



PLATFORM
CRICKET

DEPTFORD & NEW CROSS
2018

BACKGROUND

In 2017, Kent and England Lions batsman Daniel Bell-Drummond decided he wanted to use his status as a high profile professional cricketer to support young people to progress through and in cricket.

The result is the Platform Cricket Programme and our first area of focus has been Deptford and New Cross in the London borough of Lewisham.



OBJECTIVES

Primary Objectives

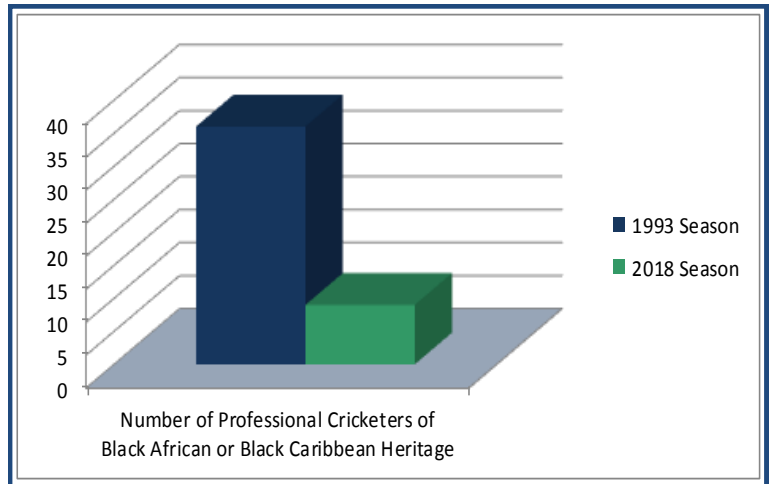
- High Quality Cricket Coaching in schools
- Bringing children into cricket from families who have not previously been involved
- Support for under privileged children to progress in the game
- Improving BAME representation in elite levels of cricket
- Supporting young people from BAME and under privileged backgrounds to maintain their participation in the game

Secondary Objectives

- Health (Physical & Mental) - Active sessions help young people achieve the 60 minutes of physical activity per day recommended by NHS England
- Social Cohesion - Club and community activities will bring young people from different neighbourhoods, cultural and economic backgrounds together
- Civic Pride - Club & community activities will give a cricketing identity to areas that current lack them
- Youth Employment - Young people from the local communities in which we work will be identified, trained and deployed to support activities

DECLINE OF BLACK BRITISH CRICKETERS

Over the past 25 years, First Class Cricket in the UK has seen a 75% decline in the number of players of Black African and Black Caribbean heritage.



WHY LEWISHAM?

Demographics

Rather than a divisive project targeted exclusively at a specific demographic, we wanted to run our scheme in area where we were likely to engage that demographic naturally.

The London Borough of Lewisham has the capital’s 3rd largest Black population where 25% of residents are of Black African or Black Caribbean descent. Amongst Lewisham’s wards with the highest concentration of Black residents are Evelyn (Deptford) and New Cross:

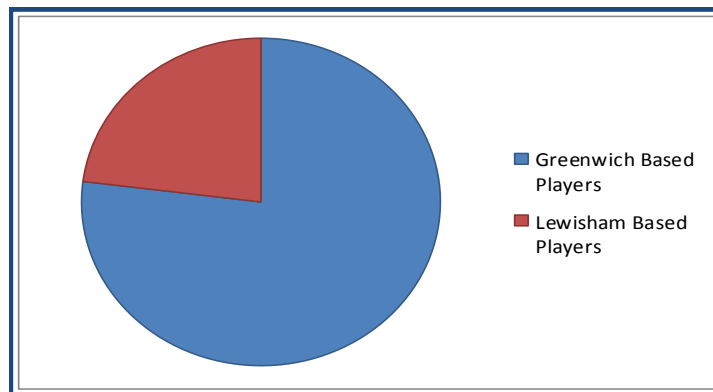
AREA	OVERALL POPULATION	OVERALL MIXED BLACK POPULATION	OVERALL BLACK POPULATION	BLACK AFRICAN POPULATION	BLACK CARIBBEAN POPULATION
UK	56,071,952	1,224,400 (2.18%)	1,864,890 (3.33%)	989,628 (1.76%)	594,825 (1.06%)
LONDON	8,173,941	405,279 (4.96%)	1,088,640 (13.32%)	573,931 (7.02%)	344,597 (4.22%)
LEWISHAM	275,885	20,472 (7.42%)	74,942 (27.16%)	32,025 (11.61%)	30,854 (11.18%)
EVELYN WARD	16,603	1,120 (6.75%)	5,956 (35.87%)	3,686 (22.20%)	1,491 (8.98%)
NEW CROSS WARD	15,756	1,097 (6.96%)	5,770 (36.62%)	3,469 (22.02%)	1,632 (10.36%)

WHY LEWISHAM?

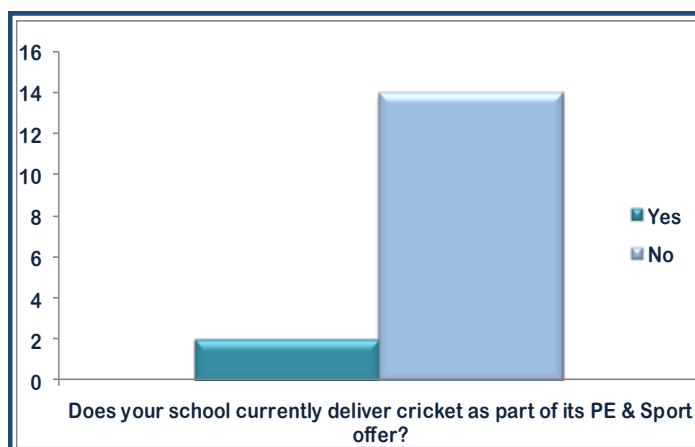
Cricket

In recent history Lewisham has been a disproportionately low provider of players into recreational and elite cricket.

Kent Cricket's junior performance pathway includes a District Cricket scheme which sees the best young players competing against one another in regionalised teams. In 2015, Kent's 2nd (Lewisham: 301,900) and 3rd (Greenwich: 279,800) biggest boroughs by population were combined to create one team: Greenwich & Lewisham Thamesiders.



Our 2018 project has included 16 Primary Schools in Deptford and New Cross. It shows that many children had not played cricket before and would have been unlikely to ever play the game had it not started:



WHY LEWISHAM?

Cricket

Not a single child who was coached in the 16 schools as part of the Platform Cricket Programme in Deptford and New Cross was playing cricket outside of school. Indeed, less than a quarter had ever played cricket before at all.



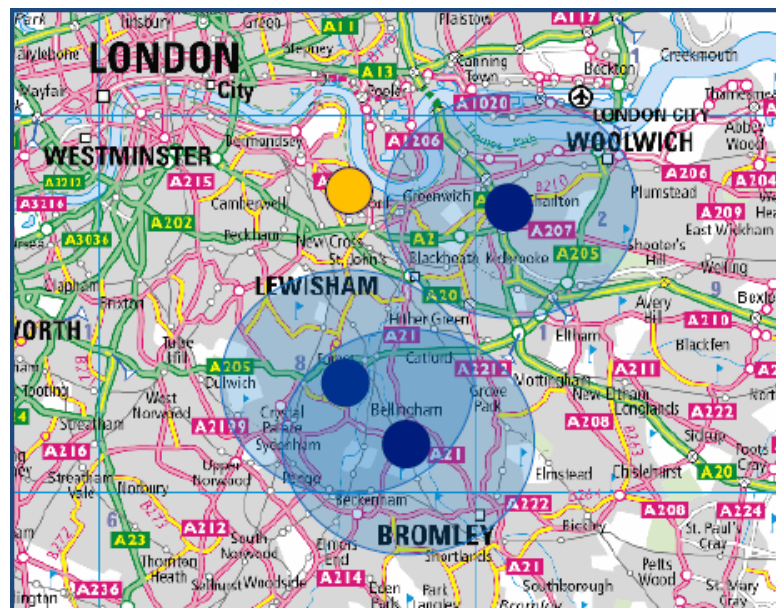
Have you (the student) ever played cricket before?

Yes: 167, No: 505

This is supported by evidence from junior sections of established cricket clubs playing in South East London. Across 30 North Kent Junior League matches featuring 14 different clubs, fewer than 2% of junior cricketers were of Black African or Black Caribbean heritage. Notably 80% of these young people were privately schooled so socio-economic status seems to be a causal factor in participation, alongside ethnicity.

WHY DEPTFORD & NEW CROSS?

The Evelyn (Deptford) and New Cross wards of Lewisham are particularly “cricket deprived”. Represented by the yellow dot on this map, they do not fall within a 2.5KM radius of the 3 existing nearest cricket clubs (blue dots).



OUR IMPACT



Number of children

672



Number of sessions

192



Number of children not playing cricket before

505



Number of children playing competitive cricket

443



Number of Community Session Participants from deprived backgrounds

55%



Number of Community Session Participants from BAME backgrounds

89%

WHY WERE WE SUCCESSFUL?

The first year of this programme has been an overwhelming success.

Sessions have been well received by schools. The number of schools attending festivals and the number of children transferring into community sessions has exceeded expectations.

Success can be attributed to highly experienced staff accurately analysing barriers and addressing them where possible:



BARRIER	ACTION	RESULT
<p>PREVELANCE OF CRICKET Only 12% of children would have played cricket at Primary School without this activity</p>	<p>DELIVERY IN THE CURRICULUM 672 children took part in a cricket programme designed to introduce them to the game, and promote participation</p>	<p>LARGE BASE Only 6.5% of children taking part in the school sessions have moved on to the community session but because of the large base, this still equated to 47 children</p>
<p>PROFILE Coaches found that the majority of children in school sessions knew little about cricket and the game had little profile</p>	<p>BRANDING & FIGURE-HEAD Daniel Bell-Drummond's name and image was used prominently in literature and classes were encouraged to research his career</p>	<p>POSITIVE TAKE-UP Both school staff and children reacted positively to engaging with the programme due to Daniel Bell-Drummond's "celebrity status"</p>
<p>ROLE MODELS The promotion of cricket as a game for children from BAME backgrounds would be hindered without visible role models</p>	<p>COACHES & STICKERS Coaches delivering the programme were from a cross-section of backgrounds: Asian, Black and White. Reward stickers featuring local professional cricketers Daniel Bell-Drummond, Imran Qayyum, Ivan Thomas and Tymal</p>	

We could not have been successful without our wonderful partners in Year One of this project:
Ashmead Primary; Childeric Primary; Deptford Park Primary; Gringling Gibbons Primary;
HA Temple Grove Primary; HA Temple Grove Free Primary; Kender Primary; Lucas Vale Primary;
St James Hatcham Primary; St Joseph's RC Primary; St Stephen's Primary; Sir Francis Drake
Primary; Turnham Primary; Tidemill Academy; The Marlow Trust; Deptford Folk; Glendale Services.

DEPTFORD DRAGONS

What is it?

Deptford Dragons is a “pop up” cricket club for boys and girls in New Cross and Deptford , building on the skills they have learned and enthusiasm they have cultivated for cricket during school sessions.



The free sessions take place on week nights in Deptford Park and they are managed by the same coaches who deliver Platform sessions in schools. 47 children from across all 16 schools involved in the programme have attended so far. Deptford Dragons teams have played a number of matches against established cricket clubs, including at the Kent County U9 Softball Tournament.

BARRIER	ACTION	RESULT
PATHWAYS The majority of children taking part in school sessions do not play structured or competitive sport outside of school	COMPETITION & COMMUNITY SESSION The Platform Festival has been designed to provide a positive experience of competitive sport which encourages children to participate further	HIGH PARTICIPATION Over 400 children actively participated in competitive cricket at the Platform Festival
TRAVEL Established cricket clubs exist in the south of Lewisham (Catford Cyphers & Catford Wanderers) and in neighbouring North Greenwich (Blackheath) but these opportunities are too far away for children starting to self-refer into the game	CREATE A LOCAL BASE A community session on a Wednesday evening was created at Deptford Park	HIGH PARTICIPATION 47 children have attended the “Deptford Dragons” community cricket session to date
COST 40% of people in Deptford & New Cross live in poverty and this demographic is overly represented amongst the school population	FREE ACTIVITY All community activity in Year One is delivered for free	
OTHER COMMITMENTS Children’s lives are busier than most, whether it be due to other sporting/ recreational activity or educational and religious commitments	AGE GROUP Aiming this project at Year 4 provides an opportunity for engagement and consolidation at ages before too many other commitments have been taken up	
IDENTITY Whilst many children will become interested in a sport because they enjoy it, families and stakeholders can be enthused through supporting local identity and pride	DEPTFORD DRAGONS The community session at Deptford Park has been set up as a satellite cricket club called “Deptford Dragons” and a team has been entered in the Kent U9 softball competition in 2018	

