



Leicestershire South Asian Cricket Programme (SACP) **2015**

Background

Leicestershire County Cricket Club through its community arm, has developed, managed and supported new playing and participation opportunities within Leicester City. The new opportunities this year form part of the club's South Asian Engagement Programme, the aim of which is to inspire and motivate individuals from within Leicester's socially, economically and culturally diverse communities.

In 2015, the £10,000 donation provided by the Santon Group Foundation was split across five projects, supporting either the enhancement, or development of new programmes.

Youth Engagement 2015 - 8-15 year olds (new)

- Tape ball concept
- 150 individual youth attendees (1450 Throughput attendance)
- 5 Holiday competitions (170 competition attendees)
- 22nd October- holiday competition attended by LCCC player Atif Sheikh and Elite Development Coach Keith Piper along with 50 local youngsters from around Leicester at a Street session at the Cossington Street Sports Centre.

Young Adults Engagement 2015 - 16-21 year olds (enhanced)

- Extra sessions led to numbers increasing from 140-225 Young Adults attendees (2600 throughput attendance)
- 22 weeks of league sessions (865 throughput attendance)
- 1st May- Street Regional finals @ Edgbaston attended by 15 participants from Leicester making up two teams, from which one won the final.
- 1st June- National Street finals, team Leicester finished 3rd.

Last Man Stands (enhanced)

Programme aims: To offer an alternative cricket playing opportunity for those who prefer to play on a casual basis in comparison to the standard league cricket.

Summary:

An 8-a-side Twenty20 cricket game lasting approx. 2 hours played on weekday evenings at city park venues on non-turf-pitches

The Programme:

- 10 teams involved in 2015, with over 60 participants from a South Asian background
- The programme is growing for 2016 with projection of having 15 teams in the tournament

Rushey Mead Satellite Club (Girl's) (new)

Programme aims: To develop a link between school and community/club participation.

Summary:

Regular activity established at Rushey Mead Secondary School in the shape of a girls satellite club. Some Sport England funding was provided, but Santon funding allocated helped to create a programme of activity centered on bridging the gap between secondary schools/ colleges to community sport.

The Programme:

- 40 Girl's attending regularly (currently running)
- Rushey Mead Secondary School entered team into the Leicester City School Sport Partnership indoor cricket tournament

All Stars Cricket Indoor League (new)

Programme aims: Providing inner city residents/communities with competitive playing opportunities in the off season.

Summary:

A newly established 10 team indoor, inner city league.

- Following the National Cricket Playing Survey results (NCPS) 2014, there was a need for a competitive and accessible cricket tournament all year round especially the winter- from which the newly All Stars league has been formed.
- 10 teams participating in 2015 (8-a side tournament)
- Played in the city to make it convenient and accessible (Leicester sports centre)
- A prize cash of £250 offered to make the league competitive
- 100 participants involved in the league- 80 from a South Asian background

In 2016, we would like to continue to support the above projects and also to develop a coach education programme, whereby we can support the development of coaches. This is important if we are to provide inner city players with the best possible experience of playing cricket and the necessary skills, knowledge and understanding of the game to help them fulfil their potential. Following the National Cricket Playing Survey, it is evident that those originating from a South Asian background preferred to be coached by a person of a similar ethnic background. Due to a lack of South Asian coaches in Leicester this continues to be a barrier to increasing participation.

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