



 FOUNDATION

# OUR IMPACT 2019/20

TRANSFORMING LIVES THROUGH CRICKET



# THANK YOU FROM OUR DIRECTOR



I have now been in post as Director of the MCC Foundation for six months, and it gives me great pleasure to write the introduction to our 2019/20 Impact Report and to thank you for your invaluable support.

Despite all the challenges, we were able to deliver the majority of our National Hub Programme this year, benefitting almost 2,500 young players. We are working hard to ensure that cricket is a sport for all, and to break down the social and financial barriers which can prevent young people from reaching their full potential in the game.

Our free-to-access cricket Hubs for state-educated players have a vital role to play in redressing the current inequalities. As we expand the programme, we are particularly committed to empowering more girls and cricketers from under-represented ethnic groups, and addressing the unique barriers to participation that they face. We are also putting mental well-being at the heart of our programme. At this particularly challenging time, it is all the more important that we support our young participants to find self-belief and fulfilment both on and off the field.

Overseas, 2019/20 saw the Foundation launch an inspiring project to bring hope and opportunity through cricket to some of the most disadvantaged young people in Nepal. Over the coming year, we will extend our support to other regions of Nepal, and we are working on some exciting ideas to transform many more lives across the world in the future.

We are delighted to welcome as Patrons, Stephen Fry and Michael Holding, who will be excellent figureheads as we develop our focus on mental well-being, inclusion and diversity.

I am immensely grateful to all our Patrons and Trustees, and to my Team at the Foundation, for all their hard work which drives our impact on the ground.

Everything we do is made possible by your support, and I hope you enjoy reading about the transformational projects which you help us to deliver.

A heartfelt thank you from all of us at the Foundation.

Dr Sarah Fane OBE







## TRANSFORMING LIVES IN THE UK

Our flagship programme in the UK is a network of cricket Hubs that provide free-to-access coaching and match-play to state-educated young cricketers aged 11-15. Our Hubs aim to **open up access to the talent pathways**, and ensure that every young person can reach their **full potential** in the game, regardless of race, gender or economic circumstance.

The Hubs have a vital role to play in redressing the inequalities that exist at all levels of the game. For example:

- Of the England Test squad who toured Sri Lanka in March 2020, over 60% of the players attended an independent school. This is against a nationwide figure of 7%.
- Only 15% of cricket clubs have a women's and/or girls' team, and only 6% of qualified cricket coaches are female.

By working collaboratively with County Boards and programmes such as Chance to Shine and Wicketz, our Hubs are empowering more state-educated players - particularly girls and those from under-represented ethnic groups - to progress through the talent pathway.



*"Not only has the Hub helped her cricket, school work and general attitude, it has made her a happier young lady! She has become more confident, happier, and has made lots of new friends."*

**Parent of a Leeds Hub participant**

*"The Hub has made me a better cricketer and a better person in general. Thank you!"*

**Newcastle Hub participant**

*"I love cricket more than ever now and want to play at the highest level possible. The coaches were great - they made the sessions fun and taught me so much."*

**Framlingham Hub participant**



## AYAN'S\* STORY

**Ayan is a self-taught street cricketer who came to the Hub with incredible raw talent but little formal training. Being part of the Hub gave Ayan access to quality performance coaching that he would not otherwise have experienced. This helped him to harness his natural skills, and realise the full extent of his ability.**

Ayan had never dreamed of being part of the talent pathway, as both he and his parents thought progression was dependent on finances and not accessible to their family. However, being part of the Hub gave them the opportunity to learn more about what a pathway in the game could look like for Ayan, and built their trust in the formal structures.

As Ayan had not previously been part of the formal system, his talent had gone unnoticed. The Hub gave him a platform to be nominated for the Bradford Junior Cricket League, and he has now been invited to train with them.

Being part of the Hub empowered Ayan to unlock his full potential and facilitated his integration into the formal system, meaning his talent can continue to be nurtured for many years to come.

*\*a pseudonym has been used*





## CASE STUDY: SCARBOROUGH GIRLS' HUB

For the 2019/20 season, we added a girls' session to our Hub in Scarborough to increase provision for girls in the area. The majority of participants had been introduced to cricket through taster sessions delivered by the County Board in local state schools. Girls who enjoyed these sessions, but who did not have the confidence to join a cricket club, were directed to the MCCF Hub.

At the start of the programme the majority of participants were not part of a cricket club and had very little playing experience. By the end of the 10-week training programme they all wanted to join a club, and together they were able to set up a new girls' team for a local club.

In addition, almost a quarter of participants had developed to such a high standard over the course of the programme that they were nominated for representative trials.



*"On behalf of everyone at Yorkshire Cricket we wish to thank the MCC Foundation for their fantastic support through the Hubs in Yorkshire. With 8 Hubs strategically placed we have provided over 400 young people from all backgrounds and ethnicities, both boys and girls, with an opportunity to play and enjoy cricket and to progress. It has lifted the profile of the game immensely, increased participation and made a significant impact on the youngsters' health and well-being."*

**Andrew Watson, Managing Director of Yorkshire Cricket Board**



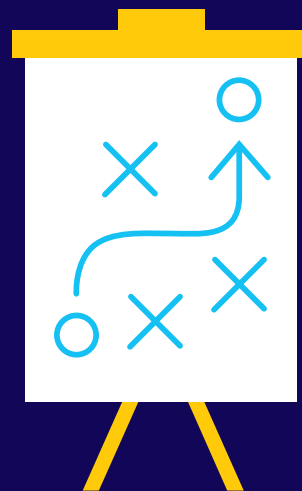
# CRICKET HUBS 2019/20



**81%** of parents said attending the Hub has improved their child's personal confidence

**49%**

of parents noticed **improvements in their child's motivation and performance at school** which they attribute to the Hub training



of participants said the **Hub training** has made them a **better cricketer**

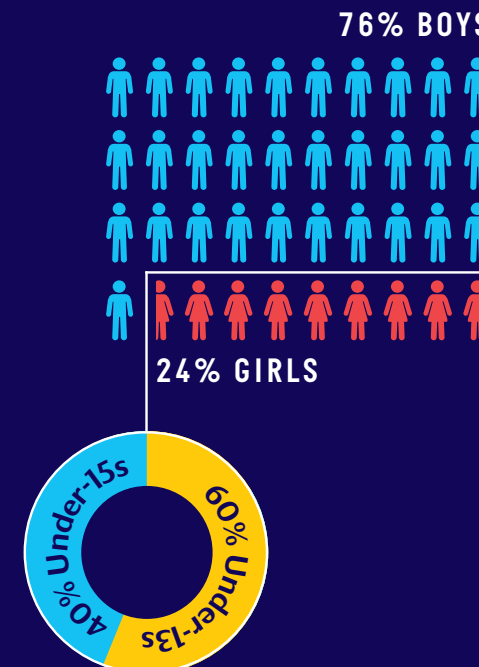
**87%**



of participants said the Hub improved their **teamwork skills**



**55 HUBS** across the UK



**2,400** state-educated young cricketers engaged

**19%** from Black, Asian, or minority ethnic backgrounds

**85%**

of participants said they **made new friends** through the Hub



**97%**

of participants said the Hub has increased their desire to **keep playing cricket**



These figures come with a 95% confidence level and <5% margin of error.



# MAKING CRICKET A GAME FOR ALL

It has become increasingly evident that cricket needs to do more to engage and nurture young cricketers from Black, Asian, and other under-represented ethnic backgrounds.

- South Asians account for over 30% of recreational cricketers in England and Wales, but only 15% of county age-group players and 4% of professional cricketers
- Less than 5% of coaches in the 18 First Class Counties are from South Asian backgrounds
- Only 1% of recreational players and 1% of coaches in the UK are African-Caribbean
- Between 1994 and 2019 the number of black professional cricketers in the UK has fallen by 75%, to just 9 players

Our Hubs are committed to opening up access to the game but we recognise that, to fulfil this mission, we need to be proactive and targeted in our approach to young cricketers from under-represented ethnic backgrounds, and the unique barriers to participation and progression that they face.

With this in mind, we have worked closely with grassroots cricket representatives to develop an action plan for ensuring our Hubs are accessible and welcoming for all young cricketers.



*“The Hub provided me with a safe environment. Whenever I did things wrong, the coaches took the time to help me play more correctly and this was done with a supportive approach, which has not always been the case in other training environments.”*

**Taunton Hub Participant**

## THE FIVE KEY OBJECTIVES OF THIS ACTION PLAN ARE:

- 1 To increase Black, Asian, and minority ethnic participation in our nationwide cricket Hubs programme, and to be proactive in overcoming barriers to entry
- 2 To empower young cricketers from under-represented ethnic groups to access the talent pathways, and facilitate their integration into formal cricket structures
- 3 To increase the diversity of our coaching staff, and to provide development and employment opportunities for coaches from under-represented groups
- 4 To build a more representative Trustee board to ensure our decision-making is led by the needs and best interests of our service users
- 5 To inspire all young people to believe cricket is a game for them, by connecting them with positive and relatable role models



SOME OF THE  
ACTIONS WE  
ARE TAKING TO  
MEET THESE  
OBJECTIVES  
INCLUDE:



- Opening new Hubs in Manchester, Luton, and Sandwell to increase our provision across the ECB Core Cities (the 10 cities in which 61% of the South Asian population in England and Wales live)
- Building positive partnerships with key stakeholders such as the Afghan Cricket Association UK, the National Asian Cricket Council, the Refugee Cricket Project, Surrey CCC's ACE Programme, Wicketz, and Chance to Shine Street, to ensure their participants are signposted and supported to join their local Hub
- Recruiting Regional Hub Managers who will be responsible for helping us to reach the unreached, and advising on how we can make the Hubs more accessible
- Undertaking an audit of all Hub locations, to ensure the venues are accessible e.g. that they can be reached by public transport
- Organising cricket workshops led by professional cricketers from a diverse range of backgrounds, to connect young players with relatable role models



*"I am proud to be a Patron of the MCC Foundation and to support its work both in the UK and around the world to make cricket a game that champions respect and equality for all.*

*Cricket can heal divided communities, give hope in the most desperate of circumstances, and transform lives. There is much pain and prejudice in our world, but the Foundation is empowering and inspiring young people through cricket, so that they may build a brighter future."*

**Michael Holding,**  
**Patron of the MCC Foundation**







*"The MCC Foundation Hubs are dedicated to giving children the best possible chance to improve at cricket, whilst also instilling values and beliefs that can be transferred to everyday life. It has been a pleasure and a privilege to work on this programme and its success has gone way beyond cricketing sessions."*

**Matty Scarr,**  
who coaches at the Hull Hub



*"I am so proud to be a Patron of the MCC Foundation. Cricket was one of the very first sports to recognise the need to address openly the issue of mental health, and the Foundation is a flagbearer for this important cause in communities up and down the country. Our most celebrated cricketers are those that champion human characteristics, and it is those qualities that make the sport such a deep, enduring, and rich game."*

*As more and more girls and boys are inspired by the magnificent summers of cricket we have recently had, the MCC Foundation will do all it can to encourage warmth, openness and empathy amongst its participants alongside a fierce competitive spirit and hunger to improve physical skills. Such a combination ensures not just fulfilled and successful cricketers but contributes to happy fulfilment off the field too."*

**Stephen Fry,**  
Patron of the MCC Foundation



# RESPONSE TO COVID-19

## SUPPORTING OUR HUB PARTICIPANTS

In line with guidance from Sport England, ECB, and the government, delivery of the Hubs programme was suspended in March. Almost all Hubs had completed at least 80% of the training programme by this time, and approximately 30% of Hubs had completed the full programme.

To support our Hub participants to stay healthy and active during lockdown, we developed a home workout programme and nutrition pack in partnership with Middlesex CCC. This was circulated to all Hub participants as a digital resource.

The main disruption to delivery was the cancellation of our summer match programme. However, in August we were delighted to be able to celebrate the return of recreational cricket with a tournament between our Waverley, Brighton, and Eastbourne cricket Hubs, hosted at Arundel Castle Cricket Ground in partnership with the Arundel Castle Cricket Foundation. The Hub players were clearly thrilled to be playing cricket again, and we saw some impressive performances throughout the day. The Waverley Hub eventually secured victory in dramatic fashion, beating the Eastbourne Hub by one run on the final delivery of the match.



*"The Hub was a really positive place, where it was easy to improve my game and ask questions. I'm especially grateful to have attended given the disruption to the cricket season due to coronavirus - without the Hub I might have missed out on cricket for the entirety of 2020!"*

**Bristol Hub participant**





## SUPPORTING OUR LOCAL COMMUNITY

Despite the suspension of our cricket programmes and the closure of Lord's, we were determined to support our local community during lockdown. Working closely with Westminster City Council and social enterprise, Unity Works, we helped fund a project to feed Westminster's most vulnerable residents during the height of lockdown.

It was inspiring to see how generously our supporters responded to this campaign; over £81,000 was donated and this provided more than 27,000 meals to those most in need of our support.



**81,000 RAISED,**

**27,000 MEALS PROVIDED**

*"We'd like to thank everyone who donated through the MCC Foundation's emergency appeal. It enabled us to provide 900 meals per day to homeless and vulnerable residents across Westminster. It has made a tremendous difference to people's lives at this difficult time and we wouldn't have been able to do this without your help!"*

**Denise Largin, CEO of Unity Works**



# TRANSFORMING LIVES OVERSEAS

Overseas, we harness the transformative power of cricket and the MCC brand to promote cricket globally, delivering life-changing opportunities and increasing accessibility to the game.



## NEPAL

**Our current focus overseas is Nepal - a country with great passion for the game but lacking investment and infrastructure.**

In November 2019 we launched “Breaking Boundaries”, a project run in partnership with UK-based Nepali charity, Kidasha, and MCC’s Legacy Tours programme. The project aims to provide cricketing opportunities to boys and girls across Pokhara. The children we are working with are from some of the most disadvantaged slum communities in the city and lack access to sport and recreation; cricket gives them a rare opportunity to play and escape their daily struggles, whilst also improving physical and mental well-being.

Delivery paused in March following the closure of schools across Nepal in

response to COVID-19. As soon as it is safe to do so, we will resume coaching in fifteen schools across Pokhara, and launch a league competition between the schools.

In 2020/21 we plan to expand our work in Nepal, partnering with Connecting Clubs, Cricket Without Boundaries and the Nepal Cricket Foundation to provide cricketing opportunities to thousands of boys and girls across the provinces of Biratnagar and Rajbiraj.

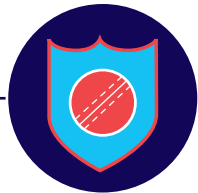
*“Coaching in Nepal was a life changing experience for me. The love they show for the game is inspiring. Something as little as giving the children a ball to play with made them so excited and grateful. All they wanted to do was have fun and work together. Coaching in Nepal has been the highlight of my coaching career so far.”*

**Rebecca Tyson, MCC Community Coach who assisted in the delivery of coach-education sessions in Pokhara**



**18**

local **teachers** and **coaches** up-skilled to **deliver cricket**



Kit provided to **15** local **state-schools**



**5** **nets built**

**505**



**boys and girls** engaged through **coaching sessions**



## SOUTH AFRICA

MCC and the Foundation are pleased to support an inspiring project which provides sporting opportunities for children at Ukhanyo Primary School and Masi High School, both situated in the impoverished South African township of Masiphumelele. The schools are a beacon of hope and opportunity for local children.

The project is led by Vintcent van der Bijl, and managed by the NGO Masicorp. MCC and the Foundation have contributed funding to the project since 2017.

## SRI LANKA

MCC and the Foundation have supported the Foundation of Goodness in Sri Lanka since the 2004 tsunami. Support has focused on the development and on-going operation of the MCC Centre of Excellence in Seenigama, and the Sri Sumangala Lord's Cricket Ground in nearby Hikkaduwa.

The Centre of Excellence is helping the local community rebuild and thrive by providing training and opportunities to some 11,000 beneficiaries annually, while the cricket ground is supporting the development of rural cricket in Sri Lanka.



*"The MCC Masi sports project reaches 3,500 learners across the two schools and is firmly embedded in the township. Seven sports are coached by seventeen specialist coaches, girls participate in all sports, and life-skills training precedes every coaching session."*

*Since 2017 we have constructed three cricket nets and two multi sports courts at the Primary school, and two netball courts at the High school, with three cricket nets to follow. This is all thanks to the support of MCC and hundreds of individual donors."*

**Vintcent van der Bijl**



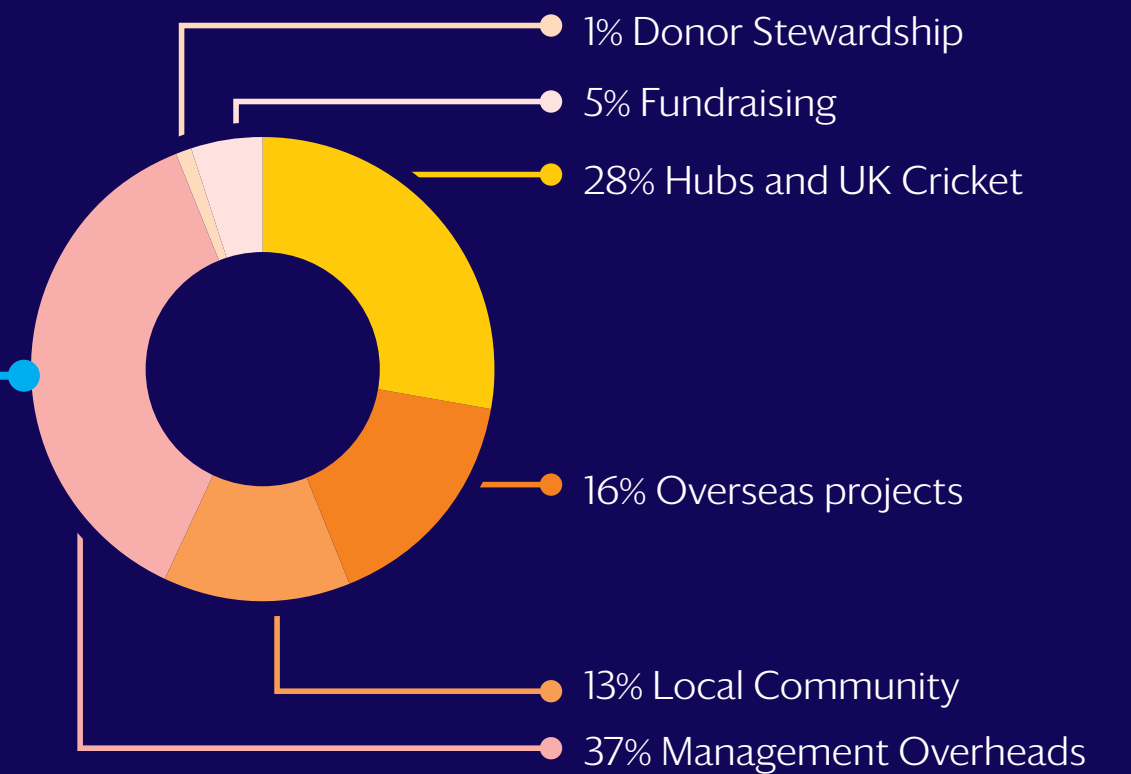
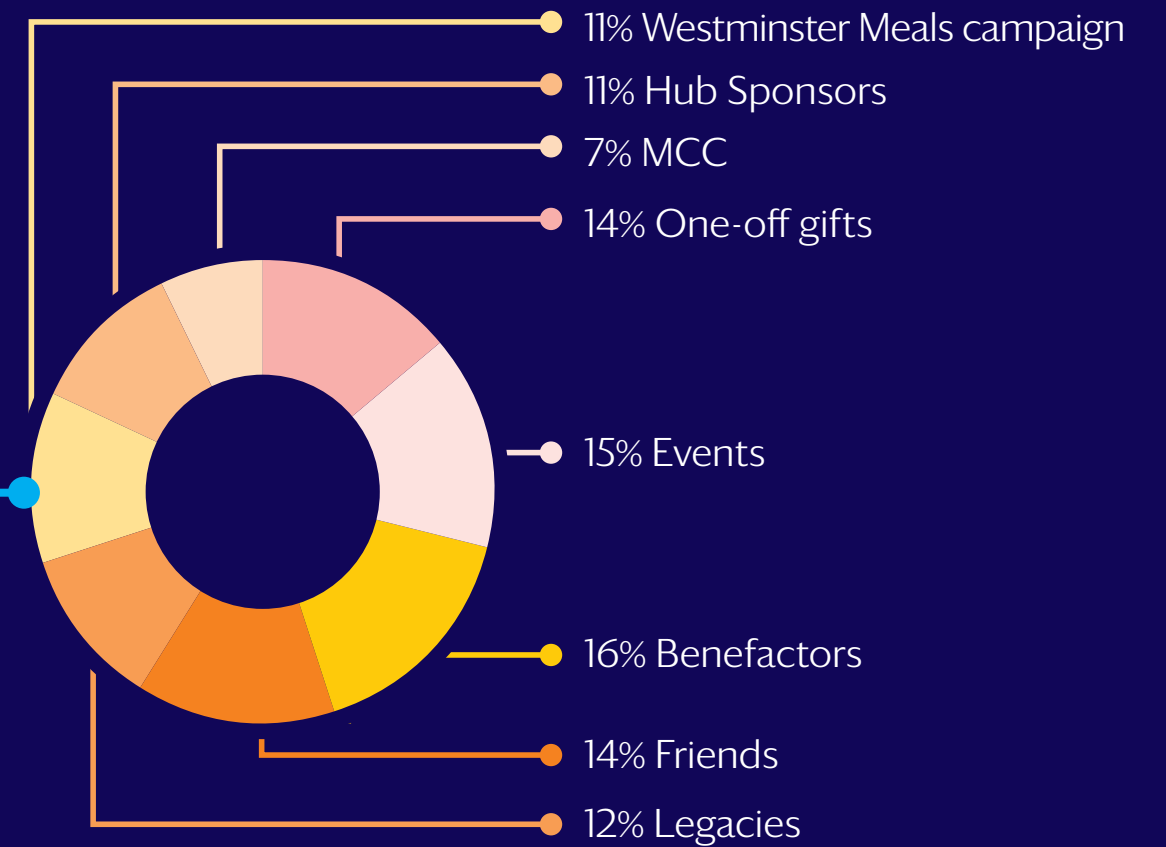


# WHERE YOUR DONATION GOES



**TOTAL SPENDING**  
**£618,000**  
Sep 2019 - Aug 2020

**TOTAL INCOME**  
**£721,000**  
Sep 2019 - Aug 2020





# TRANSFORMING LIVES TOGETHER

Our work is made possible by the generosity of cricket enthusiasts around the world and we would like to thank all of our supporters for joining us in our mission to transform lives through cricket. Particular thanks to the following:

Adrian Beecroft  
A.J. Johnston  
Alan and Irene Halsall  
Aldridge Foundation  
Charles Skey Charitable Trust  
Charles Stanley Wealth Managers  
Cosaraf Charitable Trust  
Daniel Peltz OBE  
David Hufton  
Dominic Pemberton  
Eric M Young and Family  
Essex & Southend Sports Trust  
Felix Byam Shaw Foundation  
Geoff Ball  
Geoffrey de Jager  
GKL Leasing  
Hamro Foundation  
David Hyman  
I.R.K. MacLaren  
In Memory of Gerald and Pamela Williams  
Jan Wulf van Alkemade  
John & Doone Chatfeild-Roberts  
John Swire 1989 Charitable Trust  
Jonathan Orders  
Marylebone Cricket Club  
Neil Davidson CBE

Oliver Stocken CBE  
Paul Knox  
Peter Bennett-Jones  
Peter Donouan  
PF Charitable Trust  
Philip Bassett  
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Richard Evans  
Rick and Melissa Johnson  
Roger Davis  
Roy Calvocoressi Esq OBE  
Simon Dyson  
Sir Tim Rice  
Stuart Williamson  
The Cricket Society Trust  
The Derek Raphael Charitable Trust  
The Dowley Charitable Trust  
The Garfield Weston Foundation  
The Holbeck Trust  
The Loveday Charitable Trust  
The Roden Family  
The Sandra Charitable Trust  
The VEC Acorn Trust  
Varun Chandra  
Yorkshire Cricket Board  
Zed Cama

MAKE YOUR  
LEGACY THE  
FUTURE OF  
CRICKET



**Recent legacy gifts have had a transformative impact on our ability to provide life-changing opportunities through cricket to our young beneficiaries around the world.**

We are delighted to have launched a Legacy programme, so that we may thank those who choose to remember the MCC Foundation in their Will during their lifetime.

Visit [lords.org/mccfoundation/supportus](https://lords.org/mccfoundation/supportus) or call **0207 616 8529** to find out how a gift in your Will can give future generations the opportunity to experience cricketing moments that will stay with them forever.





Mike Atherton OBE  
Patron



Mike Brearley OBE  
Patron



Stephen Fry  
Patron



Mike Gatting OBE  
Patron



Michael Holding  
Patron



Claire Taylor MBE  
Patron



Paul Bedford  
Trustee



Reece Bird  
National Hub Manager



Varun Chandra  
Trustee



Tony Elgood  
Trustee



Dr Sarah Fane OBE  
Director



Suse Harrison  
Finance Officer



Phillip Hodson  
Chairman



Rick Johnson  
Trustee



Matthew Kirkby  
Treasurer



Roger Knight OBE  
Trustee



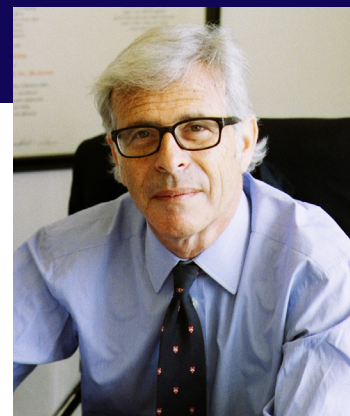
Sammy Love  
Operations Director



Dr Samir Pathak  
Trustee



David Peck  
Trustee



Daniel Peltz OBE  
Trustee

FROM EVERYONE AT THE MCC FOUNDATION,  
**THANK YOU** FOR HELPING US TO TRANSFORM  
LIVES THROUGH CRICKET.



**[lords.org/mccfoundation](https://lords.org/mccfoundation)**

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