

Community Investment Fund

Case Studies

Helping more
people from
more backgrounds
to **GROW** in sport

“ACTIVE PARENTS” PROJECT

Papplewick & Linby Cricket Club

What was our objective?

- * To engage parents in physical activity in an isolated and deprived area of North Nottinghamshire.
- * To break down the barriers of time restraints and family commitments in an effort to get more parents more active.
- * To establish a club structure in order for the sessions to continue and develop further.



Background

On Friday evenings at Papplewick and Linby Cricket Club it was all too easy for parents to prop themselves up at the bar while their children took part in cricket training. Often parents would just sit watching their children for two hours at a time.

Many of the parents expressed an interest in exercising themselves, but found that a lack of time was a barrier particularly when they were looking after their children. To combat this the club suggested the idea of offering parents the chance to exercise at the club while they wait for their children to finish cricket practice.

The club contacted Gedling Borough Council who was more than happy to assist them by involving them in their Active Parents Initiative. An outdoor circuit-based fitness session was laid on for the parents enabling them to engage in physical activity themselves in close proximity to their children & in a safe friendly environment.



Best practice

The fitness session targets the whole body, which is great for general fitness and it is conducted in a safe environment. It is delivered outdoors, which is great for mental wellbeing and participants are encouraged to go at their own pace attracting all fitness levels.



Impact on target groups

The project is delivering successfully against the programmes aim to engage parents from geographical areas most in need of assistance, with higher deprivation rates. After the 7th week 30 people have taken part. The project delivery staff and coaches are succeeding in building trusting, respectful relationships with participants, thereby enabling parents to feel confident getting involved.

Quotes

After the first week one enthusiastic participant took an exercise home with him for his wife to try and said, ‘she felt an instant improvement’ after performing the exercise. Despite having some medical conditions she felt confident to give the session a try and completed it with minimum fuss.

Further info:

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