



Pushing the boundaries

Capital Kids Cricket: Impact Report

September 2016–September 2017





Introduction

When we began CKC almost 30 years ago, our aim was to revitalise cricket in state schools. Starting with primary schools we had half termly programmes reaching 300 schools – 20,000 children each year introduced to the basics of cricket and able to play with a soft ball in the playground and in borough wide competitions. Our impact was measured in numbers and participation is still a key measure of success.

As time went on, however, we realised that the value of what we did rested on much broader social and emotional developments than just learning a new set of skills and having fun. “Teams not Gangs” became a slogan we adopted on the suggestion of founding member, Bill Greaves, sadly recently deceased.

The broad based activities in the report that follows show how we are using cricket to provide opportunities for social interaction, raising self-esteem, bringing different faiths together, career development and bringing happiness to the faces of children with physical disabilities and mental health issues.

We want to see kids enjoying playing cricket and buying into the values of the “spirit of cricket”. At the same time we see that our work is about the development of the individual that goes beyond our sport. I fully agree with international rugby coach, Stuart Lancaster, that sport should be “developing students in terms of leadership, in terms of ability to communicate, emotional intelligence and life-skills.”

The report will show how far we are achieving these aims.

I must mention our staff, my fellow trustees, and our many partners without whom none of this would be possible.



John Challinor
Chairman, Capital Kids Cricket



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What we do

The aim of Capital Kids Cricket is to advance the physical, social and emotional development of children in London.

Capital Kids Cricket is a fully inclusive organisation providing a range of sporting and social opportunities for children in the more deprived areas of London. Activities are carried out in state schools, hospitals, community centres, local parks and residential centres away from London. Cricket and the spirit of cricket are at the heart of what we do.



Where we work



Why cricket?

Cricket is a unique team sport that relies on individual performances. For example, a batter hitting a hundred, a bowler taking five wickets or a fielder taking a spectacular catch. This blend of team and individual sport is a valuable asset when working with children. Through playing the game, children learn how to: take responsibility as an individual, work as part of a team and accomplish their goals through doing both.

Cricket is also a unifying sport. Regardless of ethnicity, gender, class and sexual orientation, cricket reaches across boundaries and brings people and communities together. Through participating in cricket, children have the opportunity to meet and socialise with children from different backgrounds., learn about different cultures and develop their social skills.



Girls participate in a game of diamond cricket during the May Arundel residential

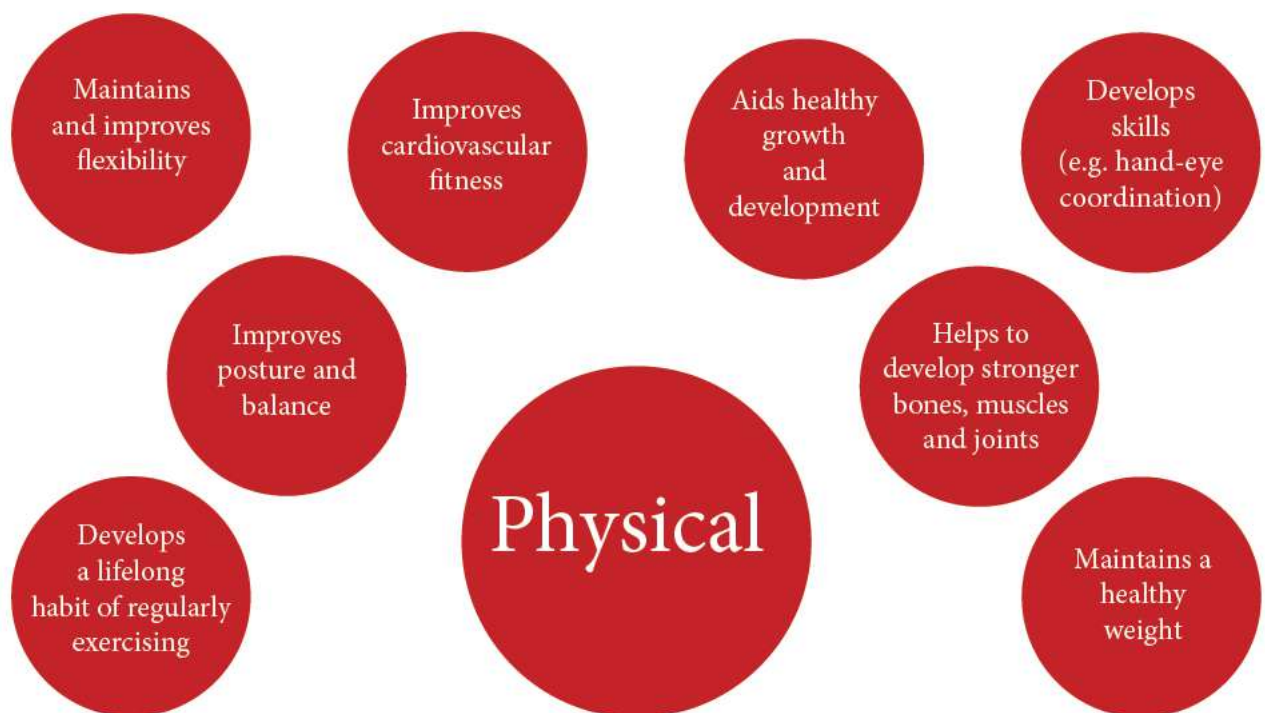
The “Spirit of Cricket” sets the game apart from other sports. In addition to the laws (rules) of cricket, the Spirit of Cricket ensures “that cricket is always played in a truly sportsmanlike manner”. In playing the sport, children learn: respect for their opposition, respect for the officials and, amongst other things, the importance of being fair and generous.

Not only is it important to abide by the Spirit of Cricket when playing the game, but, by doing so, children learn and develop important life skills.

Cricket is a power sport that requires both endurance and the ability to perform short, sharp, explosive movements. For instance, when a ball has been hit, the batters sprint between the wickets whilst the fielders chase after the ball. There are many physical benefits to playing cricket, some of which are listed on the next page.




Why is it important for children and young people to play sport regularly?



Schools coaching

The original aim of Capital Kids Cricket, when established in 1989, was to reverse the decline in cricket played at state schools across London. Since then, our charitable aims have expanded, but state school cricket remains at the heart of what we do.

Between September 2016 and September 2017, we delivered coaching in 51 primary and secondary schools across London. In Southall, Ealing, we delivered schools coaching for the first time as part of our Spikes Bridge Junior CC project, funded by the John Lyon's Charity. Across Islington, Hackney, Tower Hamlets, Waltham Forest, Camden, Hammersmith and Fulham  and Westminster we continued to deliver regular coaching sessions at schools.



Impact

Over the last year, 4,825 children have received cricket coaching at their school as a result of our work. For over 65% of these children, it was the first time they had played cricket.



Future

In 2017/18, we will be expanding our school coaching programmes to include coaching at more primary and secondary schools in Waltham Forest and Southall. In particular, schools that are local to Leyton Wicketz CC and Spikes Bridge Junior CC.

The David and Grace Sheppard Award

David Sheppard (1929 – 2005) was a former Cambridge and Sussex captain who also represented England at test level. He was also a high profile Bishop of Liverpool in the Church of England.

Each year we present a London state school with the David and Grace Sheppard Award as recognition of their cricketing excellence.



This year's winners were Norlington School for Boys who were presented with the award, at a special assembly, by Jenny Sinclair, David and Grace's daughter, and former England captain and Norlington student, Graham Goodwin.

Working closely with the Essex County Cricket Board, we have provided an opportunity for children to participate in Chance to Shine coaching sessions in schools across the London Borough of Newham. In 2016/17, we delivered these sessions in 13 primary schools and 12 secondary schools with each school being linked to a local club. Providing a pathway between the schools and local clubs is a key element of the project as it gives children an opportunity to continue their cricketing journey beyond the school playground.

In addition to creating this link, we work closely with the teachers at these schools to teach them about the game and provide them with simple drills and session plans so that, once the Chance to Shine coaching has finished, they can continue to run cricket sessions at their schools.

We know from experience that providing this informal teacher training is vital for sustaining cricket in schools. At first, cricket can seem like a complex sport to teach and this sometimes puts teachers, particularly those who have little experience of the game, off running it in their school.

Through our regular coaching sessions, including those funded by Chance to Shine, we aim to breakdown this perception. At its core, school cricket is all about getting children active through running, catching, hitting and throwing a ball!

76 schools

2339.5
hours of coaching

Festivals and competitions

Sport, by definition, is competitive and, whilst not everyone enjoys competitive action, it is always rewarding for participants to put what they have learned into practice. Throughout the year we run a variety of both indoor and outdoor cricket competitions to suit every need. From friendly matches between schools to hard ball cricket matches between young people representing their country, our competitions and festivals provide memorable experiences for everyone involved!



Over the last year, 2,890 participants have benefitted from competitions developed and organised by CKC and a further 554 have taken part in competitions that we have supported.

“We have had a fantastic time at this well organised and fun competition. We look forward to taking part next year.”

Matt, teacher
at Gospel Oak
Primary School

18 competitions
run or
supported



3,610
participants




477 matches
played




British Land Kids Cricket League



In 2006, with funding from British Land  , we set up the first British Land Kids Cricket League. The competition featured a total of 8 schools who competed in a one-day event at the MCC Academy at the world-famous Lord's cricket ground.


 Over the past  years, the league has grown rapidly and is now the biggest of its kind in the  U.K. The 2016-17 league took place across 14 London Boroughs and featured a total of 140 primary schools.

Impact


 2,580 children, from 14 London boroughs, received coaching and/or took part in the competition as a result of the 2016/17 British Land Kids Cricket League.

Future

Unfortunately, the 2016/17 league was the last year that the competition will be sponsored by British Land. We are now seeking

 a new sponsor/funding so that we can continue to run this amazing competition!

Carlton, teacher at Elmhurst Primary School

 “Keep up the great work of getting a lot of children from all backgrounds playing cricket.”

League Structure

Borough Competitions

Local schools play against each other in one or two-day events across London.

160 schools

14 boroughs

Semi-Finals

Fourteen borough winners progress to the semi-finals.

14 schools

Finals Day

Eight schools progress through from the semi-finals and make it to the MCC Academy (Lord's) for Finals Day.

At the end of the day, one school are crowned champions!

302 total matches



Children from Little Ealing Primary School collect the winner's trophy from the Mayor of Ealing, Councillor Simon Woodroffe - British Land Kids Cricket League Finals Day 2017

British Land Inclusive Cricket League

Beginning in 2011, the inclusive league features an adapted form of cricket, developed by our specialist coaches (Ray Tudor and Denise O'Neill), that provides an opportunity for children with a range of Special Educational Needs (SEN) to take part in fun and friendly competition.


Throughout the year, Ray and Denise run regular coaching sessions with SEN children at schools across London. Following these sessions, the schools take part in local competitions before progressing to a finals day at the MCC Academy, Lord's.



In 2016/17, we adopted a new structure for the finals day. In previous years, each team has played each other once. This year, the teams were split into two groups depending on the level of their special educational needs. This approach ensured the games were more evenly matched and, as a result, the children had a greater opportunity to experience success.



Figure

We are thankful that British Land will continue to support the inclusive cricket league next year and for the able future.



Children from Gillespie Primary School (Islington), with the Lord Mayor of Westminster, Cllr. Ian Adams, collect the winners trophy at the British Land Inclusive Cricket League Finals 2017



Impact

This year's British Land Inclusive League gave 320 children, with a range of special educational needs, the opportunity to participate in regular exercise through playing cricket related games. Eight schools, representing 8 London boroughs, made it to the finals day at the MCC Academy, Lord's.



CKC MCC Indoor Cricket Leagues

Last year we ran the CKC MCC Indoor Cricket Leagues for the first time. Each Friday, between October and December, we ran a 3-hour competition for primary, secondary and club cricketers.



Teams from West Ham and Tower Hamlets Wicketz CC Attended the CKC MCC Indoor Cricket Competition During October Half Term 2016

Thanks to in-kind support from the MCC, who provide us with half of their indoor hall for free, we can provide children with a possible once in a lifetime opportunity to play cricket at the MCC Academy and experience visiting Lord's.

The primary and secondary competitions took place across 4 days each. Nine schools are split into 3 groups of 3 for qualifying rounds and the winners from each progress to the finals. During the October half term, we ran a one day competition for three of the clubs that we work closely with.

Impact

As a result of the CKC MCC Indoor Cricket Leagues, 200 children from disadvantaged areas of London, had the opportunity to play cricket at the MCC Academy.

Cricket festivals

In 2017 we supported the following cricket festivals:



April 2017
The Essex Metropolitan Indoor Cricket Competition for under 11 club teams, was held at UEL SportsDock

May 2017
The Essex Metropolitan Cricket Festival was held at Valentines Park (Ilford) and featured local clubs

June 2017
E1 School Partnership cricket festival at Weavers Fields



Newham children celebrate at the end of the multi-faith festival




June 2017
Camden Primary School Cricket Festival, featuring both a girl's and boy's competition, was held in Regent's Park




July 2017
The Multi-Faith Festival, now into its third year, was held at West Ham Park

August 2017
Softball competition as part of Opening Boundaries' Bowling Out Domestic Abuse Cricket Day at Burton Court, Chelsea

We would like to say a huge thank you to all of the organisations that we work in partnership with to deliver these festivals and competitions. Especially Essex CCB, Camden and Newham Councils, the E1 Partnership and West Ham Park!

London Sixes

The London Sixes, developed and organised in partnership with the London ers, provides an opportunity for people, who do not always have time to play mainstream 11 a-side cricket, to play competitive matches. This small sided version is action packed with matches lasting no longer than 30 minutes each.

In 2016/17, the adult competition took place across one day and, the following day, we ran n expanded version of our Youth  London Sixes  competition. This was only the second edition of the Youth Sixes and it proved a success with 5 teams from across London taking part.



5 youth teams

4 women's teams

16 men's teams



Elliot Davis T20 Asia Blaze

To inspire the next generation of South Asian cricketers in London, we partnered up with London Tigers and, with the support of the ECB, the Middlesex CCB and the Essex CCB, set up the T20 Asia Blaze in 2014. The competition is now sponsored by Elliot Davis Estate Agents.



The 2017 competition featured 6 teams: India, Bangladesh, Pakistan, Sri Lanka, Afghanistan and England. Each team is represented by UK based British-Asian players who come together to represent each nation.



This year's final, played between Pakistan and Afghanistan, was filmed on Facebook Live and was viewed by a massive 12,000 online viewers!



Future

During 2018, we will be working with the Surrey County Cricket Board to run an Asia Blaze competition in south west London. This new league will also incorporate a West Indies team.

The winners from each league will then play each other in a London final.

Residential trips



We have been working closely with the Arundel Castle Foundation for over 20 years now and, each year, we run two residential trips to Arundel for up to 200 children. During the May half term, we take eight school groups, both girls and boys, for a beginner's cricket residential before returning in July with up to eight clubs from across London for specialised coaching and matches.

In recent years we have had the privilege of adding a trip to Felsted School in Essex to our calendar. As part of The Lord's Taverners' Wicketz Programme, up to 50 children are given the opportunity to take part in coaching sessions, lifestyle workshops and matches across three days at the prestigious school.

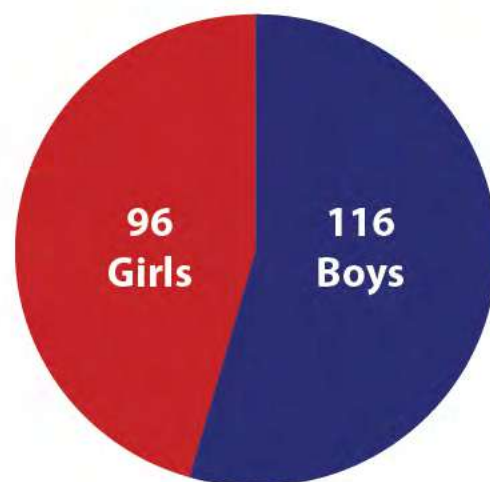


Future

For many years, we ran inter-borough residential trips, funded by the MCC. Each year we would take teams, representing their borough or London area, to a public school somewhere in the UK. We would love to do this again if we can find sponsorship!



212 children
attended



5 residential
trips in
2016-2017

Hospital projects



In 2008, working in partnership with Chance to Shine, we delivered specialised sports sessions, with elements of cricket involved, for children at Evelina Children's Hospital (St Guy's and Thomas) and Great Ormond Street Hospital. The sessions themselves were developed by our highly experienced coaches, Ray Tudor and Denise O'Neill, who continue to work at both hospitals.

The programme was created so that children, no matter their health problems, could participate in some form of physical activity. In doing so, they can socialise with other children at the hospital, improve their health and, most importantly, have some fun!

“Denise made me feel welcomed and she helped me get back into P.E. when I was convinced I didn't like it. She made me really enjoy sports and tennis.”


Great Ormond Street Hospital

Evelina Children's Hospital

Chelsea Community Hospital

The Royal Free Hospital

Since then, our programme has expanded to include an extra day at Evelina, work with teenagers at the Royal Free Hospital and, in the last year, Denise began to work at the Collingham Child and Family Centre, part of the Chelsea Community Hospital School.

The Collingham Centre is an inpatient service for children under 13 who have complex mental health problems. As a result of Denise's work, some of the children have developed considerably and the urses, doctors and therapists have been immensely impressed with her ability to get through to the children.



Impact

Over the last year we have worked with 78 children, between the ages of 6 and 16.



Future

In 2017/18, we will once again be working with Chance to Shine to bring the hospital programme to The Royal Marsden Hospital (Sutton). Ray and Denise will be training coaches from the local area to deliver the programme.



Clubs and the community

2016/17 was a big year for our club development project as we founded two new community cricket clubs. With funding from the John Lyon's Charity, we set up Spikes Bridge Junior CC, based at Spikes Bridge Park in Southall, Ealing, and, with funding from The Lord's Taverners, we established a new Wicketz club at Leyton Sports Ground in Waltham Forest.



Each of our community cricket clubs is based within a particularly disadvantaged part of London and provides heavily discounted or free cricket coaching for children within the local area. Not only do the clubs provide an opportunity for children to take their cricketing experience beyond what they have learnt at school, but they also bring local people together through creating a hub within the community.

Whilst we encourage and want the clubs to operate as a stepping stone for children who are keen and talented enough to progress to county trials, the main aim of the clubs is to provide activities that enhance the physical, social and emotional development of the children who attend.

2 new community clubs
established
in 2017/18

280 total participants



Spikes Bridge Junior Cricket Club

After receiving funding from the John Lyon's Charity in 2016, we began work on developing a junior cricket club at Spikes Bridge Park in Southall. The project, funded for 3 years, has a long-term goal of developing a self-sustaining junior cricket club with girls and boys playing cricket across a range of age groups.



Impact

314 children received free coaching at their school as a result of the project and a further 35 children are participating regularly in club training sessions.



Future

In 2017/18 we will be building on the success of our first year in Southall by expanding our work in local schools and, in doing so, growing the club. By the 2018 cricket season, we aim to have at least two junior teams playing in the Middlesex Colts' Cricket League.

Leyton Wicketz Cricket Club

Leyton Wicketz CC was established in February 2016 and is our most recently developed club. Based at the historical Leyton Sports Ground, the club is part of The Lord's Taverners Wicketz programme. Since their original pilot club, West Ham Wicketz (now West Ham and Stratford CC), the programme has shifted from getting children playing cricket to using cricket as an engagement tool to improve the lives of young people.



Impact

Despite the club being in its infancy, the club has already attracted over 37 individual participants aged between 6 and 18. Weekly coaching sessions have resulted in, on average, 18 local children and young people participating in regular physical exercise.

In August 2017, 16 club participants attended the Lord's Taverners' Wicketz residential trip at Felsted School.



Future

Over the next year, with funding from Chance to Shine, via the Essex County Cricket Board, we will be delivering coaching sessions in primary schools throughout the area local to Leyton Sports Ground. We will also be running a variety of competitions, holiday camps and open days at the club.

As a result, we hope to see the numbers rise rapidly at Leyton and for our work to get even more local children and young people active on a regular basis.

West Ham and Stratford CC

West Ham and Stratford CC, originally set up as West Ham Wicketz, was the first pilot in the Lord's Taverners Wicketz programme.

The club now features three colts' teams playing in the Essex Metropolitan Colts' League as well as a young adults team who play in the NCL. The NCL team was established at the beginning of the 2017 cricket season.

Congratulations to the U13s who reached the quarter final of their cup competition!



All Stars Cricket

During the 2017 summer, we ran an All Stars Cricket programme at the club for the first time.

In total, we had 20, under 9 players, who had never played cricket before, take part in the 8 week programme.

We are delighted that the majority of these players have now joined the club and will form an U9s team in the 2018 season!

Club Open Day

The club open day, run at the club for the third year in 2016/17, provides an opportunity for us to engage with the local community and attract new players.

This year's open day featured a variety of competitions with prizes available across 4 age groups. We Look forward to running open days at all of our clubs in 2017/18.



Holiday camps

Throughout each school holiday, except for Christmas, we run our own, or assist with, cricket holiday camps at locations across London. The camps provide us with a great opportunity to get children exercising and having fun outside of the school term time. Last year we ran camps at Lister Community School, West Ham Park, Featherstone High School, Spikes Bridge Park, Stormont House School, BSix College, Millfields Park, the Sobell Centre and Leyton Sports Ground.



26 holiday camps
259 children attended
243 total hours

We would like to say a huge thank you to all of our partners who have helped us to deliver these camps. In particular, Active Newham, West Ham Park, London Tigers, Access to Sports and Waltham Forest Council.



Coach education and volunteering

An extension of our work in local communities involves working alongside county cricket boards to deliver free or discounted coach education courses to local people. This is particularly prevalent at Tower Hamlets CC which we established in 2009. Initially, the club consisted of only one team, an under 17s XI, who played in the Middlesex Colts' Cricket League. Since then, the club has grown significantly and now, following a merge with Victoria Park Juniors CC, features a fully-fledged colts' section and three adults' teams.

Most of the first XI, who were promoted to division one of the Middlesex County Championship after a successful 2017 season, hold level 2 coaching qualifications and now run the club themselves. Members of the first XI hold important roles on the club committee as well as managing the colts' teams.



The development of these individuals came about because of their hard work as well as CKC providing them with guidance and delivering coach education courses for them. Aside from volunteering at Tower Hamlets CC, a number of these players now have full time jobs with county boards, work for CKC or work across London delivering sessions for county boards and the MCC.

26 qualified coaches
playing for THCC

7 number of THCC players
who now have full time
jobs

8 number of volunteers
working at THCC

Khaled Ahmed

Khaled first represented Tower Hamlets CC when it was originally founded as an U17s team. Since then, he has progressed significantly at the club and during the 2017 season, Khaled was an ever-present member of the 1st XI who achieved promotion to division 1 of the Middlesex County Championship.



As well as playing, Khaled has found employment through cricket. In 2012, CKC signposted him to a level 2 course with Middlesex CCB which he promptly completed.

Following the course, Khaled gained valuable experience through volunteering at THCC and working as a sessional coach for CKC. He subsequently found employment with Surrey CCB before returning to work for CKC as the Cricket Development Officer for our Spikes Bridge Junior CC project.

Kanan Thiyagarajah

Kanan has volunteered at Barking Cricket Club since 2011 as a coach support worker. Since then, he has become an integral part of the club. He not only represents the club as player, but runs numerous coaching sessions for the club's colts' section, organises matches, transport and officiates during games.



In 2016, with support from CKC, Kanan completed his level 2 coaching course. This not only enabled him to take on more responsibility at Barking CC, but he is now a sessional coach who runs regular coaching sessions for both CKC and Essex CCB.

Community work

Throughout London we run various community projects. Historically, the majority of these have involved running cricket sessions in areas where there is a lack of green space. For example, over the last two years, working with the Essex County Cricket Board and Newham Council, we have delivered free cricket taster sessions in Queen's Market, an indoor market on Green Street in the heart of Newham.

In late 2016, however, in partnership with the London Tigers and with funding from the Mayor's Participation Fund, we piloted a women's exercise project that aimed to get mums active through participating in weekly exercise classes. We identified that the mothers of children who attend Elmhurst Primary School were keen to get active, but struggled to find the time. As a result, we delivered a mixture of, women's only, dance, aerobics and multi-sport sessions for an hour, once a week, at the school. The sessions took place just after they had dropped their children off to school and proved to be a resounding success!



Mothers from Elmhurst Primary School attend an awards ceremony following the completion of our pilot women's exercise class.



Impact

After the original pilot project, a total of 85 mothers and local women, had taken part in at least 5 exercise classes and each session had, on average, an attendance of 20 participants.

In addition to exercising, the sessions also featured talks on topics such as healthy eating and the importance of getting their children to participate in regular exercise.



Future

Following the pilot project, we have continued to run the exercise sessions at Elmhurst. Going forward, we will be delivering another project at Earlham Primary School in Newham. We are now seeking funding to expand this project even further and roll it out across London.

Our partners

We would like to say a huge thank you to all of our supporters and partners for your continued support!



We would also like to thank all of our individual sponsors and donors. Without your generosity, we would not be able to carry out the work that we do.



Staff and trustees

Staff

Shahidul Alam (Ratan) – CEO

Joe Fisher – Operations and Development Officer

Ray Tudor – Head Coach

Denise O'Neill – Inclusion and SEN Coach

Jerry Bramble – Community Cricket Coach

Khaled Ahmed – Community Cricket Coach

Sajid Patel – Engagement and Development Officer

Trustees

John Challinor – Chairman

Haydn Turner – Deputy Chairman

Phil Turner – Treasurer

Debbie Gregory

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Company Registration Number: 3175913