



# MLB London Series Legacy programme



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MAYOR OF LONDON



# Player Journey: multiple entry-points and touchpoints

Baseball

Fastpitch Softball

Slowpitch Softball

Baseball5

E	E	E	E	W	W	W
E	E	E	W	W	W	W
CL	CL	E	W	U	U	CM
CL	U	U	U	U	CM	CM
CL	U	S	S	S	CM	CM
CL	U	S	S	S	CM	CM
CL	S	S	P	P	P	CM
CL	CL	P	P	P	P	P

Primary School

Secondary School

University

Community Settings

(part of a wider range of sports)

Clubs and Leagues

Workplace

Elite performance

# Our Opportunity

**MLB World Tour: London Series** presents the ultimate firework moment for baseball and softball in the United Kingdom.

Major League Baseball will host two regular season games at the London Stadium in 2023, 2024 and 2026. Hosting six MLB regular season games in the UK, across a four-year period provides a unique opportunity to share the magic of baseball, to catapult the sport's popularity and exponentially increase the number of baseball and softball players throughout the country.

We will harness the power of MLB's presence in the UK to bring the game into the mainstream, by furthering participation for young people, developing a strong pathway for elite players, building the infrastructure necessary to create a lasting legacy from the London Series and generating a lifetime interest in the sport in the UK.



# Our Vision and Mission

**We will use the profile and reach of MLB London Series as a catalyst to introduce a new generation of players and fans to baseball/softball.**



By 2026, the MLB London Series Legacy Group will develop and implement a programme of activity that will:

- Create new playing opportunities for tens of thousands of children, young people, and young adults.
- Build capacity and capability within club & community playing networks, and improve baseball/softball facilities, to cater for a growing playing population.
- Support and improve pathways for elite player development.
- Celebrate the sport and raise the profile of the grassroots game.

The programme of activities will be designed to promote physical and mental health/wellbeing, with a particular focus on engaging young people and under-served communities across the country.

# Our 'how'

## REACH

Outreach designed to engage children, young people, and young adults in fun and social playing activities.

- Primary School
- Secondary School
- Community
- University

## RETAIN

Tailored support to baseball/softball clubs to help them grow their participation base and develop their facilities.

- Education-to-Club links
- Facility improvements
- Club support & creation
- People development

## ELITE

Activity and identification opportunities designed to increase the quality and breadth of elite talent in the UK.

- MLB European Development Tournament
- Talent Development Hub

## EVENT INTEGRATION

A collection of activities linked to MLB London Series that celebrates the sports and raises the profile of grassroots.

- MLB Diamonds
- MLB First Pitch festivals
- Workout Day
- MLB PAA clinics



# Positive experiences

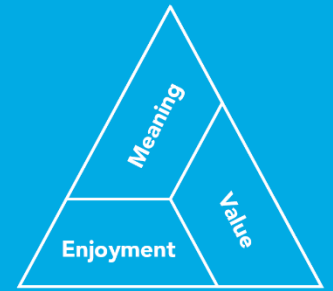




# Physical literacy is our relationship with movement and physical activity throughout life.

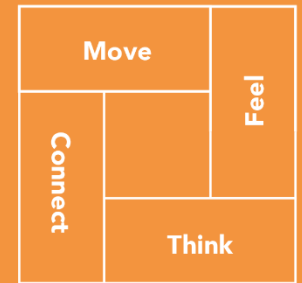
## A personal relationship

Having a positive and meaningful association with movement and physical activity.



## Movement and physical activity

How we move (physical), connect (social), think (cognitive) and feel (affective) during movement and physical activity plays a crucial role.



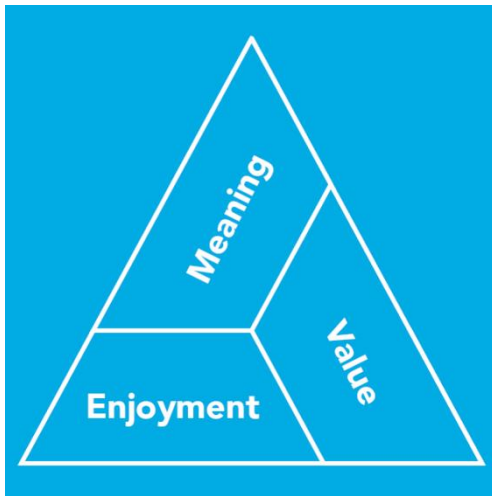
## Throughout life

Influenced across the lifecourse by individual, social and environmental factors.



# Providing a great first experience for children in our sport

We must ensure children and young people have positive experiences of sport and physical activity that are fun, inclusive, and help them to develop.



Our youth club sessions need to provide all new participants with:

- increased confidence in a new sport.
- a sense of achievement, relative to their needs and development.
- and overall, a positive exciting experience of baseball.

The club volunteers that children interact with, the club community that they are part of, the culture they experience, and the place and space they move in, will powerfully influence their physical literacy for the rest of their life.





# What is MLB First Pitch?

MLB global programme created for 8-12 year olds, emerging education markets of China, India, and the UK.

Introduces a new generation of players to the sport.

Fun and inclusive resources.

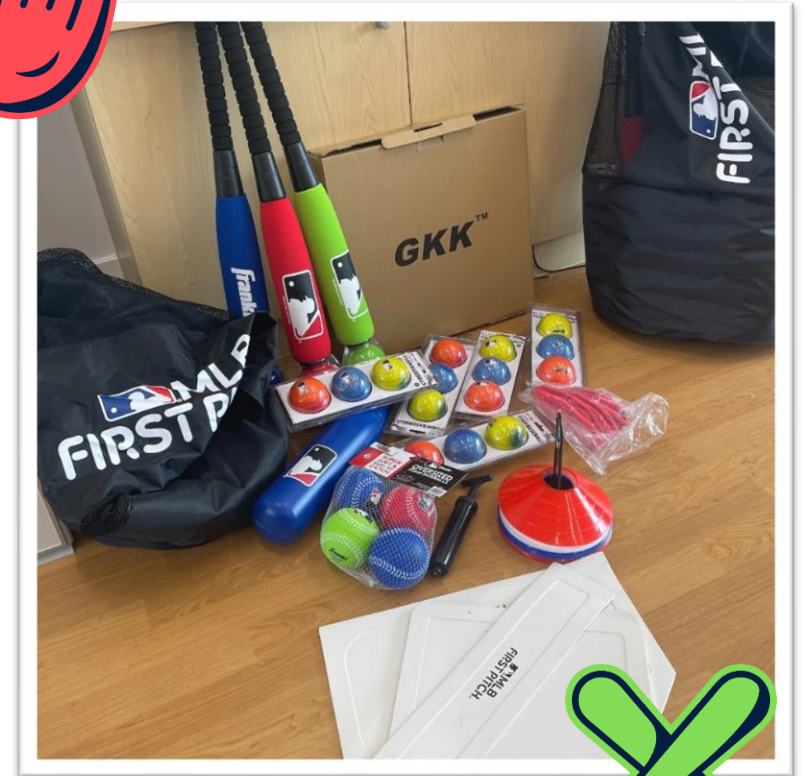
Adults with little to no prior baseball experience can deliver with ease and confidence.

## School resources and training

Resource cards that contain over 60 entry-level baseball activities.

Equipment bag containing bats, baseballs, bases, and other sport equipment, all suitable for the age and experience level.

Content orientation and training for staff ahead of in-school delivery.



# Clubs can provide a great first experience through MLB First Pitch

Through playful learning principles:

**Joyful** – fun first and foremost without the need for direct technical instruction or coaching.

**Immersive** – deliver playful learning experiences via free play, guided play, and games.

**Connected** – focus on social play, teamwork and collaboration.

which are then:

**Purposeful** – tangible signs of progress across skills applicable beyond baseball.

**Continuous** – skills are revisited and built upon in each session.



# Clubs can encourage transition from education-to-club settings

Connections can be fostered between primary schools and clubs through targeted engagement locally.

Examples include:

- Volunteer or coach supports in-school MLB First Pitch activity.
- MLB First Pitch activities delivered as part of the youth offer.
- Invite to MLB First Pitch participants for specific youth sessions.
- Support at MLB First Pitch intra-school festival on school site.
- MLB First Pitch inter-school festival organised by the club.
- Summer holiday family fun days or parent & child sessions.

The positive experience of MLB First Pitch activities in school should be replicated and extended in a youth club session.





# Support to clubs for education-to-club pathways (*provisional offer*)

Depending upon identified club opportunity of 'Emerge', 'Establish', or 'Enhance', the following support is available:

- BSUK staff support (e.g. Development Charter, local connections, planning, marketing opportunities, recruitment).
- Connection fostered with local MLB First Pitch Hub (*where available*).
- Printed & digital set of MLB First Pitch Resource Cards 2024.
- Funding to support venue hire, volunteer expenses, equipment etc.
- Up to three places on the local 3-hr MLB First Pitch Teacher Training workshop (Jan-Mar 2024).
- Up to three funded places on in-person UK Coaching workshop 'Coaching Children 5-12 the next generation' in February 2024.
- Funded places on the BSUK Level 1 Coach Award (*London clubs only*).
- Access to equipment webstore for MLB First Pitch playing equipment (*in development currently*).
- MLB First Pitch equipment & branding festival pack (*funding/location dependent*).
- Funding to support in-school coaching delivery (min. 10 in-school sessions).



# The club's 'why'

New generation of young members, the future lifeblood of the club.

Recruitment of new volunteers that are not the traditional coach figure.

Expansion and refresh of the club's youth provision to engage a diverse group of children and young people.

Local community connections to extend the reach of the club, and to grow the number of youth & adult players, volunteers, and officials.

and in time, a wider pool of developing talent for youth team selection.

## Next steps...

Make sure your club has a recognised commitment to provide a fun and welcoming environment for children (and parents)... and then contact:

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# Thank you.



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