



UNIVERSITY OF  
GLOUCESTERSHIRE



# *Fit, fed, fun!*

**INSIGHT REPORT** AUGUST 2022 DELIVERY

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# Introduction

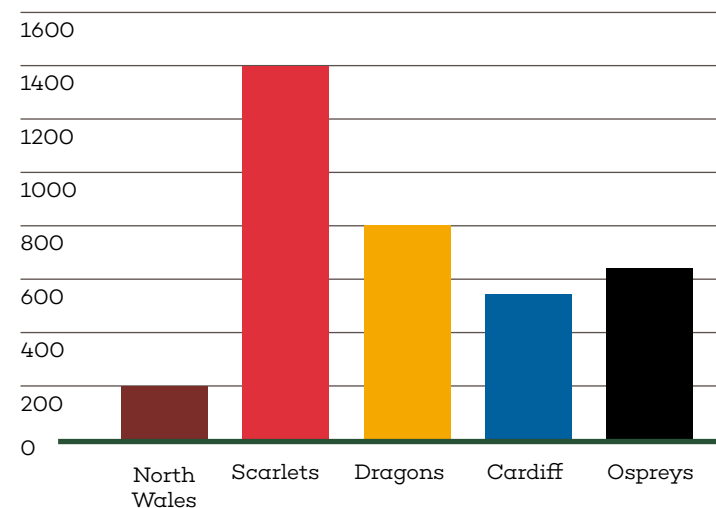
A brief formative evaluation of the Fit, Fed and Fun (FF&F) programme was undertaken to investigate experiences of delivery that took place in August, 2022. Drawing on the experiences of young people taking part, their parents / carers / guardians, and WRU and stakeholders staff delivering the sessions, the evaluation sought to establish evidence to inform the ongoing development and refinement of the programme.

## Main findings

### *Participation data*

In total, 3,540 attendances were recorded across a total of 90 camps with the average attendance across all delivery sites being 39. Regionally, Scarlets recorded the highest total (n = 1,390) and North Wales the lowest (n = 195). The greatest number of camps was delivered in the Scarlets region (n=31), the lowest in North Wales (n=7).

Figure 1: Attendance for regions (n)



# Young people's experiences

**There was very positive feedback across the programme as a whole, enjoyment being a core theme whereby participants had fun playing a number of games / activities and were able to meet and mix with other children in a safe space that created a positive, supportive and sociable atmosphere.**

The provision of food created a genuine sense of being looked after and the t-shirts and water bottles created a sense of identity. Young people learnt new skills and talked about a stronger awareness of recycling and the environment.

Perceptions concerning delivery of the programme were generally favourable, indicating good overall communication, booking experiences, session management and professional staff.

Parents / guardians valued the opportunity to send their children to sports camps that were inclusive and freely available to local families.

Comments indicated that there was scope to refine the programme to include a stronger emphasis on different rugby skills and approaches that would help accommodate children of different ages and abilities, in addition to ensuring that the quality of food was consistent across the regions.

Developing further links with schools and other holiday activity providers was seen as a way of enhancing the offer.

# Figure 4: Example comments

Amazing to have food provided which was delicious. Staff were energetic and enthusiastic, and children wanted to attend more days as a result. Well organised drills and skills

He's tackling now and a bit gutted the camps he goes to don't practise tackling - he would love to practise more tackling in these camps

My child really enjoyed the whole experience from playing fun games to eating spaghetti Bolognese

The ability for WRU to run a sports/rugby camp for all abilities, which is free and the children get a hot meal in the current financial crisis is amazing. It brings children from all surrounding areas together to play a sport they are passionate about. The staff are very approachable and friendly, the kids seem to have a great relationship with them.

Breakfast and lunch provided T shirts so everyone looked the same Couldn't afford to send my children to the paid rugby camps this summer so was great they didn't miss out. Kept my children active and off their screens.

Seeing my son interact and connect with people of all ages, background to play a sport he absolutely loves. There are no judgments from some children and get on with what is in front of them. There are some wonderful people around and in the rugby community and seeing the smile on my sons face after being at the camps is amazing.

Wonderful to have free holiday activities for children to take part in, with free food included! My daughter would not naturally have signed up to a rugby camp but the sessions were such that she enjoyed taking part and they seemed very accessible, even to a non-rugby fan!

My daughter thoroughly enjoyed the day. It encouraged her to make new friends whilst keeping fit.

# Headlines

1. Investigate the potential to refine the format of sessions in order to: (a) maximise the impact of 3Rs for new and repeat participants; (b) establish a clear balance between rugby-focused and other activities, and (c) define the most effective format with respect to duration and intensity of the camps;
2. Explore opportunities to enhance marketing, communications and registration/booking processes at each delivery site;
3. Examine potential conflicts in delivery to target audiences and those from other backgrounds and the potential impacts of these to the successful delivery of the programme;
4. Increase conversations and outreach activities with local organisations and relevant networks to reduce duplication, replication, and competition, increase awareness and support for the programme, and explore opportunities for strategic partnership working (both within the WRU structure and outside of it);
5. Identify opportunities for staff training and development to increase knowledge and confidence to deliver the programme aims as a distinct offer within the wider work of WRU;
6. Investigate ways of improving food supply chain including delivery, range, and quality to maximise consumption and waste reduction.
7. The data indicate potentially important impacts in a number of areas that speak to the UN Sustainable Development Goals. Therefore, it is important to ensure the inclusion of evaluation measures that acquire further evidence of impacts relating to, for example, poverty (SDG1), hunger (SDG2), health and wellbeing (SDG3), education (SDG3), gender equality (SDG5), work and economic growth (SDG8), sustainability (SDG 11), and partnerships (SDG17).



# Appendix A: Attendance data

North Wales	n	Scarlets	n	Dragons	n	Cardiff	n	Ospreys	n
1. Abergele	31	1. Trimsaran	135	1. Abertillery	92	1. Ynysybwl	72	1. Vardre	67
2. Dolgellau	19	2. St Clears	129	2. Caerphilly	92	2. Tylorstown	73	2. Pontycymmer	50
3. Bangor	26	3. Cardigan	95	3. Nelson (G)	39	3. Glamorgan Wanderers	83	3. Pyle	63
4. Rhyl	23	4. Fishguard	173	4. Beaufort	96	4. Abercynon	94	4. Glynneath	37
5. Newtown	40	5. Felinfoel	214	5. Newport Saracens	54	5. Barry	67	5. Ystalyfera	32
6. Llanidloes	31	6. Ammanford	158	6. Rhymney	52	6. Llandindrod	75	6. Nantymoel	50
7. Llangollen	25	7. Pembroke	298	7. Cwmbran Stadium	89	7. Sport Wales (D)	26	7. Nantyffyllon	42
		8. Heol Goffa (D)	28	8. Ystrad Mynach	97	8. Ynysowen	52	8. Penlan	48
		9. Aberystwyth	116	9. Talywaint	52			9. Morriston	58
		10. Pontyberem	44	10. Machem	68			10. Aberavon Quins	46
				11. Cwmbran Stadium (D)	6			11. Waunarlwydd	27
				12. NHSOB (G)	48			12. Aberavon Greenstars	31
<b>Total attendance</b>	195		1390		785		542		628
<b>Average attendance</b>	27.9		44.8		65.4		27.1		31.4
<b>Total camps</b>	7		31		12		20		20

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



THIS IS OUR GAME

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**THIS IS WELSH RUGBY**

**DIOLCH**