



Lancashire
Cricket
FOUNDATION

LANCASHIRE CRICKET FOUNDATION IMPACT AND PERFORMANCE REPORT 2019





LANCASHIRE CRICKET FOUNDATION WORKS ACROSS THE NORTH WEST TO DEVELOP AND DELIVER A RANGE OF PROJECTS, PROGRAMMES AND EVENTS DESIGNED TO ENGAGE, EXCITE, INSPIRE AND IMPROVE INDIVIDUALS THROUGH CRICKET.

ESTABLISHED AS THE OFFICIAL CHARITY OF LANCASHIRE CRICKET, THE LANCASHIRE CRICKET FOUNDATION PROVIDES HIGH QUALITY EXPERIENCES THAT MAKE A POSITIVE DIFFERENCE TO THE LIVES OF THE INDIVIDUALS IT ENGAGES WITH IN ORDER TO GROW THE APPEAL OF THE GAME AT ALL LEVELS.

LANCASHIRE CRICKET FOUNDATION AIMS TO: GROW THE GAME BY PROVIDING EVERYONE IN LANCASHIRE WITH THE BEST CRICKET EXPERIENCES IN THE WORLD

WE DO THIS BY:

- **INSPIRING OUR SCHOOLS THROUGH CRICKET**
- **GROWING CRICKET IN OUR LEAGUES & CLUBS**
- **INSPIRING OUR COMMUNITIES THROUGH CRICKET**

253 PUPILS FROM 7 SCHOOLS PROVIDED WITH A HIGH QUALITY POSITIVE ONSITE EDUCATION EXPERIENCE THROUGH THE HEALTHY HEART AND EDUCATION WITHOUT BOUNDARIES PROGRAMMES.



INSPIRING OUR SCHOOLS THROUGH CRICKET

118



118 unique participants from secondary schools engaged through the Core Cities programme, focussed on growing the game in South Asian communities.



CHANCE TO SHINE
Spreading the power of cricket

40,043



Over **40,000** unique participants from **444** schools across Lancashire accessing high quality cricket provision through the **Chance to Shine** Schools programme.

30 SCHOOLS AND COLLEGES TAKING PART IN THE LORD'S TAVERNERS FUNDED TABLE CRICKET PROGRAMME WITH 903 UNIQUE PARTICIPANTS, 1,361 ATTENDANCES AND 43 VOLUNTEERS AND YOUNG LEADERS TRAINED.

1293 INDIVIDUAL PLAYERS

FROM 40 RECREATIONAL CRICKET CLUBS NOW LINKED UP WITH LANCASHIRE LINE

£30000

DONATED BACK TO RECREATIONAL CRICKET CLUBS THROUGH THE LANCASHIRE LINE LOTTERY TO SUPPORT CLUB DEVELOPMENT

20 teams participating in the Women's Softball Indoor League

190 newly qualified coaches throughout Lancashire

57 cricket clubs supported to offer women / girls cricket across Lancashire

138 CRICKET CLUBS

ACROSS LANCASHIRE WITH 135 SUPPORTED IN ACHIEVING CLUBMARK ACCREDITATION



I am delighted to act as an Ambassador for the Lancashire Cricket Foundation. The work they do with schools and communities is second to none and I am proud to be associated with an organisation committed to making a difference.

James Anderson, Lancashire and England

138 cricket clubs across Lancashire supported to participate in NatWest Cricket Force

3700 PARTICIPANTS

TAKING PART IN THE ALL STARS CRICKET PROGRAMME ACROSS 126 RECREATIONAL CLUB-BASED CENTRES

34 COURSES TAKING PLACE WITH OVER 750 COACHES ATTENDING THROUGH THE COACH DEVELOPMENT PROGRAMME

38 clubs took part in the 2019 ECB U19T20 competition with a focus on young volunteers and the retention of players

GROWING CRICKET IN OUR LEAGUES AND CLUBS



18

Support provided to **18 senior** and **10 junior** cricket leagues across the county.

to support infrastructure development.

and dance class for 0 - 5 years olds.

20

20 clubs received an **ECB Small Grant** totalling **£40,000**.

572

572 **All Stars Cricket Activators** trained to support delivery of the programme.

23

Support and guidance provided to **23 Cricket Development Groups**; helping to shape cricket throughout the country.

30

30 money-can't-buy experiences for **All Stars participants** at Lancashire and England fixtures.

31

31 **Women's Softball Festivals** delivered with 1,768 participants.

D40, S9

D40, S9 **hearing impaired** and **visually impaired disability squads** supported to compete in national competitions.

962

962 **All Stars participants** in attendance at the **Lancashire v Durham** fixture.

18

18 **Lancashire player visits** took place at All Stars Cricket Centers.

136

136 clubs received a **Cricket World Cup Fund Grant** totalling **£136,000** of funding

48

48 individuals in attendance at **Lanky's Arts Class**, a creative arts, crafts, music

3 HUBS ESTABLISHED ACROSS TRAFFORD, SALFORD AND THE CITY OF MANCHESTER WITH 280 PARTICIPANTS ENGAGED AND 4,253 ATTENDANCES THROUGH THE LORD'S TAVERNERS FUNDED WICKETZ PROJECT.



280

INSPIRING OUR COMMUNITIES THROUGH CRICKET

352 individual participants engaged through the Girls Without Boundaries programme, designed to build self-confidence and self-esteem in disengaged young women.

266
unique participants from Mosques and Community groups inspired through the **Core Cities programme.**

14,000

Over 14,000 attendances at our Young Adult / Youth community cricket activity and competitions as a part of the CTS Street programme.

726

1 new Hub established to make 5 Hub sites with **726 attendances** and 47 taster sessions delivered through the Lord's Taverners funded **Super 1's** programme.

16

16 Table Cricket Club sessions delivered at Emirates Old Trafford with **68 individual participants.**

171

171 unique participants engaged in the **Core Cities Indoor Cricket League.**

35

35 Sporting Memories sessions delivered with 308 attendances using sporting reminiscence to help address social isolation.



222

222 pupils from 8 schools participating in Prison Peer Mentoring Workshops, providing young people with insight, guidance and support, equipping them to make positive life choices.

21 LIFESTYLE WORKSHOPS DELIVERED TO WICKETZ PARTICIPANTS, USING CRICKET TO HELP ADDRESS SOCIAL ISSUES IN YOUNG PEOPLE.

I am really honoured to be an Ambassador for the Lancashire Cricket Foundation. The work they do in communities around Lancashire is really inspiring and it makes me proud that it is all connected through the sport I love to play.

Kate Cross, Lancashire and England

SOCIAL MEDIA



8,570 followers

(+900 increase in the last year)

3.2 million impressions

(22% increase on previous year)

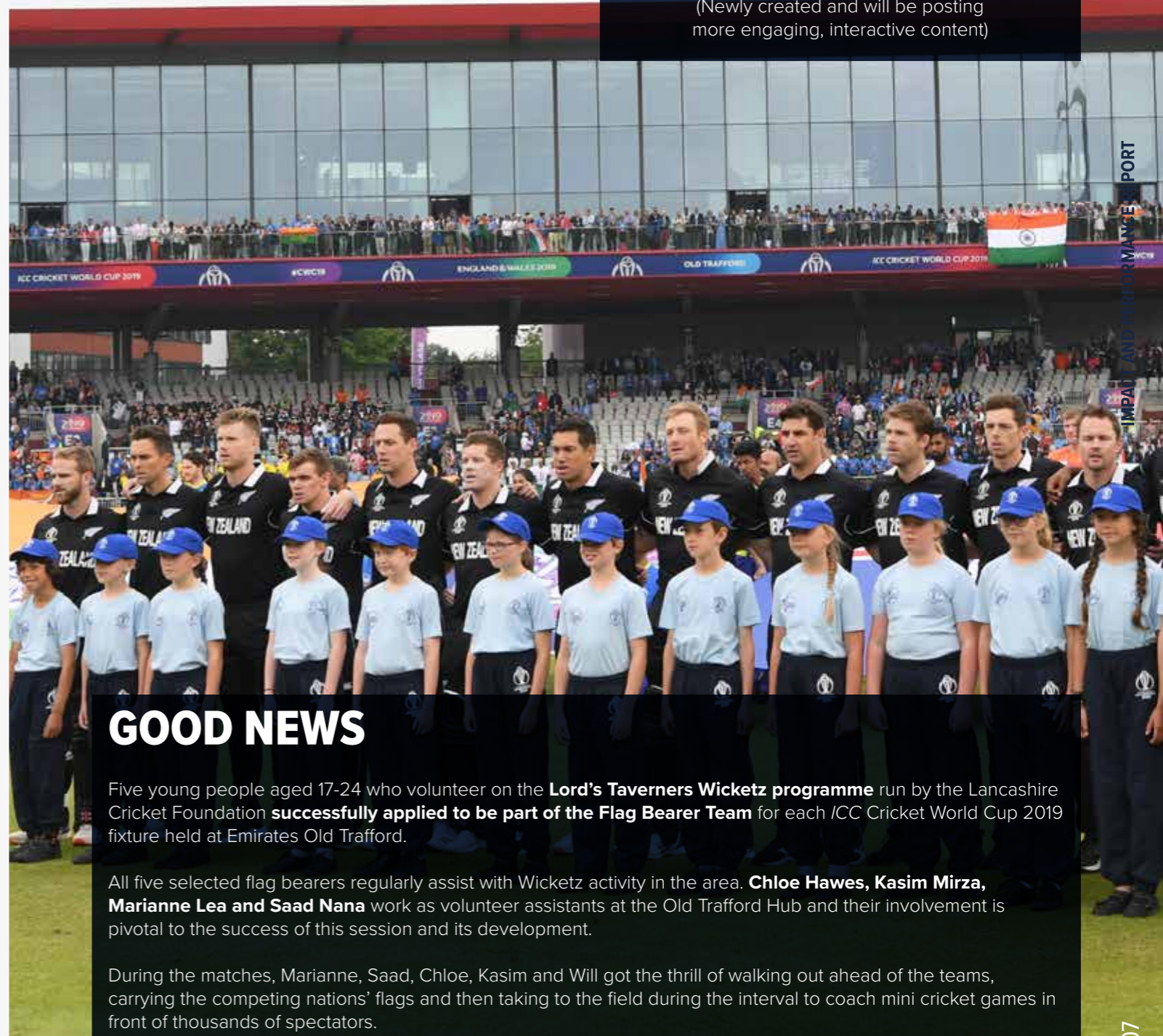
180,000 engagements

(13% increase on previous year)



Currently 700 followers

(Newly created and will be posting more engaging, interactive content)



GOOD NEWS

Five young people aged 17-24 who volunteer on the **Lord's Taverners Wicketz programme** run by the Lancashire Cricket Foundation **successfully applied to be part of the Flag Bearer Team** for each ICC Cricket World Cup 2019 fixture held at Emirates Old Trafford.

All five selected flag bearers regularly assist with Wicketz activity in the area. **Chloe Hawes, Kasim Mirza, Marianne Lea and Saad Nana** work as volunteer assistants at the Old Trafford Hub and their involvement is pivotal to the success of this session and its development.

During the matches, Marianne, Saad, Chloe, Kasim and Will got the thrill of walking out ahead of the teams, carrying the competing nations' flags and then taking to the field during the interval to coach mini cricket games in front of thousands of spectators.

FUTURE PLANS 2020 - 2024

Increased investment through the **ECB Inspiring Generations Strategy** and '**A Strategy for Cricket in Greater Manchester**' supported by the GMCA will see growth over the next 5 years including:

An increase in the number of recreational facilities to support cricket activity in key, strategic urban locations

An increase in the level of support provided to recreational cricket clubs to help them grow

An increase in the number of projects for young people from disadvantaged areas to positively engage with Lancashire Cricket through health and education opportunities

An increase in the number of young people accessing Emirates Old Trafford

An increase in the number of schools and primary school pupils engaged in cricket activity

An increase in the number of Women and Girls participating in cricket

SUPPORTERS AND PARTNERS

We are extremely grateful to all our partners, supporters and fundraisers, without whom much of our work would not be possible.

The Lancashire Cricket Foundation relies on donations, fundraising and gifts in wills to support the delivery of our community activities. We are continually seeking **support** for a wide range of projects, programmes and events across the sectors of **Health, Education & Training, Community Cohesion and Cricket Development**.

WAYS OF GETTING INVOLVED

The Lancashire Cricket Foundation **relies on fundraising activities to support the delivery of its community activities** and is seeking partnership support for a wide range of projects, programmes and events designed to **engage, excite, inspire and improve individuals through cricket**.

Donate - You can donate directly to the Foundation at justgiving.com/lcccfoundation/donate

Join our lottery - Play the '**Friends of the Foundation**' lottery from just £2 per week for the chance to win up to £5,000!

Fundraise - Whether it's **putting on a bake sale or running a marathon**, you will be raising vital funds whilst spreading awareness of our work.

Leave a gift in your will - Make **a lasting legacy** that will support the growth of the game for generations to come.

Become a corporate partner - Building a partnership with the Foundation is a **wonderful opportunity to make a significant difference** to people across the country

FURTHER INFORMATION

For further information on the Foundation and to find out how you can support us to continue to deliver our excellent community work, please email pascott@lancashirecricket.co.uk or call **0161 868 6849**