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I loved giving something back to the sport that has given me so much. It was a really fun day and a great way to get people involved in our sport at a grass roots level.

Kim – GB Softball Volunteer

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What was the aim for the programme?

- The aim was to showcase softball to over 2,000 teenagers who were involved in the London Street Games multi-sport festival hosted at the Copperbox in London Olympic Park.

How was it set up?

- As part of an event that was already planned and organised.
- BSUK's London Development Manager met with Street Games staff and decided it was an event we wanted to support as it was a unique opportunity to showcase our sport to 2,000 young people and community group leaders.
- The day was well-supported by volunteers from the Greater London Softball Mixed League, British Softball National Teams and the British Softball Federation.

Why was it so successful?

- The day was very well publicised by Street Games through their networks as a Summer School Holiday Day activity. Softball was offered as a drop-in event and we ran a wide range of softball activities including hitting into nets, target throwing, team fielding games and speed throwing competitions, with prizes awarded on the day.
- Our Hit The Pitch Day event proved popular to a wide audience with a range of abilities, including those with disabilities due to the sports hall environment and modified equipment that we had available.
- The day was very well attended by over 2,000 young people from East London. Interested participants were pointed towards existing clubs in the area.
- Softball provided a new and engaging sport for the young people at the festival to experience. The quality of the Activators meant that the day was delivered in an appropriate and engaging way for those present.

