

**Culture, Communications, Welsh Language, Sport and International Relations
Committee**

Participation in sport in disadvantaged areas.

WELSH RUGBY UNION – COMMUNITY STRATEGY:

‘Enable Rugby to Thrive’

PRIORITIES: - PEOPLE, PLAYING, PLACES, PARTNERS, PROMOTE

PEOPLE:

Rugby is a collective effort. People are our game.

We will invest our time and resources into improving the experience of the people who make up Welsh rugby.

HOW:

The WRU will provide the targeted training and tools that will enable everyone involved in rugby to be the best they can be.

PLAYING:

The game must be enjoyable, fun, safe and accessible.

People have choices about their leisure time.

For rugby to thrive, it must be fun and safe.

HOW:

Develop a Community Pathway that optimise all opportunities – from competitive league rugby to sampling sessions.

PLACES:

Clubs are the bedrock of Welsh rugby.

Whilst the definition of a club may evolve, investing in the environments where rugby is played is crucial to the future success of the sport.

“The club is the hub of the community”

HOW:

Develop club specific development plans to ensure clubs are successful on and off the field and access appropriate WRU and 3rd party funds.

THIS IS OUR GAME. DYMA RYGBI CYMREIG.

PARTNERS:

There is strength in partnership, from increased engagement in local schools to commercial partners and sponsorship opportunities.

HOW:

WRU to link up and support with other key strategic partners to help grow all our strategic priorities and increase opportunities for rugby across Wales.

PROMOTE:

Rugby must compete for participants.

Promotion of rugby must be wide ranging, from the impact rugby has on Welsh life to the benefits to any individual of getting involved.

'Your life will be better with rugby in it'

HOW:

An integrated marketing and communication strategy that demonstrates rugby is a game for everyone and we provide an offering for all.

Support Information:

Key Message for the Welsh Rugby Union – **"Jersey for All"** – we aim to provide an opportunity for all people to play the game wherever they live, age, ability and gender.

Key measurements:

- Participation Numbers – Players registered (actively playing registered numbers). This can be divided into areas of Wales, clubs, districts and per age plus male and female.
- Coaching and Referees – This can be divided into areas of Wales, clubs, districts and per age plus male and female.

Key Strategic Work Streams and examples to support participation of sport in disadvantage areas:

Understanding and supporting clubs with local data and insight:

The aim of the Research and Insight piece was to provide tailored information and insight to help inform local decisions and development priorities for us as an NGB. This information will supplement the internal data already available at club level and will help the new Club Development team understand the local context of an area when they hold discussions with clubs and consider investment priorities. The insight should provide clubs with evidence to support them in accessing grants and preparing funding applications

Data sets to be included, Population data (Age, Gender, Ethnicity, Disability), Schools, Sport Participation (Hooked on Sport, Latent Demand), Volunteering, Employment, Health and wellbeing, Crime - ASB data, Neighbouring clubs and facilities and Poverty (FSM) and deprivation



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Through his insight it ensures we are firmly committed to ensuring that all children and adults at risk, regardless of gender, sexual orientation, age, parental status, disability, religion or belief, gender reassignment, race, ethnic or national origins, or socio/economic background can access and enjoy rugby in a safe environment across the country

As part of our on-going desire to meet this vision there is a commitment to ensuring that the rugby community supports everyone living in Wales, regardless of their socio-economic status, or the community they live. This insight will allow us to understand all of our 300+ clubs on an individual level but identify national trends. We want to ensure that everyone reaps the rewards and benefits from connecting with rugby in their communities. We recognise that we are one of many building blocks that will contribute to the long-term wellbeing of the people of Wales and the movement to reduce poverty.

Other Key Work Streams:

WRU Back in Game – Employment support for males and females across Wales (digital employment support)

- 100 people
- 7 courses
- Partnered with School of Hard Knocks
- Funded by Welsh Rugby Union

WRU Boots for Grassroots:

- 5000 pairs distributed
- Priority areas
- Clubs in socially deprived areas
- Funded by Welsh Rugby Union

WRU FitFedFun Camps:

- Summer 2021 – 110 clubs
- Easter 2022 – 75 clubs
- Summer 2022 – 125 clubs
- Deprived Areas of Wales
- Venues at rugby clubs around Wales
- Meals provided
- Funded by Welsh Rugby Union

Welsh Rugby Union – Staff Operational Plans:

- 2 areas per region of Wales
- Target areas
- Social deprivation
- Covers – age, male, female, ethnicity
- e.g. Merthyr project

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Urdd WRU 7s:

Legacy programme
Fund schools to enter event from deprived areas
16-week community reach programme
Clubs /areas can benefit – Caerau Ely as an example

Disability:

DSW - InSport Gold Award – 1st Sporting NGB to achieve gold standard (March 2022)

North Wales Examples:

Rhyl and District RFC 'Club of the future' - <https://community.wru.wales/video/rhyl-in-the-community/>

- Area of deprivation and low car ownership / limited transport routes to previous facility – Moved the whole club in to the heart of the town, across the road from one of the main high schools – now accessible for all
- Near enough doubled their participation figures
- Community Groups that access the facility include many local charities, disability / inclusive groups, etc.
- 20 employees from the community
- Hosted and run local community initiatives, such as working with Police and Street Games through PACT programme with Targeted areas of Anti-Social behavior, hosting local primary school festivals, along with WRU Fit and Fed programme.

Shotton Steel RFC – Club move to Ty Calon <https://www.deeside.com/multi-million-pound-queensferry-community-hub-set-to-open-doors-for-first-time-on-thursday/>

- Area of deprivation, but old club outside of the main stretch of road, run down facilities and facing the risk of folding – now moved to the Ty Calon site (complementing the very busy Deeside Leisure Centre, situated across the road), where on site there are various groups, including the Flintshire Adult Day Care Centre 'Hwb Cyfle', the Pupil Referral Unit, Queensferry CP primary School and of course the new Ty Calon building
- Working in collaboration with various Community groups, charities and organisations to run activities from the center beyond just Rugby (Walking Rugby, Circuits, Yoga, etc.)
- Part-funded Rugby Hub Officer on site delivering activities on their new purpose built 'Training' 3G
- Clubs mini and junior section have grown to over 100 children attending at various times, which is the first time for the club in the last 10 years (numbers captured from the Club post-Covid on the return to rugby) **WRU Digital Classroom.**

Primary school programme:

Assisting with digital poverty in all schools in Wales – providing free on curriculum resources (using rugby within curriculum rich tasks).

Onside – Menstrual cycle awareness programme:

- Educate coaches around the menstrual cycle and the impact on training and performance
- Provide information and resources about the menstrual cycle which are accessible and can be applied in practice by coaches
- Provide information on key symptoms and strategies to manage this to reduce negative perception and impact
- Try and break down the stigma of periods and create a safe environment in clubs to discuss
- Provide every club with FAB little bag dispenser and period products to female playing outlets.

Main Barriers for Participation:

Facilities

Digital Poverty

Equipment – clothing and boots

Resources

Funding.

Yours in rugby,

Diolch

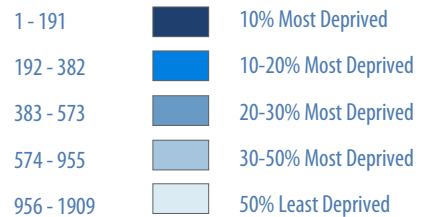



Geraint John
Community Director
Welsh Rugby Union

WELSH INDEX OF MULTIPLE DEPRIVATION

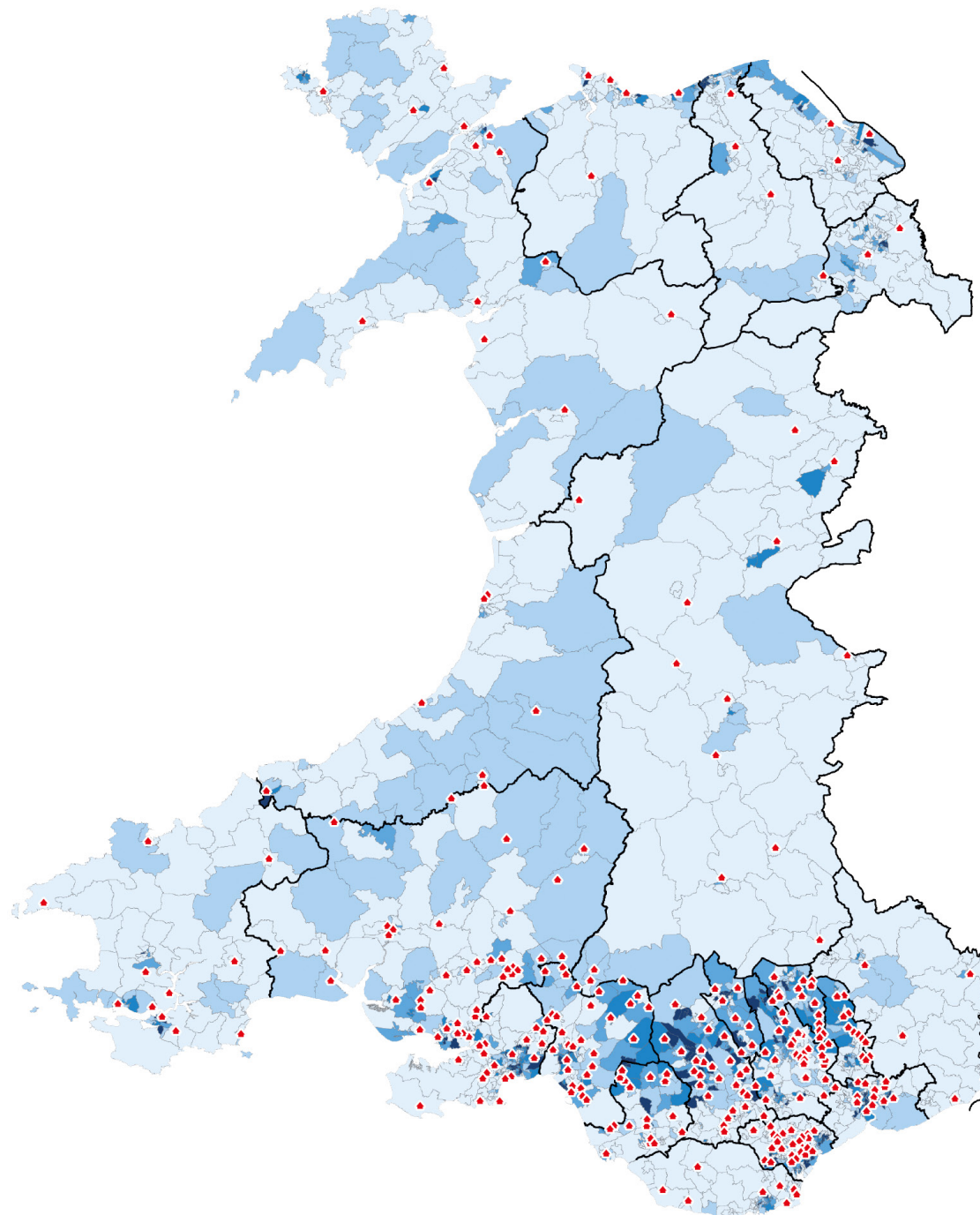
By Lower Level Super Output Area

Rank



 WRU member club

Source: Welsh Index of Multiple Deprivation (WIMD) 2019



Bargoed RFC

Caerphilly, Ward of Bargoed

Population: 181,731 residents in Caerphilly
6,168 residents in Bargoed

| Ward of Bargoed – number of residents and WRU bands | Male | Female |
|---|-------|--------|
| Tots | 210 | 261 |
| Mini | 177 | 197 |
| Junior | 160 | 158 |
| Youth | 91 | 101 |
| Over 18s | 2,383 | 2,430 |

Ethnicity: 1.6% of overall population of Caerphilly are Black, Asian or a minority ethnic group compared with 5.6% in Wales.

4.17% of pupils in Caerphilly aged 5+ are non-White British (975 pupils). Across Wales, 12.22% of pupils are non-White British.

Sports and rugby participation

27% of adults in Caerphilly took part in sport on three or more occasions a week in 2019/20 – compared with **32%** for Wales.

44% of pupils took part in sport on three or more occasions a week outside of lesson time in 2018. The average for Wales is **48%**.

43% of pupils in Caerphilly had taken part in rugby during 2018, in any setting. Wales is at 41%. **16%** took part in rugby at a community club, on a par with the Wales average.

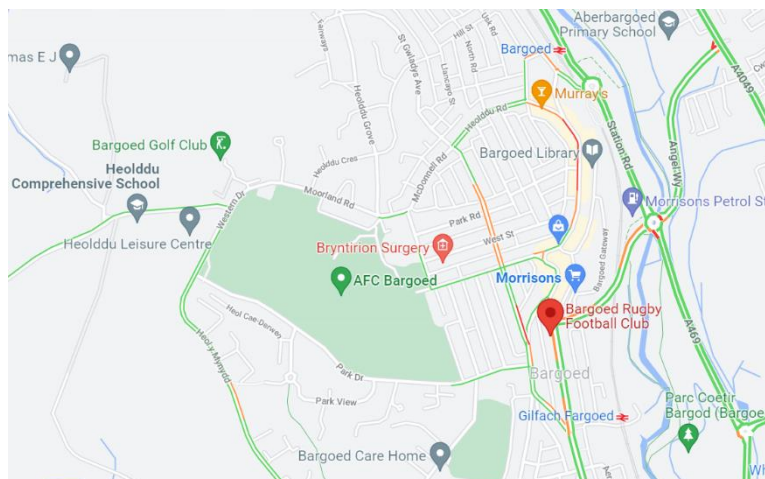
32% of pupils in Caerphilly want to do more rugby. Latent demand for rugby in Wales is 31%.

Community

66% of adults in Caerphilly **feel safe** at home, walking in the local area, and when travelling, while the percentage for Wales is **71%**.

64% of people agree it is **safe for children to play outside** in Caerphilly, on a par with the Wales average.

24% of adults **volunteer** in Caerphilly. Percentage for Wales is **26%**.



Facilities

Residents in Caerphilly have relatively good public transport return travel time of **34 minutes to their nearest sports facility** – compared with 55 minutes across Wales.

12 pitches are located in Bargoed mostly in Bargoed Park. 2 are synthetic and one of these is at Lewis Boys Comprehensive.

A full size grass pitch and mini pitch are at **Heolddu Leisure Centre**.

Nearest clubs are **Fleur de Lys RFC, Oakdale RFC** and **Blackwood RFC**.

Other local sports facilities include **Bargoed Golf Club** and the **Platinum Fitness Centre**.

Health and well-being

66.5% of adults in Caerphilly say their health is good or very good. Percentage for Wales is 71.2%.

50.2 is the mean mental well-being score in Caerphilly. The score for Wales is 51.4.

26.8% of children aged 4 to 5 were overweight or obese in Caerphilly in 2018/19 compared with 26.9% in Wales.

12.7% children aged 4 to 5 in Caerphilly are obese, compared with 11.8% in Wales and 9.9% in England.

Employment

The employment rate in Caerphilly during 2020 was **73.6%** for 16 to 64 year olds.

The unemployment rate in Caerphilly is **3.9%**.

The remaining quarter - **24.1%** - are economically inactive.

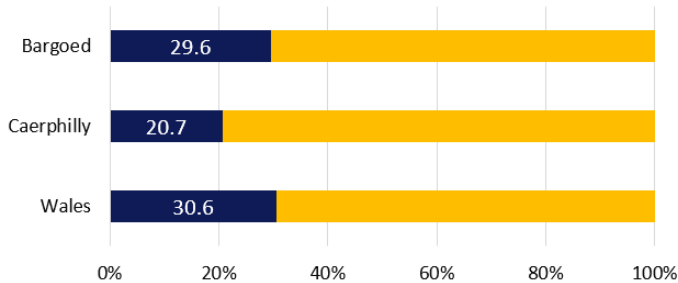
Deprivation and Child Poverty

Just over a fifth of children in Caerphilly are in relative low income families.

Almost a third of children in Bargoed live in relative poverty. Levels of child poverty in Bargoed are just below the average for Wales.

17% of households in Caerphilly were in material deprivation in 2019-20, i.e. households who cannot afford particular goods and activities that are typical in society at a given point in time. The percentage for Wales overall is **13%**.

Percentage of children living in relative poverty 2019-20

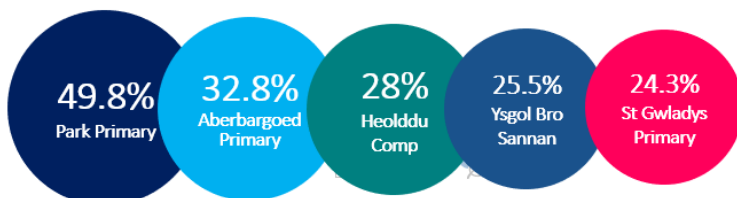


Schools

24.9% of pupils aged 5-15 in Caerphilly are eligible for free school meals in 2020-21. This is 5,623 pupils. The percentage for Wales is currently 22.9%.

Schools in Bargoed have an above average eligibility for free school meals.

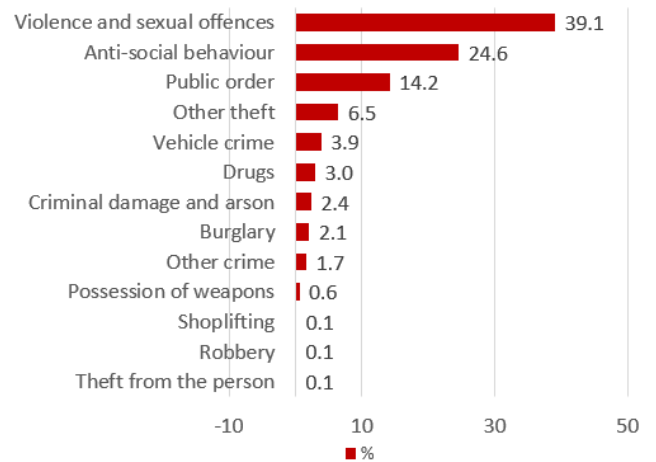
Free School Meal eligibility – nearby schools to Bargoed RFC



Community Safety Partnerships

Caerphilly had a total recorded crime rate (excluding fraud) of 76 headline offences per 1,000 population for the year ending September 2021. The rate for Gwent was 83 headline offences per 1,000.

Bargoed had 867 reported crimes for the year ending September 2021. The majority were for violence and sexual offences and for anti-social behaviour.



Youth Work

In 2020/21, Caerphilly had a core budget of **£38 per head for youth work with 11-25 year olds**. The equivalent figure for Wales is £28. The total spend per head on Youth Work in Caerphilly was £75, compared with £67 average for Wales.

Summary

| | RAG rating |
|--|------------|
| Mid-range participation in sport and physical activity for young people, lower for adults. | Yellow |
| Mid-range levels of rugby participation and latent demand for rugby for young people. | Yellow |
| Above average levels of free school meal eligibility for pupils in local schools. | Red |
| Above average return travel time to sports facilities using public transport. | Green |
| Mid-range levels of pitch availability in the local authority. | Yellow |
| Mid-range levels of adults who say their general health is good or very good. | Yellow |