

IMPACT & PERFORMANCE REVIEW 2016



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ABOUT THIS DOCUMENT

The purpose of this review is to highlight the impact that the LCCC Foundation has made during 2016.

It is intended to demonstrate performance against identified KPI targets.

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WHO WE ARE AND WHAT WE DO



The LCCC Foundation is an independent & registered charity working with schools & community groups to develop and deliver a range of **Education, Health, Community Cohesion & Cricket Development** projects, programmes & events designed to **'inspire communities through cricket'**.

Established in 2011 as the official charity of Lancashire County Cricket Club the LCCC Foundation uses the inspirational setting of Emirates Old Trafford to provide **high quality positive experiences that make a real difference to the lives of local people.**

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 to **ensure LCCC becomes an important and central hub for the community**

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2016 OVERVIEW

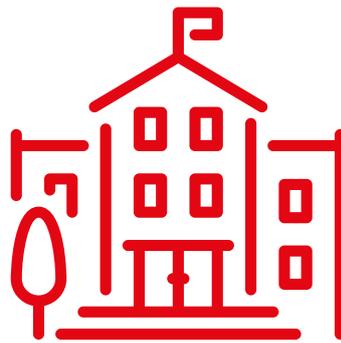


"I am delighted to act as an Ambassador for the LCCC Foundation. The work they do with schools and communities is second to none and I am proud to be associated with an organisation committed to making a difference."

James Anderson,
Lancashire and England

ENGAGEMENT WITH OVER

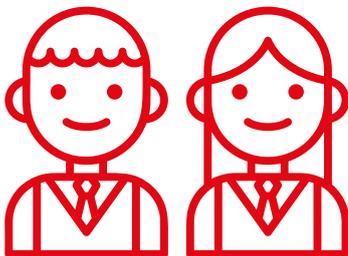
150 North West primary and secondary schools



306

pupils playing

TABLE CRICKET



3500 PUPILS AND TEACHERS attending our annual Schools Open Day

1719 Education Without Boundaries programme PUPILS



792 attendances at LANKY'S INCLUSIVE ARTS CLASS

54 unemployed young people

BIG HIT



244 CRICKET BATS

40487 attendances on our SPORTING FOUNDATIONS FOR LIFE PROJECT

546 charities, clubs and organisations supported



146 YOUNG PEOPLE Healthy Heart Workshops

£100000 donated to support local cricket

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EDUCATION AND TRAINING

Increasing Aspirations



"I found it inspiring because we got chance to play cricket where the players train."

Pupil from Carr Mill Primary, St Helens attending the Education Without Boundaries programme



1719 PUPILS
from **45 SCHOOLS**
provided with a high quality positive educational experience through the **EDUCATION WITHOUT BOUNDARIES** programme



29 pupils from **STRETFORD HIGH SCHOOL**
provided with 8 bespoke **EDUCATION WITHOUT BOUNDARIES** Literacy and Numeracy Intervention Workshops; helping pupils re-engage with learning

In excess of

3500 PUPILS



from schools across the North West in attendance at the fourth **LCCC FOUNDATION SCHOOLS OPEN DAY**

240 GUARD OF HONOUR EXPERIENCES

provided for schools and cricket clubs at key domestic and international fixtures this season



94% of the children stated that their participation in an 'Education Without Boundaries' workshop meant that they were more motivated towards maths & English

87% of the children stated that they had more confidence in maths & English as a direct result of participating in an 'Education Without Boundaries' workshop

54  **unemployed young people receiving TRAINING & 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

2 ^{new} **Coach Core**

apprentices employed as part of a project in partnership with

THE ROYAL FOUNDATION

(a charity of the Duke and Duchess of Cambridge); providing high quality training opportunities with the aim of creating inspirational coaches to deliver high quality sport in community settings



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CRICKET DEVELOPMENT

Increasing Access



"A fantastic opportunity for pupils with special educational needs to take part in sport and be able to feel that they are competent and successful at it"

Teacher from Walkden High School attending the Table Cricket programme



360 PUPILS

with physical and learning difficulties receiving coaching and competition opportunities (in partnership with the LCB) through the

TABLE CRICKET

programme



65,000

donated to LCCC AND THE LCB/UMBRELLA GROUPS to support the development and roll out of the **Thunder and Lightning Roadshow**, Schools/District cricket and County Age Group Squads

79%

of teachers stated that participating in the Table Cricket programme helped to raise pupil's aspirations

A partnership created with PROJECT FRONT FOOT

providing funding to support the provision of kit, coaching and age group matches for children from Mumbai's Dharavi slum



244^{CRICKET} BATS

donated to local cricket clubs and Project Front Foot to support junior provision in the North West and in India through the **Community Club Cricket Bat Donation Scheme**



A new **COMMUNITY TABLE CRICKET** project launched in September following the receipt of funding from the Trafford Sport & Physical Activity Partnership; providing training and equipment to local community organisations (in partnership with the LCB)

55%

of teachers stated that participating in the Table Cricket programme helped to increase pupil's motivation towards taking part in sport

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HEALTHY LIFESTYLES

Improving Awareness



"Great art activities, healthy snacks, stories & songs, a perfect combination"

Parent of a child attending Lanky's Inclusive Arts Class

 **792** LANKY'S INCLUSIVE attendances at ARTS CLASS for 0-5 year olds and their families



29 people attending

Sporting Memories; using sporting memorabilia and reminiscence to help address loneliness, dementia and isolation in older people

88% of parents stated that participating in Lanky's Inclusive Arts Class improved their child's social interaction skills



Working with BfL and HVV over **100** oral health & heart health checks were provided for LCCC staff
In excess of **150** heart health checks & health MOT's were provided for the public at the Test Match



A new project, in partnership with **CRICKET WITHOUT BOUNDARIES**

was launched to help raise awareness and understanding of Female Genital Mutilation in targeted Trafford schools & communities

98% of the children stated that participation in a Healthy Heart workshop meant they were more likely to eat more healthily

 **146** pupils learning about healthy lifestyle choices through **Healthy Heart workshops**



Working with C&C Healthcare Ltd. **a lifesaving defibrillator was sourced and located onsite** in memory of former LCCC employee Michele Somers

94% stated that they would do more exercise as a direct result of their participation in a Healthy Heart workshop

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COMMUNITY COHESION

Increasing Opportunities



70% of participants stated that they feel physically fitter as result of their involvement in the SF4L project



1829

activity sessions delivered to

6468

participants across Trafford and Salford with

40487

attendances on our

SPORTING FOUNDATIONS FOR LIFE PROJECT

61  individuals receiving training as part of the **SPORTING FOUNDATIONS FOR LIFE** project

75% of participants stated that they believe in themselves more as a direct result of their participation in the SF4L project

An average of **22** participants at each **Sporting Foundations for Life** activity/session

80% of participants stated that they have the confidence to carry on playing that sport or activity as a direct result of their participation in the SF4L project



591 YOUNG WOMEN

engaged through the

GIRLS WITHOUT BOUNDARIES

programme; using martial arts, self-defence and dance to inspire and empower young women

59% of participants stated that their involvement in the Girls Without Boundaries project has helped to build their confidence

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FUNDRAISING

Supporting Delivery



“Thank you for supporting St Ann’s Hospice. Our raffle raised £825 which we couldn’t have run without the support of local businesses like yourselves”

St Ann’s Hospice

£64,000

raised to support charities that work with the homeless population in the city through CEO Sleepout Manchester which took place at EOT

£17,700

raised through the LCCC Red Rose Floods Appeal, supporting those in Lancashire affected by flooding

£18,000

raised at the LCCC Foundation Gala Dinner & POY Awards to support the delivery of community projects, programmes and events

523

Friends of the Foundation’ signed up; providing support to the LCCC Foundation community projects, programmes and events

546

local charities and events supported through the donation of free match tickets helping to raise over

£300,000

£10,000

In excess of

donated to local cricket clubs through the Lancashire Line Lottery scheme

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AMBASSADORS, SUPPORTERS & PARTNERS



“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

We have a fantastic 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, Paul Horton and Tom Smith, current and former members of the LCCC first team squad

Andy Burnham, Member of Parliament

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, Television and radio sports presenter

Joe Hart, England International

Colson Smith, Coronation Street actor

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AMBASSADORS, SUPPORTERS & PARTNERS



"I'm really honoured to be an Ambassador for the LCCC 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 & England Women's Cricketer

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



BEAVERBROOKS



CEO Sleepout UK



All our LCCC Foundation volunteers & individual supporters

"It is an honour to be an Ambassador for the LCCC Foundation. To be part of a team that makes such a huge difference to schools and local communities. I look forward to helping them to continue their fantastic work and raising valuable funds to assist them"

Sgt Rick Clement, Afghanistan War Hero

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PARTNERSHIP OPPORTUNITIES



The LCCC 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 across the sectors of **Health, Education & Training, Community Cohesion and Cricket Development**.

You can donate directly to support 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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