



# PLATFORM

## CRICKET

INFORMATION FOR SCHOOLS  
2025-26

# OUR OBJECTIVE

The charity's objective is to improve the lives of young Londoners through sport/physical activity. We have over 20 years' experience of managing projects that engage children from hard-to-reach communities in disadvantaged/urban areas, utilising sport for positive personal/social changes.

Platform Cricket is the charity's flagship project which has grown to hold a significant presence in 17 London Boroughs. Our programme brings us into contact with over 20,000 children annually, including some of the UK's most **marginalised, vulnerable and disadvantaged** children.

Our work is predominantly based around central London, which includes all of the most **densely populated** UK boroughs, with a **high population churn** and the **lowest amount of open spaces and sports clubs** in the UK.

We work in areas of London with very high **ethnic and religious minorities**, many of whom are relatively new to the UK and/or **refugees & asylum seekers**.

We work with communities where standards of **physical health and mental wellbeing** are lower than average, and where there has been **stubbornly low participation in sport** and physical activity.



## OUR MISSION

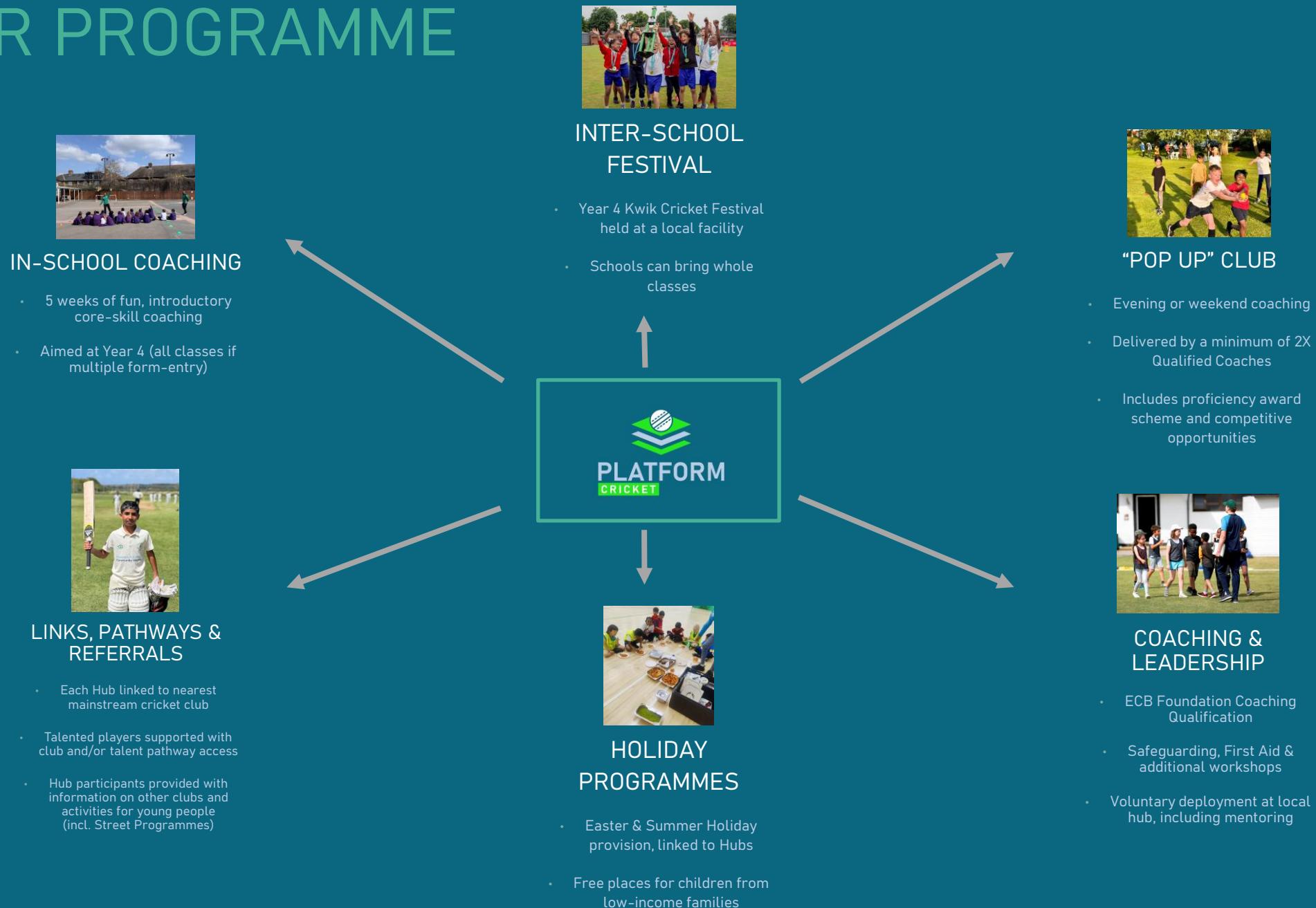
- Increase the number of children in London participating in cricket
- Increase the amount of children from disadvantaged and ethnic minority backgrounds participating in cricket
- Support personal and social development through cricket

# OUR IMPACT

	2023-24	2024-25
<b>Boroughs</b>	17	20
<b>Schools</b>	411	466
<b>Total Children Reached (+ proportion new to cricket)</b>	21,718 (16,521)	23,932 (17,310)
<b>Children transitioning into weekly participation through Hubs</b>	1,352	1,404
<b>Proportion from Disadvantaged Backgrounds</b>	38%	38%
<b>Proportion from Ethnic Minority Backgrounds</b>	77%	79%
<b>Male / Female Split</b>	61% / 39%	59%/41%
<b>Proportion of participants increasing the amount of physical activity they were doing per week</b>	89%	91%
<b>Proportion now meeting the target of 7 hours of physical activity per week set out by the Chief Medical Officer</b>	47%	52%
<b>Proportion of participants recording improvements in Mental Health Test</b>	86%	85%
<b>Proportion of participants significantly increasing the amount of time they spent with children from different backgrounds</b>	86%	83%
<b>Proportion of children reporting an increased sense of pride in their area/neighbourhood</b>	78%	79%



# OUR PROGRAMME



# ADDRESSING PERSONAL & SOCIAL DEVELOPMENT

## CRICKET CONTENT

Cricket is unique in many ways, traditionally having a multi-cultural appeal, including roles suited to a variety of body types, and being played at a pace and over a period of time that allows more socialisation than other sports. We feel that it can specifically support the following traits in children & young people:

- Fine & Gross Motor Skills
- Confidence & self-esteem
- Concentration, patience & judgement
  - Resilience & perspective
- Cooperation & communication
  - Community cohesion
  - Civic pride
- Respect & understanding of other communities & cultures

## THE COACH

The majority of Platform Cricket staff have a cricket background, many having played to professional or even international level, but the training & development they commit to with the charity covers many areas:

- Cricket
- Safeguarding (incl. Prevent training)
- Youth Work
- Mentoring
- Physical Fitness & Nutrition
- Mental Health & Wellbeing
- Other sports coaching
- Inclusion (SEND & disability)
- Other generic coaching workshops

## WIDER CONTENT

Although cricket is the "hook" that has brought most participants into Platform Cricket Hubs, we recognise that our sessions can have a much broader and more direct impact on children and their communities by tweaking and adding to session content. As well as activities focussed on cricket-proficiency, our hub sessions include:

- Team-building activities
- Problem-solving activities
- International citizenship content
- Other sports
- Fundamental skill development
- Nutritional workshops
- Social events and activities
- Cross-curricular content (incl. maths, geography & history)

# MARIAM

putting cricket at the forefront of creating sporting role models amongst muslim girls

Mariam has a rich heritage with family ties to Poland, Spain, Ukraine and Yemen. Her mother works at the Yemeni Embassy in London and her father is an Islamic teacher. Mariam is herself, a practicing Muslim. She is also a talented and enthusiastic sports performer but where she found football quite an easy sport to get into, and she has been playing for a club for a few years now, the opportunities to take-up cricket were less easy to find. At least that was the case until Platform Cricket delivered sessions directly to Mariam's primary school in Shadwell. From here, she joined Platform Cricket's Holiday Activity & Food (HAF) Programme at Stepney Green School in Tower Hamlets.

Her positive experiences here have convinced her to join Platform Cricket's Wapping Wolverines Hub during the summer months. Mariam explains: "Cricket is really fun and I want to play more and get better. I can't wait for the summer sessions where we will begin to play proper matches".

through hub sessions

# XAVIER

engaging children from communities with little to no cricketing heritage

Xavier moved to the UK from the Philippines when he was 4 years old. He lives with his Grandmother, Mother and sister on the 9th floor of their apartment block in Wandsworth. He enjoyed cricket sessions at his school but he also became curious about the sport because his Grandmother's employer donated his son's old cricket tops to Xavier. Xavier has recently attended Platform Cricket's HAF Programme in Wandsworth where he had a great time. He is very keen to continue participating in the summer months and his family attribute his enthusiasm to his Platform Cricket coaches. Xavier's Grandmother explains: "Xavier has no sporting role models at home and cricket is not a sport we have in the Philippines. His coaches have taught him everything he knows and their support in helping him to realise that he is actually quite good at cricket despite these disadvantages, have really ignited a passion." Currently, Battersea Power is the only hub that Platform Cricket has the resources to run in Wandsworth - but Battersea Park is still quite a distance for Xavier to travel on weeknights. The charity is working with local partners and potential funders in order to start up community sessions closer to Xavier's home in the near future.

# BURHAN

Supporting children of asylum seekers and refugees to adapt to life in the UK

When Kabul fell to the Taliban in 2021, Burhan and his family fled Afghanistan. They arrived in the UK and until recently Burhan, in his formative years, had only really known the central London hotel in which his family have been living since.

Fortunately Burhan enrolled at an excellent local Primary School who, having partnered with Platform Cricket for the past 3 years, recognised the potential cricket could play in supporting the sudden surge in Afghan students and parents they were seeing. The school arranged for Platform Cricket to deliver year-round provision for all year groups.

8 year old Burhan benefitted from additional cricket-based (but cross-curricular) interventions during school time, which has given him the confidence to join in with community cricket activities at the **Somers Town Steamers** Platform Cricket Hub during the summer. Burhan's Dad observes: "Having Pashto-speaking coaches really adds another dimension to the project. It helps Burhan engage and develop his English speaking and enables him to socialise with children from different backgrounds and cultures too."

# JANIRU

using cricket to support children through transition and upheaval

Adverse Childhood Experiences (ACEs) are traumatic or stressful events in a child's life that can affect mental and physical health. Children with such experiences are statistically more likely to engage in risky behaviours and become engaged in antisocial behaviour or crime.

Janiru took part in Platform Cricket sessions at his school last summer and joined the Bayswater Buzzards pop-up cricket club. Joining in with the Westminster HAF Programme's Platform Cricket sessions was a natural progression. His Grandma explains: "Janiru was beginning to play video games a lot and was spending more and more time in his room. I was worried that I couldn't provide the sort of active childhood I had enjoyed in India but the regular cricket activities, including during holiday times, have helped enormously. Unlike other things we've tried, he is really engaged in the cricket and even gets himself ready early each day!"

# RACHEL WAITE

*lewisham executive head teacher*  
Enhancing the school's sporting offer  
through high quality coaching, linked  
to external opportunities

"Our schools serve a diverse area of Lewisham that is in many ways typical of London – with affluence and disadvantage, and children from a wide cross-section of ethnic, religious and cultural backgrounds. We have worked with Platform Cricket for over 5 years and consider their programme to be an excellent addition to the schools' sporting offer.

The delivery of an annual cricket/striking & fielding unit within the curriculum to our Year 4 classes by highly qualified and experienced coaches is outstanding and provides professional development opportunities to our teaching and support staff which I know they value. The fact that the same staff organise an inter-school competition and free, local community sessions for our children to move onto really sets the Platform Cricket package apart from other offers the school receives – as does that fact that we can rely on the programme being repeated annually, thus being equitable for all children as they move through their school.

We believe that Platform Cricket's programme represents excellent use of the Primary PE & Sport Premium allocated to all state schools in that it significantly **adds to** a school's sporting offer, providing increased access to **weekly physical activity and competitive sport.**"

## TESTIMONIES

# WAHID SAFI

*parent of newham student*

Providing a positive introduction and route into cricket that we wouldn't otherwise have had

"Fisal loves sport. He plays many different sports at school but last year he took part in a cricket competition between local schools following coaching he had received during his PE lessons. He did very well, won a "Most Valuable Player" Award and demanded we let him go to the Canning Town Cougars session on a Monday evening. I was pleased as cricket is a popular sport in the country my family is originally from (Afghanistan) and Fisal has since started watching cricket on the TV, where his favourite players are Rashid Khan and Ben Stokes. I work evenings and have a very large family who my wife cares for full-time, so Fisal was only able to take up cricket in his own time because the Platform Cricket sessions were free and nearby. The sessions were fun but progressive and because they were led by experienced and well-connected coaches, Fisal was supported to move to a club in a neighbouring borough where he started playing hardball matches and has since joined their academy programme to build on his talent and enthusiasm for cricket. The club took an academy team on a tour to Barbados in February and Platform Cricket ran a fundraising campaign that enabled Fisal to go too. It was an incredible, life-changing experience for him.

Cricket is now a huge part of Fisal's life. He has made many friends from different backgrounds and it is great that he focuses his energies on something positive. None of this would have happened without Platform Cricket."

# JAMES REID

*head of community cricket in kent*

Enabling cricket's aims for communities  
in central London



"Kent Cricket serves the second largest cricket playing population in the UK, incorporating all areas of the ceremonial county plus the London Boroughs of Bexley, Bromley, Greenwich & Lewisham. With limited resources and a base in Canterbury, the county have had limited opportunities to maximise the commercial, developmental and playing potential of South East London but with a relatively new second home in Beckenham and a focus on Equality, Diversity & Inclusion following some wider issues in the game, this is now improving.

Platform Cricket have been invaluable partners in developing the grassroots element: their expertise in physical education and youth sport in inner-city settings makes them a trusted partner for schools and councils, and they have an established model and track-record that is particularly effective in engaging hard-to-reach groups. They have a strong presence in central London which has enabled fundraising outside of traditional cricket circles. This additional funding has allowed for a comprehensive offer to all schools/all children in Greenwich & Lewisham which we wouldn't otherwise have been able to make. The blend of cricket coaching & personal development-focussed youth work in Platform Cricket's community sessions also enables a tangible impact on personal and social development."

# ENGAGING THE CITY TO SUPPORT PLATFORM CRICKET'S MISSION

**London Businesses and their employees raise £2-4billion per year for charity.**

Our central London focus provides companies with practical corporate volunteering opportunities and a chance to provide tangible support to children in their neighbouring communities – in a sport with a history and traditional appeal to many city institutions.

Over 80% of our programme's income is derived from fundraising, whether that be from trusts/foundations, corporate partnerships, councils, sports bodies or fundraising campaigns.



# WHY CHOOSE PLATFORM CRICKET?

**Join our mission to connect every child in London with a realistic route into cricket**

We have 20 years of experience working in and supporting London Schools

We have developed a refined model and schemes of work which enhance any school's PE & Sport offer, and is excellent justification of Primary Sports Premium usage

Our staff are highly qualified, experienced and hold Enhanced DBS-Checks

We are fully compliant around Safer Recruitment, Liability Insurance and other policy areas

We deliver a free festival programme in June/July where your school will be able to enter unlimited teams into a local festival so students can compete with peers at a similar stage of development, from other schools

We deliver a free "hub" programme in local parks/community facilities where individual students can take their first steps into cricket outside of school, in a safe, fun and friendly environment, with children from other local schools

Our programme has a "talent support" arm which provides support and bursaries to children showing potential; We have facilitated transition into high level clubs, county talent pathways and private school scholarships

The Programme is heavily subsidised by our charity's fundraising function, providing excellent value

