

TONBRIDGE & MALLING BOROUGH COUNCIL

COMMUNITIES ADVISORY BOARD

4th December 2012

Report of the Chief Executive

Part 1- Public

Matters for Recommendation to Cabinet - Non-Key Decision (Decision may be taken by the Cabinet Member)

1 YOUNG LEADERS IN CRICKET INITIATIVE

To endorse the Borough Council's participation in the Young Leaders in Cricket initiative following its endorsement by the Local Strategic Partnership at its meeting in September.

1.1 Young Leaders in Cricket

1.1.1 The Young Leaders in Cricket initiative aims to increase engagement of young people aged 14-16 in cricket and associated skills of leadership, coaching, volunteering and more generic 'life skills'. It focuses on areas where there is a need to engage more young people in positive activities and is a good fit with wider community development programmes in areas of greater deprivation. The programme was originally developed in South East London, has won the endorsement of the ECB, and is now being rolled out in Kent with the support of the Kent Cricket Board. Locally, The Tonbridge and Malling District Cricket Partnership has proposed that a pilot project be launched in the Borough focusing initially on Snodland and East Malling. Addington Cricket Club is to act as the 'mentor' club for this programme.

1.1.2 A presentation was made to the September meeting of the Local Strategic Partnership by Peter Robinson of the Tonbridge and Malling District Cricket Partnership. The proposal to launch a pilot project in the Borough won considerable support. Subsequently, the Local Children's Trust Board has also formally supported the initiative. Peter Robinson will be attending the meeting of the Board to describe the programme in more detail and give an update on progress.

1.2 Benefits of the Programme

1.2.1 As members of this Board will be aware, increased youth engagement and the provision of positive youth activities and programmes in our priority communities is a major part of the community development work which is undertaken in those areas. Both Snodland and East Malling have local cricket clubs who are willing to

participate in the programme to help strengthen their youth recruitment and participation. The programme also involves direct engagement with local secondary schools and other local clubs such as the scouts and DoEto help promote the scheme and refer interested participants to the programme. Whilst some young people might not initially be attracted to a 'cricket' programme of this kind, it is anticipated that, with appropriate marketing and engagement events, sufficient numbers of young people from different backgrounds can be encouraged to take part.

- 1.2.2 Local engagement work is now underway in both communities. A successful bid has been made to the Local Children's Trust community chest for funding to support the development of the programme over the winter months. It is hoped that an initial Young Leaders in Cricket programme can be launched in the Spring of 2013. Training sessions are to be delivered in local settings to ensure the children of families without transport have every opportunity of taking part. In addition, further financial support is being sought from both the ECB and the KCB to help further develop the local programme.

1.3 Legal Implications

- 1.3.1 None

1.4 Financial and Value for Money Considerations

- 1.4.1 External funding is in place to fund the set up phase of this project and further funding bids are to be submitted. The Borough Council's main commitment relates to officer time in assisting with the launch, marketing and delivery of the programme.

1.5 Risk Assessment

- 1.5.1 N/A

1.6 Equality Impact Assessment

- 1.6.1 See 'Screening for equality impacts' table at end of report

1.7 Recommendations

- 1.7.1 That proposal for a Young Leaders in Cricket programme for Tonbridge and Malling **BE SUPPORTED** and that progress achieved to date **BE NOTED**.

The Chief Executive confirms that the proposals contained in the recommendation(s), if approved, will fall within the Council's Budget and Policy Framework.

Background papers:

contact: Mark Raymond

Nil

David Hughes
Chief Executive

Screening for equality impacts:		
Question	Answer	Explanation of impacts
a. Does the decision being made or recommended through this paper have potential to cause adverse impact or discriminate against different groups in the community?	No	The programme will be open to all young people.
b. Does the decision being made or recommended through this paper make a positive contribution to promoting equality?	Yes	A specific focus of the programme is on engaging harder to reach younger people in our less affluent communities.
c. What steps are you taking to mitigate, reduce, avoid or minimise the impacts identified above?		N/A

In submitting this report, the Chief Officer doing so is confirming that they have given due regard to the equality impacts of the decision being considered, as noted in the table above.