

INSPIRING
COMMUNITIES
THROUGH
CRICKET

2013 Review

Impact & Performance



CONTENTS

ABOUT THIS DOCUMENT

The purpose of this review is to highlight the impact that LCCC Foundation has made during 2013.

It is intended to demonstrate performance against key KPI targets. These targets were monitored and reviewed using a Performance Dashboard designed to provide a summary of performance 'at a glance' and ensure we were heading towards our goals.

Press **ESC** to exit full screen mode

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** for the business, education, sporting and wider communities
- 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**



Press ESC to exit full screen mode

OUR AMBASSADORS

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

Catherine Tyldesley

Coronation Street Actress

Daniel 'Conan' Moores & Michael Campbell

The Courteeners

James Anderson, Kyle Hogg, Paul Horton and Tom Smith

Members of the current LCCC first team squad

Joe Hart

Manchester City FC and England International

Mark 'Chappers' Chapman

Radio 5 Live presenter

Peter Reid

Football manager, player and pundit

Phil Neville

Manchester United First Team Coach

Sgt Rick Clement

Afghanistan war hero

Young Ambassadors:

Colson Smith

Coronation Street Actor

Natasha Sweeney-Meadowcroft

World Champion Thai Boxer

Tom Bailey

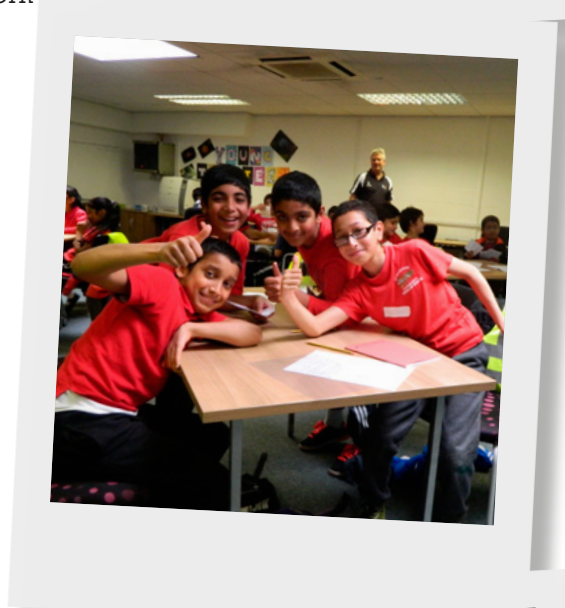
LCCC Academy



Press ESC to exit full screen mode

EDUCATION AND TRAINING

- The **Education Without Boundaries** programme launched in September
- **88 Primary School pupils** attending an Education Without Boundaries workshop
- **The first LCCC Foundation week long Summer School** held at Emirates Old Trafford in August in partnership with the Tutor Trust and Stretford High School
- **18 Year 6 pupils** attending the Summer School
- **The Big Hit Pre Employment** programme launched in September in partnership with Trafford College, Job Centre Plus, Trafford Council and the National Careers Service
- **27 unemployed people** receiving skills, training and qualifications to help them in their quest to find employment
- **9 people** out of the 27 going on to secure full time employment
- **39 Sports Leaders** trained in partnership with Blue Sci
- **3 Prison Peer Mentoring Workshops** delivered to **3 schools** in partnership with HMP Thorn Cross
- **45 pupils** attending a Peer Mentoring Workshop
- **45 Lanky's 0-5 Inclusive Arts Classes** delivered
- **422** attendances at Lanky's Arts Classes



Press ESC to exit full screen mode



CRICKET DEVELOPMENT

- **16 Table Cricket** sessions delivered
- **18 schools** attending a Table Cricket session
- **398 pupils** receiving Table Cricket coaching
- **5 Sportivate Mental Health Cricket** sessions delivered
- **43 attendances** at a Sportivate Mental Health Cricket session
- **7 Sportivate Disability Cricket** sessions delivered
- **59 attendances** at a Sportivate Disability Cricket session



HEALTHY LIFESTYLES

- **19 Healthy Hearts Workshops** delivered to **19 schools** in partnership with Heart Research UK
- **475 pupils** attending a Healthy Hearts Workshop
- **1820 Primary School pupils** receiving coaching from the Foundation's Activity Apprentice
- **5846 Secondary School pupils** receiving coaching from the Foundation's Activity Apprentice
- **8 Health Leaders** trained in partnership with the Royal Society for Public Health
- **20 individuals** receiving a First Aid qualification



Press ESC to exit full screen mode

EVENTS

- The first fundraising **Gala Ball** held in June
- **370 attendees**, raising **£45,000**
- A **Schools 'Open Day'** held in May as part of the Lancashire Way partnership with LCCC and the LCB
- **92 Schools** invited to Emirates Old Trafford
- **3139 school children** using free tickets provided by the Foundation and LCCC to watch first class cricket
- **42 school children** performing the Guard of Honour during The Ashes
- **80 school children** performing on the pitch for the crowd in partnership with Chant Productions during The Ashes
- **£24,760** raised during The Ashes through wristband and raffle ticket sales
- **£4,385** raised during the ODI against Australia through wristband and raffle ticket sales
- **959 Local Charities and Events** supported with donations of free tickets helping to raise over **£85,000**



LOTTERY

- **£114,000** given out in prizes
- **52** weekly £1000 winners

You can also support the Foundation by joining the Lancashire Line, the weekly lottery, from as little as £1 a week with weekly prizes of up to £1,000.

Contact the Lottery team:

T: 0161 868 6845

E: lancashireline@lccc.co.uk

Press ESC to exit full screen mode

SPONSORSHIP OPPORTUNITIES

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

We also deliver a wide range of events including an Annual Gala Ball, Schools Open Day and Corporate Cricket and Golf Days. We can create bespoke events and projects to meet your company objectives.

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

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**

