

PLATFORM CRICKET THEORY OF CHANGE

	CRICKETING	SOCIETAL	
ISSUES	• Too few children have an initial introduction to cricket at key age groups • Geographical distribution of cricketing opportunities in London are uneven • Too few children move into cricket participation pathways • Cricket is unrepresentative of London's youth population • Cricket has an unfavourable image amongst most young people in London	• Income inequality in London is by far the highest in the UK • London has the lowest levels of community interaction, trust & pride in the UK • London has the highest levels of youth inactivity & childhood obesity in the UK • Anxiety, depression, conduct disorders and teenage suicide are all on the rise • Criminal cautions and arrests amongst young people are highest in London • London has the highest number of Prevent Referrals (radicalisation) • Youth Unemployment is higher in London than any other UK region	
TARGET GROUPS	SCHOOLS Year 4 Classes (Children aged 8-9)	COMMUNITY Key Stage 2 (Children aged 7-11)	YOUTH LEADERSHIP Young people aged 14-21
ACTIVITIES	5 Week Platform activity unit delivered in curriculum (Bronze Award) After-School Clubs on request Inter-School Festivals	10 Week activity programme in community setting (Silver Award) Inter-Hub Festivals 10 Week activity programme based at clubs focussed on transition (Gold Award) Talent Pathway Programme	Coaching & Leadership Programme Youth Voice Panel
OUTPUTS	More children experiencing cricket at school More children from disadvantaged backgrounds engaged in cricket More children from ethnic minority backgrounds engaged in cricket	More children physically active through cricket More children from disadvantaged backgrounds engaged in cricket More children from ethnic minority backgrounds engaged in cricket	More young people qualified as cricket coaches More young people volunteering
OUTCOMES	Improvements in physical skills (agility, balance, coordination, speed, strength, endurance). Improvements in personal skills (respect, sportsmanship, bravery, determination, concentration, patience, resilience, analysis and cooperation).	Improvements in physical health Improvements in mental wellbeing Improvements in social cohesion	Improvements in youth employment. Increases in young people moving into Further Education and Higher Education.