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LEICESTER CITY COUNCIL

Aylestone & Castle

Community Cohesion Strategy 2008-2009
Application Form

Before you begin completing the application form, it is important that you read the guidance notes.

In answering the questions please use clear and plain language and keep jargon or technical terms to a minimum, and ensure that you have completed each section in full.

Part One: You and Your Organisation

If you are completing this form by hand please use a black pen and write in BLOCK CAPITALS

Project Title

Summer Multi-Cultural Cricket Camp – "Integration through Sports"

Name and Address of Applicant Organisation

City Cricket Academy, 8 Commercial Square, Freemans Common, Leicester LE2 7SR

Contact Details

Name: Mr. Anshuman Bhagawati

Position Project Manager

Telephone: 0116 254 3333 & 07931 838422

Email: info@citycricketacademy.co.uk; & don@citycricketacademy.co.uk

Are you applying on behalf of a partnership? Yes/NO Yes

If so please provide details of other members of your partnership and their particular roles
We are applying due to high community demand for affordable cricket camp, especially from children's living in Leicester. Some of the children come from deprived communities and from vulnerable background. The proposed summer camp will help promising and talented children reap benefit of professional coaching, guidance and a chance to play for county cricket club.

We are Leicestershire County Cricket Club accredited partner and we work in partnership to promote cricket within Leicestershire.

Please tell us what your organisation/partnership does

Our Academy classes are open to all children from 5yrs to 19yrs and this is a great starting point for any young aspiring cricketer. Our coaches make every session fun and enjoyable while guiding the kids through every aspect of the game. With strong links at Leicestershire CCC and Northants CCC our coaches are often able to recommend any players with outstanding talent to the counties for further development. During the summer months the Academy runs The Summer Cricket Camp. For 6 weeks children aged between 5yrs - 17yrs can get expert cricket coaching and play in well organised outdoor games. As well a great way for kids to spend their summer, they also get the chance to make new friends and stays fit while learn the game. At the end of the summer the Academy runs the Colour Clothing Cricket Tournament. A 5 day tournament where the children get the chance to put all their hard work into practice and play in a real competitive cricket competition. Every child gets a free coloured cricket kit and prizes and trophies are awarded to all the winners and outstanding performers.

Part Two: About your proposal

Question 1: Please provide a brief description of your proposal

(Please include the when, where, how, why, and what will be the outcomes)

The City Cricket Academy runs state-of-the-art cricket coaching facilities and makes them available to all age groups, clubs, schools and individuals. With a focus on offering expert coaching and developing new talent, the main aim of the Academy is to ensure that the people who use the Academy have a positive experience, enjoyable and safe time learning and playing cricket which is backed up by our friendly approachable coaches and staff.

Following from the demand after last year's successful camp it was agreed to be more inclusive and give chances to children who are unable to afford the fees by subsidising the cost.

Our summer camp activity is much more than just a sporting activity, the summer camp brings together young people from multi-faith, multi-cultural backgrounds from Leicester city and reflects truly the demographic communities of the city. The young people will be taught 4 'D's – Discipline, Dedication, Determination and Devotion.

The young people are joined by their parents. There is also further opportunity not only for training but also to pursue a career in cricket as we have close connections with Leicestershire County Cricket Club and Northants County Cricket Club.

Below are the themes and objectives that the Community Cohesion Budget will support

Each objective has been prioritized from 1-3 (1 being the highest priority)

Theme: Supporting the social integration of communities in Leicester.

Priority Activity

- 1 • Supporting and strengthening local networks involving family, friends, and neighbours
- 2 • Supporting local activities for local people
- 2 • Addressing the concerns of people on outer estates who feel neglected and isolated
- 3 • Creating opportunities for people from different cultural backgrounds and communities to meet, and build knowledge and understanding

Theme: Working with and supporting young people

Priority Activity

- 1 • Improving support to alienated young people
- 2 • Providing appropriate "things to do" for young people
- 3 • Create opportunities for young and older people to meet and share experiences

Theme: Building confidence and a sense of belonging about living in Leicester

- 1 • Improving the self-esteem of individuals, communities, and neighbourhood, about living in Leicester
- 2 • Developing community leadership at all levels in the City
- 3 • Establishing and encouraging inter-cultural activities and events valuing shared and distinct cultures

Theme: Addressing the immediate social tensions in the City

- 1 • Reduce the level of tension between different communities in the City
- 2 • Design programmes that address the problems of disaffected young people

Theme: Improving communication and information about community cohesion

- 1 • Providing timely and appropriate information on community services to the residents of Leicester
- 2 • Raising awareness of community cohesion in Leicester
- 3 • Addressing perceptions of unfairness and prejudice
- 3 • Raising awareness and learning about other cultures and customs

Question 2: Please indicate in detail which theme and priority from the Community Cohesion Budget Criterion your project addresses

This project will support and address the following themes –

1. Supporting, strengthening and social integration of the communities in Leicester
2. Supporting local activities for local people
3. Supporting & involving family, friends and neighbors
4. Supporting & working with young people, improving support to alienated and isolated young people and their families
5. Supporting and creating opportunities for people from different backgrounds to get together and learn about different backgrounds
6. Promoting community cohesion and social inclusion
7. Building confidence in young people
8. Reducing Anti-social behavior (ASB) during summer holidays
9. Supporting and promoting "ONE LEICESTER" wider theme

Question 3: *What management structure will be in place to delivery this project?*

The City Cricket Academy has a robust management team which has been delivering this kind of project successfully. All our coaches are English Cricket Board (ECB) qualified & CRB checked.

Day to day management and supervision of the academy is done by Mr. Bhagawati, who has played cricket at international level and is fully qualified coach.

Question 4: *What evidence will you use to record the success of your project?*

The take up and continual support from the Leicestershire County Cricket Club is a good indicator of the success of the project. However we will use feedback, evaluation forms and monitor the satisfaction of the participants and their families. Further photographic evidence of the activities and achievements of the participants will be taken. Questionnaire will be designed for the participants based on community cohesion and "One Leicester" theme.

Question 5: Please outline the timescale for your project and indicate appropriate milestones

All the coaching activities and tours will be undertaken from 13 July 2009 to 21 August 2009. We are applying this year so that we can confirm venue (pitch hire), tours and book the coaches.

- Trip to Lord's cricket ground
- A day's workout at Army for team building, physical fitness and discipline
- Trip to watch Australia v/s Northampton match
- Trip to Edgbaston to interact and interrogate the professional cricketers from Warwickshire County Cricket Club
- A visit to Hunts County Bat manufacturing unit to see how cricket bats and other equipments are manufactured

Question 6: How will you promote your project and/or attract participants?

- The summer camp activity will be put on our website
- Word of mouth
- Contact various schools
- Through Leicestershire County Cricket Club
- Promote through previous participants
- Contact young people who were unable to participate due to cost implications
- Posters and leaflets

Question 7: What are the barriers to participation in your project and how will you address these?

We do not envisage any barrier/s. Contrary we have a small waiting list of young people who wish to participate. This year it is the wishes of the management to ensure that those young people from disadvantaged community must benefit the most and hence this application for subsidising their participation.

Part Three: About your budget and finances

Question 8: Please provide details of your budget for this proposal, including how you have arrived at the figures i.e. estimates, quotes, actual costings etc

Item	Cost £	Estimate or actual cost?
Pitch Hire - £110.00 per day for 24 days	£ 2,640.00	Actual
Travel Coach Hire – 50 Seater – Lord's Cricket Ground	£ 400.00	Estimate
Army Barracks	£ 350.00	Estimate
Edgbaston Cricket Ground	£ 350.00	Estimate
Hunts Cricket Equipment Manufacturing Factory to see how cricket equipment is made.	£ 350.00	Estimate
Colour Clothing for 200 participants to include trousers, shirt & cap. £ 15.00 per person	£ 3,000.00	Estimate
Equipment – 80 hard balls for 6 weeks @ £ 5.00 per ball	£ 400.00	Actual
100 soft balls for 6 weeks @ £ 1.00 per ball	£ 100.00	Actual
Ancillary items – boundary flags, stumps, score books & safety equipment	£ 400.00	Actual
Fees for 3 extra fully qualified and CRB checked coaches – 30 hours per week for 6 weeks @ £ 10.00 per hour	£ 1800.00	Actual
Total	£ 9,790.00	

Amount Requested: £ 9,590.00 (please see below)

Question 9: Do you have match funding? Yes/No

if yes please provide details, including amount secured and who is providing it, and whether it is in-kind.

We will be asking the participants to pay a token £ 1.00 for the whole summer camp. Therefore we will be raising £ 200.00. Please bear in mind that the participants are from the disadvantage and most vulnerable group.

Part 4: Evaluation and Sustainability

Question 10: How will you evaluate your project?

As mentioned above this project will be evaluated through feedback from participants and their families. Also we will use the questionnaire and analysis of the answers will give us the level of success. This will also be used to enhance the services provided to meet the needs of the participants from disadvantaged communities.

All participants prior to taking coaching will be seen and their proficiency level measured. We will thereafter monitor the level of progress and achievements in cricketing by the participants.

Question 11: How will you promote your evaluation/lessons learnt?

Lessons learnt will be circulated to all the coaches and will be fed back to the funders. We will also give a detailed feed back to Leicestershire County Cricket Club with whom we are closely associated.

Any changes needed from the lessons learnt will be implemented and incorporated in our policies and practices.

Part Five: Bank Details and Declaration

Is your organization registered for VAT?

Yes/No

No

Please provide your bank details below

Account name:

Sort Code:

Account Number:

Bank/Building Society Name: HSBC

Address: 2-6 Gallowtree Gate
Leicester LE1 1DN

Declaration

Please read and complete the follow declaration.

The **City Cricket Academy** is formally constituted, and has been established for at least one year.

The **City Cricket Academy** also conforms to all its legal obligations as a formally constituted body, including the Sex Discrimination Act 1975, Race Relations Act 1976, Disabled Discrimination Act 1995. The **City Cricket Academy** also complies with the Data Protection Act 1998, Health and Safety at Work Act 1974 and the Construction (Design & Management) Regulations 1994.

The **City Cricket Academy** is a private organisation.

The **City Cricket Academy** has an appropriate Equal Opportunities Policy.

If successful the **City Cricket Academy** will use the monies awarded under the Community Cohesion Budget to carry out the activities as described in this application form. The **City Cricket Academy** affirms that this particular activity is not part of its core function and is in addition to the work of the organisation.

On acceptance the **City Cricket Academy** will be subject to a formal legal agreement that sets out the roles and responsibilities of it and the Community Cohesion Fund. The project will also be subject to 2/3 monitoring visits with an appointed officer to ensure that the project is progressing.

I certify that the information provided on this form is correct.

On behalf of: City Cricket Academy

Name of the Person Signing: Mr. Anshuman Bhagawati

Position: Project Manager

Signature: Anshuman Bhagawati Date: 11/06/09