

OADBY & WIGSTON

Investment: Total funding secured to support local delivery: £190,962



Ladies Softball Cricket

The community Ladies Softball Cricket session has been run in partnership with Leicestershire County Cricket Club on a weekly basis in Oadby. It is a female only session delivered by a female coach who is from an ethnic minority group. This coach is a fantastic role model for local people from a similar background and helps inspire others to be more active and take part in physical activity.

Over 70% of those that attend are from diverse ethnic communities which shows the influence this particular sport and coach has had on this area/demographic of the borough. The majority of those that attend were inactive at the start and are now completing 60 or more minutes of moderate physical activity per week.

During Ramadan, sessions were postponed for four weeks. Despite that, the group decided to continue to meet up on a weekly basis for a group walk so they did not miss out on their weekly physical activity. This shows a real positive step to longevity in sport and physical activity.

“Softball cricket has an energetic coach who inspires a group of ladies to learn a range of ball skills, play a game and have lots of fun. All the group members are welcoming and supportive to each other, encouraging good psychological wellbeing. I look forward to it every week. Thank you for this group.”

Softball Cricket Participant

www.activeoadbywigston.org.uk

