



MIDDLESEX: OUR COMMUNITY

All of us at Middlesex Cricket feel that it's a privilege to represent such a diverse, vibrant and talented community. Middlesex is our home, your home, but it's a challenging one. We're using the power of cricket and the love of the game to change lives and unlock potential across every part of the county, but we can only do this in partnership with our community investors.

Middlesex is Tower Hamlets; it's Hackney, Hounslow, Richmond and Camden. Middlesex is a county of contrast, a patchwork of communities, some of which are surprisingly struggling to thrive. Young people, disabled people and future community leaders are not getting a chance to achieve their potential.

But we're changing this. Our support is nurturing hundreds of young people and communities. Our grassroots programmes are helping to foster community cohesion, to bring out leadership, to give young people confidence and skills, to enhance careers and raise educational standards. We're proud to serve our community and we have big ambitions for the future.

Our community investors are the lifeblood of our programmes. We welcome anyone and everyone to work with us for our Middlesex community. Our

investors range from blue chip companies with corporate social responsibility objectives, foundations and trusts who have the same goals as we do, small business who want to give back to their community; and individuals - people who love the game and love their community as much as we do.



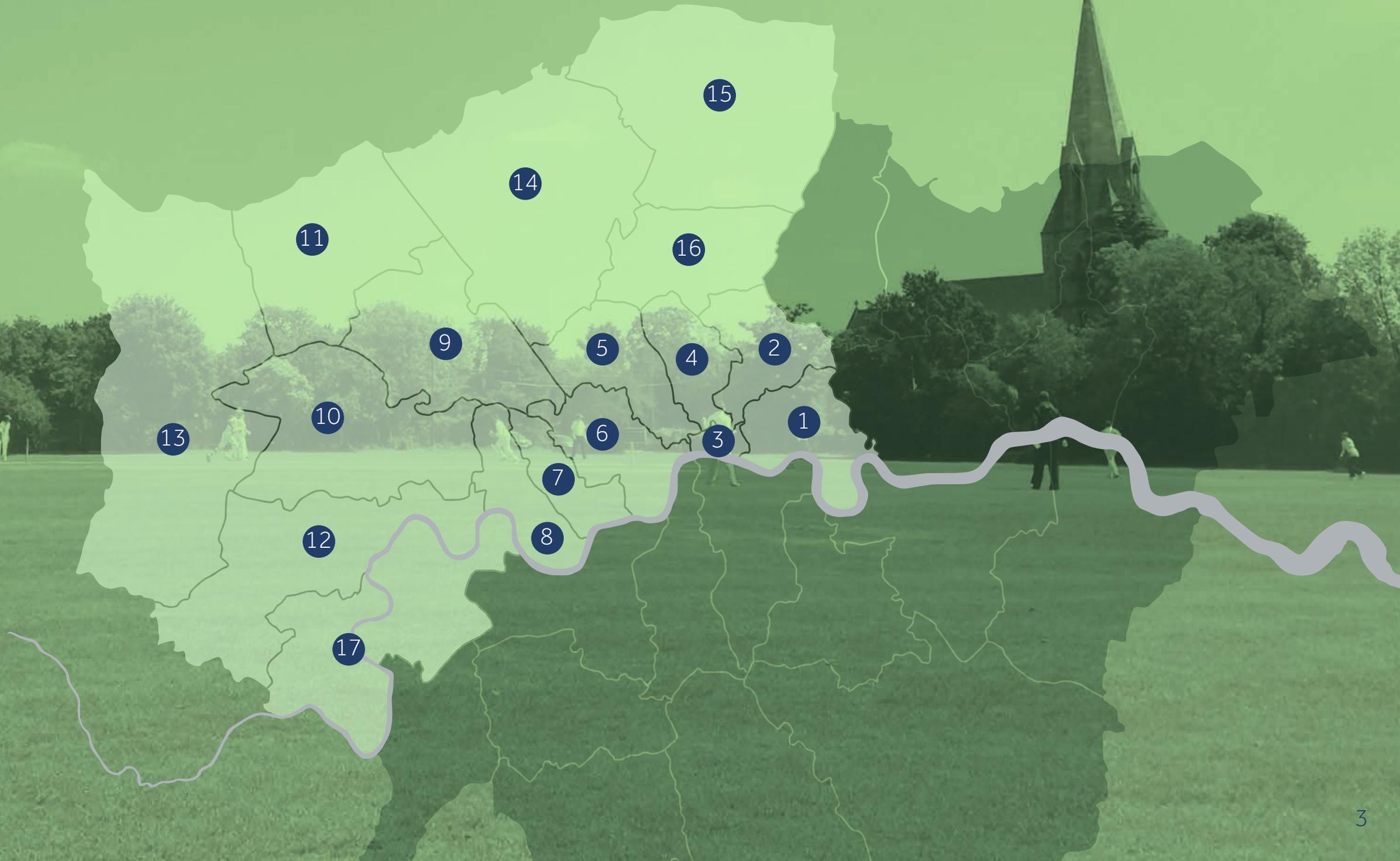
"We're using the power of cricket and the love of the game to change lives"





YOUR COMMUNITY

1. TOWER HAMLETS
2. HACKNEY
3. CITY OF LONDON
4. ISLINGTON
5. CAMDEN
6. WESTMINSTER
7. KENSINGTON & CHELSEA
8. HAMMERSMITH & FULHAM
9. BRENT
10. EALING
11. HARROW
12. HOUNSLOW
13. HILLINGDON
14. BARNET
15. ENFIELD
16. HARINGEY
17. RICHMOND





OUR CHALLENGE

Middlesex is not a neat county. Its history of fragmentation has given Middlesex an almost mythical, intangible quality. But it's real and it's our county and our community. Stretching from the richly diverse suburbs of Uxbridge and Southall in the west, to commuter-belt Cockfosters in the north and Tower Hamlets, with the highest child poverty rate in the country, in the east, Middlesex is striated with inequalities and a lack of opportunity for thousands of people.

But we are making progress. We are working across 17 boroughs using cricket as a tool to inspire, educate and to open doors to give hundreds of young people and adults a brighter future.

We've found that cricket isn't just about improving physical fitness or finding a star player from grassroots level. We've found that cricket has the power to reduce gang culture, improve community cohesion, develop community leaders and to raise young people's educational achievements and ambitions.

It's your community. Please join us.

●●
"I'm proud that I'm
making a real difference
to my community"
Shakeel Ahmed
●●





OUR WORK





MAKING A DIFFERENCE

Our community investors are what makes our programmes work and our young people succeed. From the gift of a bat, to supporting a dozen new coaches in deprived areas, to funding a three-year grassroots programme, every investment, big or small, counts. We're pleased to show you round some of our - and your - projects that are making a difference.



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"Our Middlesex community is rich with diversity but alongside this has a multitude of different pressure points and needs. Our Panthers Community Programme is designed flexibly to be able to meet this variety of needs, and our people work across Middlesex, bringing individual support to local communities." Katie Berry
••



Panthers Community Programme in Tower Hamlets

Our community investors have supported this project, which is identifying and training role models and coaches who are breaking down the post code barriers in our Tower Hamlets community. Cricket is being used to bring young people from different estates together to play rather than to fight. Our new coaches are running sessions where young people representing their estates against neighbouring boroughs have promoted team spirit, fair play and mutual respect. This is being transferred to off-field interaction.

● Tarek's story

Tarek's early life was chaotic and unsettling. His involvement with a Stepney-based gang risked his future but cricket had always been an interest to him. The Panthers Community Project gave him the opportunity to train as a coach and his new qualifications have allowed Tarek to begin working for Tower Hamlets Youth Sport Foundation, running sessions for local young people. Supporting himself and others in his household he has looked to progress by taking his Level 2 coaching qualification and is improving his communication skills. His commitment to cricket has changed his life and the Panthers Community Project has ensured this continues.

Tarek says "If it wasn't for the Panthers Community Project I don't know what I'd be doing. It's given me a sense of direction, and I'm really proud of my achievements so far."

● Shaykul's story

Shaykul is a gifted cricketer and has represented his borough and Middlesex County. As a 13-year-old he recorded the team's best bowling figures of six wickets for eight runs from eight overs. But as he matured, his enthusiasm waned and his involvement with County Performance teams stopped. He was in danger of dropping off the radar but for his older brother's involvement as one of the first coaches employed under our Stepping Stones programme. Our Panther Community Programme appeared at the right time, and, inspired by his brother, Shaykul's involvement with the Programme has brought his love of the game back to life. With a Level 2 coaching qualification at his disposal, cricket is now an employment route as well as a recreational activity for him.

He is weighing up whether to pursue cricket coaching full time immediately or study Sports Science at university before seeking employment.



MAKING OPPORTUNITIES

A Chance to Shine

We're working in targeted schools across Middlesex, helping them create a school cricket club and training staff and young leaders to deliver cricket. We're creating the capacity and the opportunity for young people to play cricket, to gain skills and to reveal their talent. As part of this programme - A Chance to Shine - we're supporting School Cricket Ambassadors, young people chosen by their teachers, coaches and peers to help promote cricket in their local community.

● Shivani's story

Shivani Unadkat is from Park High School and was voted as Chance to Shine Ambassador of the Year.

Her mentor Ruan Louw who has worked with Shivani throughout the year, says "Shivani is a fantastic organisational support to Park High and the PE teacher. She undertakes the administration and registry and is very keen in sessions, where she takes a lead among her peers. She is a fantastic role model."



TACKLING CULTURAL CHALLENGES

We're working with Pro-Active East London and the Tower Hamlets Muslim Women's Project, bringing opportunities for women and girls to improve their fitness, wellbeing and confidence through playing cricket tailored to meet cultural and locational challenges. Beginning with fun training drills that enthuse participants, our players are coached by female coaches from the Muslim community. Whilst sessions included match play on a weekly basis, the project also encourages longer term participation with an 'informal' Muslim women's league.

We have ambitions to train more female coaches and establish more Muslim women's cricketering communities.



FULFIL THEIR POTENTIAL

We're focusing on the power of cricket to improve the confidence, communication and team-work skills of young people with disabilities or special educational needs. One way we've done this is by training our coaches to be able to coach young people with these needs as well as train teachers to be able to run cricket sessions. We've got ambitions to offer Table Cricket more regularly to young people with profound and complex needs who may struggle to play other types of cricket, and we're training teachers and coaches to be confident to introduce this. With help from our community investors we've significantly increased the number of disabled people playing the sport to the extent that we are able to introduce a pathway for disabled people to develop into County players.

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"I feel like I use my leadership skills and it has helped me as a person. I have enjoyed meeting new people as well. Thank you, Middlesex."
Matthew Jones

● Tom's story

Tom started playing when he was very small. We wanted to channel his wonderful skill of being able to hit me with an object from a great distance and I thought cricket was the one for him. Tom has a moderate learning disability and ADHD, so I wasn't sure how cricket would go as it requires quite a lot of focus, concentration and standing around, but it's been absolutely amazing for him, he loves it. He's been so happy since we found Middlesex, through being with people who understand that he might require a bit of extra coaching or motivation or encouragement. Tom was starting to lose his confidence until he found Middlesex; he now gets a lot more positive reinforcement, his self-esteem has grown, he talks to people about playing for his County and is so proud to be involved. It's also increased his skill level, from the wonderful intensive coaching.



We're proud of the success that our investors are bringing to the community and the game. But this is only the start. We have big ambitions to expand our activities and bring the game to more schools and more communities. We want to change more lives, fulfil more potential and ignite an even wider and deeper love for the game. To do this we need the help of more community investors - people and organisations like you.

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"Tom doesn't write really, but every week he has to write a diary and it's always about what he did with Middlesex. His teacher uses it as a way to get him to refocus when he's at school." Tom's mum.





OUR COMMUNITY INVESTORS ARE PEOPLE LIKE YOU

Join our team of community investors, a team of people, organisations and businesses that are so different but have two things in common: a desire to support their community and a love for the game.

If you have CSR ambitions, if you'd like to give something back to your community, if you'd like to help bring more women and girls into the game, if you'd like to support disabled people and all the while enriching and developing the sport you love, then consider investing in your community through Middlesex Cricket.



"At X, we understand the power of cricket to make meaningful, sustainable change and our support for Middlesex cricket contributes hugely to our CSR objectives."
(big business quote)

"My business is based here and I feel that I'm giving back to the community that has supported me for so long."
(South Asian business quote)

"Middlesex Cricket is really helping us achieve our community goals. It has the infrastructure and the expertise to implement interventions that we could not do directly ourselves. It's achieving our goals for us in an effective and efficient way." (Trust quote)

"I've always loved the game and always supported Middlesex. I know that my money is going to develop both, and I'm especially excited that I might help find the next star player. Of course, it all helps that it's a tax efficient investment!"
(wealthy individual quote)



HOW TO GET INVOLVED

Our community programmes cover a lot of ground and that's why we're grateful for all support. From a bat to a three-year programme, no investment is too small, or too big!

We can make sure that your investment supports something that you care especially about. It could be improving the lives of people in your own community or where your head office is based; you could have a special interest in improving quality of life for people in disadvantaged areas of Middlesex or a desire to help disabled people achieve their potential. Whatever you feel is right for you, we can help you achieve that. Or tell us what aspect of Middlesex you would like to support and we can help with that, too.



Take a look at our current projects that need more investment right now:

- Disability Performance Teams: Achieving more.
- Borough Cricket: Bringing communities closer.
- Panthers Community Programme: Catching young people before they fall.
- Inclusive Clubs: Cricket for all.
- Women's and Girls' Performance Teams: Bringing talent into the game.
- Player Pathway: Achieving their full potential.

Call us

Cricket changes lives, and so can you.
Call Katie Berry now on 07768 558 082
or email katie.berry@middlesexccc.com

Investing in Middlesex Cricket's community programmes is a tax efficient investment.

For more information, call 0800 7289 1300



THANK YOU



- "Instead of fighting, the former gangs are playing cricket together, and learning respect and teamwork. It wouldn't have happened without the P Project."
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- "Now I'm a qualified coach: I'm proud of myself and have more confidence."
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- "There's a definite sense of community now."
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- "I always wanted to play cricket but didn't have the chance. Now I'm playing every week and have made new friends."
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TALK TO US

We hope that we've shown you some of the challenges that our Middlesex community faces and how we are striving to reduce inequalities, raise aspirations and improve educational levels across Middlesex. We'd be delighted for you to join us, and any support, no matter how big or small, is welcome and much needed.

Call us now - we'd love to talk to you. We can tell you more about what we're doing in Middlesex, and find out more about you and how we can help you support Middlesex in the way you'd like to. And of course, there is no obligation.