

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.



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.



- 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



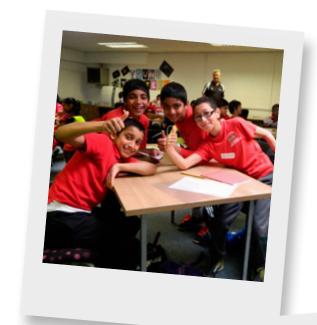




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EDUCATION AND TRAINING

- 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



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





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



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





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.

