

2015 IMPACT & PERFORMANCE REVIEW



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ABOUT THIS DOCUMENT

The purpose of this review is to highlight the impact that the LCCC Foundation has made during 2015.

It is intended to demonstrate performance against identified KPI targets.





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, community cohesion and cricket development projects, programmes and events.

OUR AIMS

- To use the power of cricket and sport to **provide positive experiences that engage and inspire the community**
- Improve the **health and well-being** of the community
- Provide **education and training opportunities** for schools and the wider community
- Positively develop and **support work which specifically targets young people, women and girls, disabled people and minority ethnic communities**
- **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

- 38 'Education Without Boundaries' workshops delivered to 34 schools
- 1449 pupils taking part in a high quality positive educational experience through the 'Education Without Boundaries' programme
- 156 pupils taking part in our pilot 'Education Without Boundaries' Summer Schools programme delivered in partnership with 3 local secondary schools
- 'Education Without Boundaries' shortlisted for the Community Engagement Award at the ECB Business of Cricket Awards

"'Education without Boundaries' is cool... it's awesome!"

*Iqbal, Year 6 pupil,
Kings Road Primary, Firswood*

"The children really enjoyed their 'Education without Boundaries' day. A great location which inspired the children and helped to raise their aspirations."

*Saira, Year 6 Teacher,
Kings Road Primary, Firswood*

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“I had a great time in the Media Centre. The best part of the day was playing cricket and using the iPads. It was so much fun doing Maths with the Top Trumps. I felt really lucky that we got to go.”

*Eve, Year 6 Pupil,
Chatburn C of E Primary, Chatburn*

“The pupils all loved their ‘Education without Boundaries’ day and so did the staff! Thank you for a fantastic trip.”

*Rachel, Year 5 Teacher,
St Pauls Primary, Walkden*

EDUCATION AND TRAINING

- **8 ‘Friends of the Foundation’ schools signed up** to work in partnership with the LCCC Foundation; receiving extra benefits and support
- **280 pupils receiving guidance on making positive life choices** through the **Prison Peer Mentoring programme** in partnership with HMP Thorncross
- **25 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 programme** delivered in partnership with Trafford College, Trafford Council and Job Centre Plus

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HEALTHY LIFESTYLES

- **15 Healthy Hearts workshops delivered to 12 schools** in partnership with the Equity Foundation
- **478 pupils** learning about healthy lifestyle habits through the **Healthy Hearts workshops**
- **509 attendances at Lanky's Inclusive Arts Class** for 0-5 year olds and their families
- **370 attendances at Lanky's Activity Club & at Lanky's Life Skills;** a physical activity session and arts and crafts session aimed at adults with disabilities
- **In excess of 60 Health MOTs and Heart Scans carried out** with our charity partners Heart Valve Voice and Boundaries for Life at the England v Australia ODIs

"The information provided today was very visual, powerful and got the message home. Information on heart health was delivered in an inspiring way and really motivated the children. "

Mr Longworth, Chorlton CofE Primary, Chorlton

"Lanky's Arts Club is fantastic and my children really look forward to it every week. I wish I had known about it sooner, it is brilliant."

Parent from Lanky's Arts Group

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COMMUNITY COHESION

- **916 activity sessions established** across Trafford and Salford as part of the **Sporting Foundations for Life** project
- **3685 participants and 17399 attendances** as part of the **Sporting Foundations for Life** project
- **13 training courses delivered** as part of the **Sporting Foundations for Life** project
- **754 individuals** receiving training as part of the **Sporting Foundations for Life** project
- **155 young women engaged through the new 'Girls Without Boundaries' programme;** using martial arts, self-defence and dance to inspire and empower young women

"I feel better and more confident with how I am around other people."

Mhaire, Girls Without Boundaries participant, Bridgewater Youth Club

"Everyone can join in, have fun, and test themselves if they want. School doesn't give us these opportunities."

Taha, SF4L participant, Stretford High School

"I love dancing and 'Girls Without Boundaries' has given me confidence, it has also made me feel good. I look forward to these sessions."

Jade, Girls Without Boundaries participant, Stretford High School

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CRICKET DEVELOPMENT

- **14 schools** taking part in the LCCC Foundation **Table Cricket programme**; providing coaching and competition opportunities for pupils with physical and learning difficulties
- **124 pupils with physical and learning difficulties** receiving coaching and competition opportunities through the **Table Cricket programme**
- **630 primary school pupils engaged in cricket activity** through local school festivals with **a further 600+ participants engaged in a range of summer activities** delivered by the LCCC Foundation
- **271 cricket bats donated to local cricket clubs, Stretford High School and Project Front Foot to support junior provision in the North West and India** through the 'Community Club Cricket Bat Donation Scheme'
- **£41,500 donated to the LCB/umbrella groups** to support Schools / District cricket and County Age Group Squads in 2015

"The table cricket sessions have enabled the students to build their confidence, explore ways of working with each other and new people and has also helped their maths and communication skills. The team are helpful and patient and explore different ways of teaching to ensure each learner gets the best from the session. The table cricket equipment is excellent and allows all learners to take part in the activity. I would recommend the sessions to everyone"

Sarah, Supported Learning Coordinator Trafford College

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EVENTS & FUNDRAISING

- In excess of **4000 pupils from schools across the North West** in attendance at the third LCCC Foundation **Schools Open Day** delivered as part of the Lancashire Way initiative in partnership with LCCC and the LCB
- **4636 additional individuals from partner schools and community groups** provided with complimentary tickets to experience first class and international cricket at Emirates Old Trafford
- **128 young people** provided with the opportunity to be the **Guard of Honour** for the players at key domestic and international fixtures
- **£17,455 raised at the LCCC Foundation Gala Dinner & POY Awards** to support the delivery of community projects, programmes and events
- Circa **£100,000 raised to support community activity** through the 'LCCC Foundation Match Day Activation, Challenges, Sponsorship, Donations and other fundraising events and initiatives

LOTTERY

- **548 'Friends of the Foundation' signed up;** providing support for the LCCC Foundation community projects, programmes and events
- **597 local charities and events** supported through the donation of free match tickets **helping to raise over £330,000**
- **52 weekly £1000 winners** as part of 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:

Kate Cross, Lancashire and England Women's cricketer

James Anderson, Kyle Hogg and Tom Smith, Current and former members of the LCCC first team squad

Peter Reid, Football Manager, player and pundit

Sgt Rick Clement, Afghanistan war hero

Phil Neville, Former Manchester United, Everton and England International

Mark 'Chappers' Chapman, T.V. and radio sports presenter

Joe Hart, Manchester City and England International

Colson Smith, Coronation Street actor

Andy Burnham MP, Member of Parliament and Shadow Home Secretary

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"I am delighted to act as an Ambassador for the LCCC 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

"As someone who was involved in Lancashire cricket as a youngster, it is a great honour for me to serve as an Ambassador. It is good to see cricket giving back to the community and I am proud to give the Foundation my full support."

*Rt. Hon. Andy Burnham,
MP for Leigh and Shadow Home Secretary*

"As a proud Lancastrian I am delighted to be involved with LCCC Foundation which does such sterling work in the community, especially with schools and young people in general. As an Ambassador of this great organisation it's important we keep making a difference in a positive manner"

Peter Reid, Football Manager, player and pundit

"Working as an Ambassador for LCCC Foundation is an honour. Any time the Foundation ask me to get involved I jump at the chance, it's great to see all the amazing work that they deliver and the positive impact they have on the community."

Colson Smith, Coronation Street actor

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

Lancashire County Cricket Club

Lancashire Cricket Board

Trafford Housing Trust Community Panels

Sport England

City West Housing Trust

Equity Foundation

Heart Valve Voice

3Q Sports

Lantec

Wonderland Memorabilia

All our LCCC Foundation volunteers

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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, Community Cohesion and Cricket Development for all, regardless of ability, gender, background or religion.

You can donate directly to the Foundation at:

[justgiving.com/lcccfoundation/donate](https://www.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.

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 foundation@lccc.co.uk or call **0161 868 6849**

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