RFC	48					11. CAV- Dummies road	21		
Total attendance	353		290		410		309		223
Average attendance	32		32		41		28		22
Total camps	11		9		10		11		10

(D = Disability camp; G = Girls' specific)



THIS IS OUR GAME

THIS IS WELSH RUGBY

DIOLCH