

INSPIRING  
COMMUNITIES  
THROUGH  
CRICKET

# 2014 Review

## Impact & Performance



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## ABOUT THIS DOCUMENT

The purpose of this review is to highlight the impact that the LCCC Foundation has made during 2014.

It is intended to demonstrate performance against identified KPI targets.



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## WHO WE ARE AND WHAT WE DO

The LCCC Foundation aims to **'Inspire Communities through Cricket'** and is the official charity and community arm of Lancashire County Cricket Club. The Foundation is an independent and registered charity governed by a Board of Directors.

The LCCC Foundation works in the community to deliver a range of health, education, heritage, community cohesion and cricket development projects, programmes and events.

## OUR AIMS

- To use the power of cricket and sport to **motivate, educate and inspire our community**
- Improve the **health and well-being** of the community
- Provide **education, media and training opportunities**
- Positively develop and **support work which targets women, disabled people and minority ethnic communities**
- To develop and **celebrate the history of LCCC and Emirates Old Trafford** and to create an 'aura of association'
- Attract **high profile events** which will attract more people and investment
- **Fundraise** to support the charitable and community work of the club
- Work with partners to **ensure LCCC becomes an important and central hub for the community**



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## EDUCATION AND TRAINING

- **39 Education Without Boundaries Workshops** delivered to **37 schools**
- **1213 pupils** taking part in a high quality educational experience through the Education Without Boundaries programme
- **397 pupils from 28 schools** receiving a hard hitting portrayal of life inside prison from the inmates through the **Prison Peer Mentoring Workshops** delivered in partnership with HMP Thorncross
- **64 unemployed young people** receiving training and qualifications helping them to develop the necessary skills to enter the jobs market through the **Big Hit Pre Employment Partnership programme**
- **5 Young Trustees** trained and mentored to support our work in the community



## CRICKET DEVELOPMENT

- **11 schools** taking part in the **LCCC Foundation Table Cricket programme** providing coaching and competition opportunities for pupils with physical and learning difficulties
- **6 Table Cricket Taster sessions** delivered to schools and community groups to generate increased interest in the programme
- **140 pupils with physical and learning difficulties** receiving coaching and competition opportunities through the Table Cricket programme and Taster sessions
- **60 individuals with physical and learning difficulties** taking part in disability specific Kwik Cricket activities



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## HEALTHY LIFESTYLES

- **21 Healthy Hearts Workshops** delivered to **15 schools** in partnership with Heart Research UK
- **560 pupils** learning about healthy lifestyle habits through the Healthy Hearts Workshops
- **2097 Secondary School pupils** receiving coaching from the Foundation's Activity Leader
- **723 attendances** at **Lanky's Inclusive Arts Class** for 0-5 year olds and their families
- **109 attendances** at **Lanky's Activity Club** and **Lanky's Life Skills**, the new LCCC Foundation physical activity and arts and crafts programmes for adults launched in September



## COMMUNITY COHESION

- The LCCC Foundation receiving **£307,000** from Sport England, Trafford Housing Trust Community Panels and City West Housing Trust as part of the successful **Sporting Foundations for Life** application in partnership with the Salford Red Devils Foundation
- **119 Activation Sessions** delivered across Trafford and Salford as part of the Sporting Foundations for Life project
- **1289 participants** and **2371 attendances** over the first 6 months of the Sporting Foundations for Life project



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## EVENTS

- **The Red Rose Wall** unveiled by James Anderson in February 2014
- **509 attendees** at the LCCC Foundation fundraising **Gala Dinner** incorporating the **LCCC Player of the Year Awards** for the first time
- **2100 pupils** from schools across the North West in attendance at the second LCCC Foundation **Schools Open Day** delivered as part of the Lancashire Way initiative in partnership with LCCC and the LCB
- **3093 additional individuals** from partner schools and community groups provided with complimentary tickets to experience first class and international cricket at Emirates Old Trafford
- **96 young people** provided with the opportunity to be the **Guard of Honour** for the players at key domestic and international fixtures
- **£23,141** raised during the 2014 domestic and international fixtures through fundraising activities and raffle ticket sales
- **60 school children** performing on the pitch for the crowd in partnership with Chant Productions during the India Test Match

## LOTTERY

- The **'Friends of the Foundation'** launched in May 2014 with **over 250** individuals now signed up as a friend to support the LCCC Foundation community projects, programmes and events
- **115 local charities and events** supported through the donation of free match tickets helping to raise **over £490,000**
- **52 weekly £1000 winners** as part of the Lancashire Line
- **Over £110,000 given out in prizes** as part of the Lancashire Line and Friends of the Foundation
- **Over £25,000 donated to local cricket clubs and charities** through the Lancashire Line



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# AMBASSADORS, PARTNERS AND SUPPORTERS

We have a **team of Ambassadors** that support the work and fundraising activity of the Foundation, these include:

**Alex Winters**

TV presenter and actor

**Andy Burnham MP**

MP and Labour's Shadow Health Secretary

**James Anderson, Kyle Hogg, Paul Horton and Tom Smith**

Current and former members of the LCCC first team squad

**Catherine Tyldesley**

Coronation Street Actress

**Joe Hart**

Manchester City FC and England International

**Phil Neville**

Former Manchester United, Everton and England international

**Mark 'Chappers' Chapman**

Radio 5 Live presenter

**Peter Reid**

Football manager, player and pundit

**Sgt Rick Clement**

Afghanistan war hero

**Colson Smith**

Coronation Street Actor

**Kate Cross**

Lancashire and England Women's Cricketer

Additionally, we are extremely grateful to all our partners, supporters and funders, without whom much of our work would not be possible:

**Lancashire County Cricket Club**

**Lancashire Cricket Board**

**Trafford Housing Trust Community Panels**

**AJ Bell**

**RRG Kia Bury**

**Wonderland Memorabilia**

**Sport England**

**Awards for All**

**City West Housing Trust**

**LSS**

**3Q Sports**

**MCL Create**

**Lantec**



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# PARTNERSHIP OPPORTUNITIES

**The LCCC Foundation is seeking partnership support for a wide range of projects, programmes and events across the sectors of Health, Education & Training, Heritage, Community Cohesion and Cricket Development for all, regardless of ability, gender, background or religion.**

We also deliver a wide range of events including an annual Gala Dinner, Schools Open Day and Corporate Golf Day.

You can donate directly to the Foundation at [justgiving.com/lcccfoundation/donate](https://justgiving.com/lcccfoundation/donate) or text LCCC11 £\* to 70070 (\*add in the amount you would like to donate, £3, £5, £10, £50 etc).

You can also support our work by joining the **'Friends of the Foundation'** from £2 per week with cash and money can't buy prizes to be won.

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 [foundation@lccc.co.uk](mailto:foundation@lccc.co.uk) or call **0161 868 6849**

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