



CRICKET WALES
CRICED CYMRU

COMMUNITY COACH IMPACT REPORT 2014/2015





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about us

Cricket Wales is the national governing body for junior and senior recreational cricket in Wales. We are one of 39 County Cricket Boards affiliated to the England & Wales Cricket Board (ECB).



about the programme

The Cricket Wales Community Coach Programme is a national initiative designed to increase participation in cricket throughout Wales. A network of Community Coaches work with schools in the catchment area around a cricket club and provide high quality coaching, competition and support for teachers. Children are encouraged to join their local cricket club which receives support to create a welcoming environment.

our supporting partners

CHANCE TO SHINE

Chance to Shine is an independent, registered charity fully endorsed by the ECB. Chance to Shine aims to bring cricket back to state schools. Before its launch in 2005, fewer than 10% of state schools played competitive cricket. Eight years on Chance to Shine has linked over 1000 cricket clubs to over 7000 schools and their specialist coaches have brought cricketing opportunities to over 2.5 million school children.



SPORT WALES

Sport Wales is the national organisation responsible for developing and promoting sport and physical activity in Wales. It is the main adviser on sporting matters to the Welsh Government and responsible for distributing National Lottery funds to both elite and grassroots sport in Wales. The Vision for Sport in Wales 'Uniting a Proud Sporting Nation' is underpinned by two aspirations; 'Every child hooked on sport for life' and 'a nation of champions'.



our vision...

Cricket thriving at the heart of Welsh communities

our mission

To lead, inspire & influence the growth, quality and accessibility of cricket in Wales

our outcomes

- More young people, adults & families are involved and retained within cricket
- Cricket is easily accessible to everyone in Wales
- People have a fun, enjoyable and positive experience in cricket
- People have the opportunity to be the best they can be



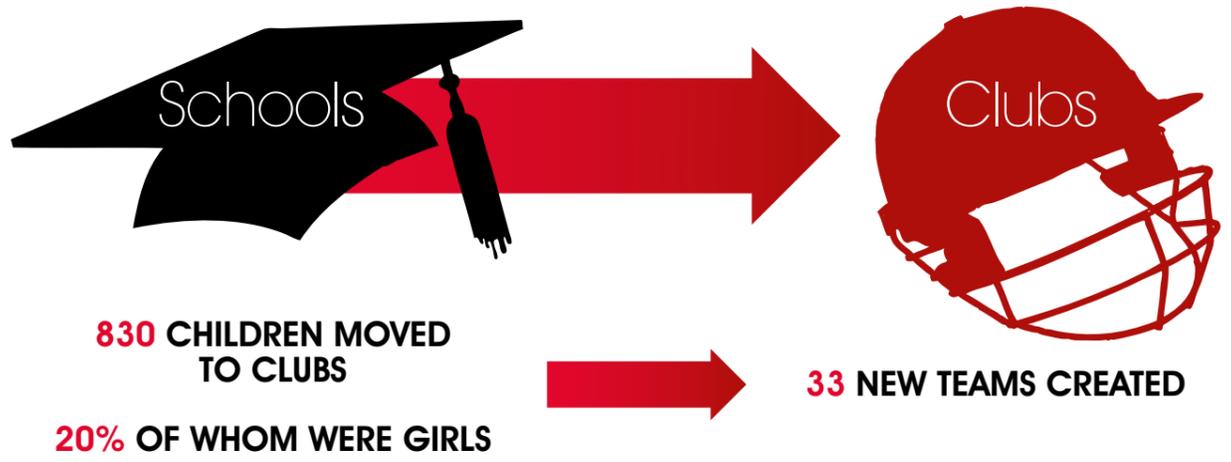
our delivery partner

GLAMORGAN CRICKET

Glamorgan County Cricket Club has provided benefits to clubs and schools involved in the Community Coach Programme including match day experiences, tickets to Glamorgan home games in domestic competitions, stadium tours, access to the CC4 Museum of Welsh Cricket and player appearances.



2014 migration to clubs



schools involved



2014 participation





case studies

A BIG HIT WITH PUPILS TAKING CRICKET BACK TO SCHOOLS

Cricket is proving a big hit at New Inn Primary School, near Pontypool, where it has been reintroduced after several years' absence.

Lee Herring, Cricket Wales Community Coach for Torfaen and North Monmouthshire, initially met the school's senior management team to discuss what Cricket Wales could offer in terms of coaching, competition, cross-curricular activities and links to local cricket clubs.

The school was keen to accept, and Lee ran a series of taster sessions, leading to an after-school club run by a member of staff and involving some 20 pupils, along with Alex Herring, Community Coach for Gwent Area.

The New Inn pupils have also been made aware of the opportunities to develop their skills and experience at local cricket clubs, Panteg CC and Pentwyn CC, and of sessions available during the school holidays.

Dan Frost, teacher and PE co-ordinator at the school, said:

"We were delighted to be able to run an after school club with almost 20 in attendance on a regular basis and it was great to see a number of children moving on to local cricket clubs, where they got their first taste of competitive cricket. Encouragingly, there were a number of girls involved, which was largely due to the fact that Alex was there as it proved cricket is not just for boys. We were unable to compete in the Schools festival this year, but rest assured it will be in the diary for 2015!"

CRICKET HUBS BOOST PARTICIPATION ENABLING MORE GIRLS TO PLAY

Cricket Wales has set up a girls' hub in South West Wales to enable girls of all abilities to enjoy and understand the game at their own pace - away from the boys.

As part of his Community Coach role, and with the help of local authorities, Keri Chahal visited 15 primary schools across Swansea and Carmarthenshire and gave taster sessions to boys and girls, with a focus of encouraging girls to attend these sessions as well as hub match days throughout the summer term and holidays.

Girls hub training nights at Llangennech CC and Gorseinon CC were well-attended, and several girls also attended match days where they played softball cricket matches in the Kwik Cricket format. Some players were also invited to attend Cricket Wales national development centre talent days.

Keri was assisted by two female coaches, Izzy Day and Claire Thomas, who both play cricket and proved excellent role models for the girls. The girls were also able to watch Llangennech CC - the area's only premier women's league team - in training, providing an indication of the potential progression ahead.

The next step is to organise some winter indoor sessions where the girls can continue to progress.



SCHOOL WINS AREA FINAL

SUCCESS IN COMPETITIONS

A Wrexham primary school has become the first from North Wales to win the Northern Area finals of the National Kwik Cricket competition, organised by the England and Wales Cricket Board (ECB). The mixed team from St Peter's School, in Rossett, Wrexham finished ahead of the winning schools from nine counties, including Yorkshire, Lancashire, Durham and Cheshire. The St Peter's girls' team finished third in their event.

The school has developed its inter and intra-school competition programme through the Cricket Wales Community Coach Programme, supported by the Chance to Shine initiative.

The school raised funds to buy a cricket net, and deputy head David Lloyd was able to acquire KWIK Cricket equipment through the support of Cricket Wales and the local authority. With the help of Community Coach Jamie Griffiths, the children used the equipment to practise before and after school, at break time and lunch time.

As a result, 43 of the school's 220 pupils have now joined a cricket club, and seven have represented North East Wales U11s or U10s. After qualifying through the stage one tournament, the school won the mixed and girls' competitions at both the area and regional finals, which meant the school would represent North Wales in both competitions.

In the Northern Area finals at Harrogate, the mixed team won the final, and the girls reached the semi-final, finishing third in the competition.

GLAMORGAN STAR GOES BACK TO SCHOOL

SPREADING THE SPIRIT OF CRICKET

Glamorgan T20 captain Jim Allenby gave children at Palmerston Primary School in Barry a morning to remember when he joined them for a special assembly and cricketing session.

An MCC 'Spirit of Cricket' assembly, hosted by Cricket Wales, highlighted the values and spirit of cricket, especially the importance of playing sport in a hard but fair manner, and the importance of respecting team mates, the opposition and match officials.

This event was part of a partnership between Marylebone Cricket Club and Chance to Shine, the charitable campaign to keep cricket alive in schools, which is delivered in Wales through Cricket Wales.

The children then got to test out their cricketing skills in an outdoor session with Jim taking part.

"The kids were brilliant and I think they really enjoyed themselves," said Jim. "By the end of the session they really got into the spirit of it, shaking each other's hands, and it's great to see. It's hugely important that state schools have access to cricket. If we can make cricket accessible to everyone then we'll have a lot more cricketers playing, which translates to a lot more people playing cricket for England one day from a variety of different backgrounds. It's great to come to the school today and see everyone enjoying it and loving their cricket."

Chloe, 10, said, *"It was really fun. We learnt how to play cricket. I didn't know how to play it before but now I do."*

CRICKET HELPS THOMAS TO SHINE

A POSITIVE IMPACT ON PEOPLE'S LIVES

Cricket is having a major impact on the life of Thomas Corbett, a 15-year-old pupil at St Christopher's School in Wrexham, who has now attended two ECB support coach courses and represented Wales in the national disability cricket team.

A cricket enthusiast for several years, Thomas took part in the Chance to Shine programme, delivered by Cricket Wales, and has become a sport leader in the Active Young People programme.

The first pupil from his school to gain two national cricket coaching qualifications, he has attended the ECB's Cricket Activators course and Coach Support Worker course. He has also represented Wales in the national disability cricket team, playing against England at Old Trafford.

Having developed experience and gained confidence through cricket, Thomas is now looking to undertake a more advanced Level 2 course, attend Cricket Wales workshops and join the Cricket Wales Community Coach Jamie Griffiths at sessions to gain more experience.

"Thomas is a great example of how cricket can really have a positive impact on someone's life," said Jamie Griffiths. "Cricket has really helped improve his confidence and he now has the self-belief to progress even further."

CRICKET AND FOOTBALL JOIN FORCES

COLLABORATING WITH OTHER SPORTS

Menai Bridge CC has developed a burgeoning partnership with Bangor City FC to run a successful programme of summer camps, which have introduced more children to cricket and broadened the experience of local coaches.

Impressed by the football club's work in the community, Cricket Wales community coach Nicola Williams approached them to see how cricket and football could work together, building on the success of the Chance to Shine programme.

It was agreed that Cricket Wales would arrange summer camps at a local club, and Menai Bridge CC became involved to host the first two-day summer camp.

Both clubs provided coaches, volunteers and helpers to run the camps and the money raised was reinvested into community programmes to train and reward volunteers.

It was such a huge success that the children asked for an extra camp to be hurriedly arranged at the end of the holidays!

With 30 children, aged 6 to 12, attending the summer camps, the clubs are keen to build on the success, and have now arranged another camp for the Easter holidays.





partner testimonials

I knew nothing about cricket before the Community Coach visited the school and this isn't a traditional cricket area. I now have the confidence to deliver cricket activities and love sharing my new found passion for cricket with the pupils.

TEACHER, NEWPORT

I just wanted to say how much I enjoyed yesterday's cricket for teachers course at Abergavenny. It was huge fun and it has given me confidence to deliver cricket in a PE lesson – hopefully with more authority! "Yes boys I DO know how to bowl! "

TEACHER, MONMOUTH

Superb, excellent!!! We now have excellent communications with at least 5 local schools AND have built up our club coaches so we can continue. The number of junior teams has grown from one to three, so all in all a great scheme.

CLUB HEAD COACH, DENBIGHSHIRE

We are extremely happy that with the help of the community coaches of Cricket Wales, we have seen a significant increase in participation numbers this season. All in all, the participation levels increased and we unearthed a seam of natural talent that we will be working hard with next winter. We wish to thank everyone involved at Cricket Wales for this cricketing initiative and look forward to working with you again in future projects.

JUNIOR COORDINATOR, CARDIFF



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CRICKET WALES

SWALEC Stadium
Cardiff, CF11 9XR

Tel // 02920 419 341

Web // www.cricketwales.org.uk

Twitter // @CricketWales