



The Arundel Castle Cricket Foundation

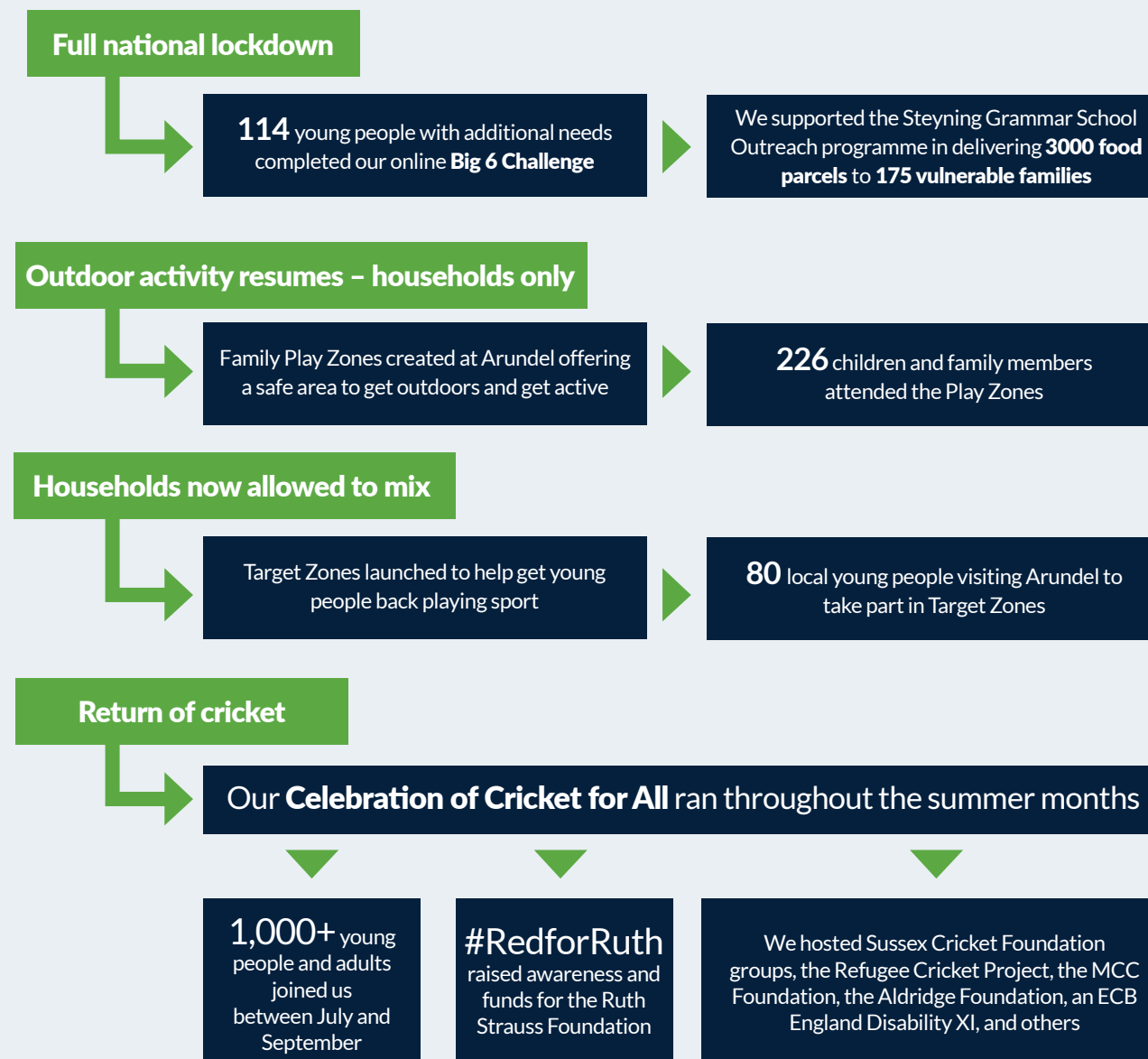
2020-22 Strategy





Our 2020 Scorecard

Having formed 32 years ago, we have a strong track record in providing inspiring experiences that aim to give young people confidence and new skills. The uniquely beautiful and world famous Arundel Castle Cricket Ground in West Sussex has provided our home. Whilst we were unable to deliver our typical range of programmes, we knew our ground could be put to invaluable use during the pandemic. During 2020 we worked with our partners, stakeholders and donors to deliver a programme of Covid secure activities and interventions that reached and inspired more than 1,000 young people and their families.



Welcome

2020 was always going to be a year of transition. The plan for my first year stepping into the sizeable shoes of the great Johnny Barclay entailed reviewing our existing operations and programmes, and doing a lot of listening and observing. Naturally, I also planned to identify ways in which we could build on Johnny's legacy in enhancing and strengthening our work for the future.



However, Covid 19 struck, and as with all organisations, we knew the pandemic was going to have a significant impact on our charity. But we also knew that we were well-placed to cope with it. We knew quite early on that

we would be unable to welcome young people from inner city communities but we also knew that with a bit of creativity, our ground could be put to invaluable use for local communities. Indeed, we acted with agility and creativity to develop new opportunities at each stage of lockdown.

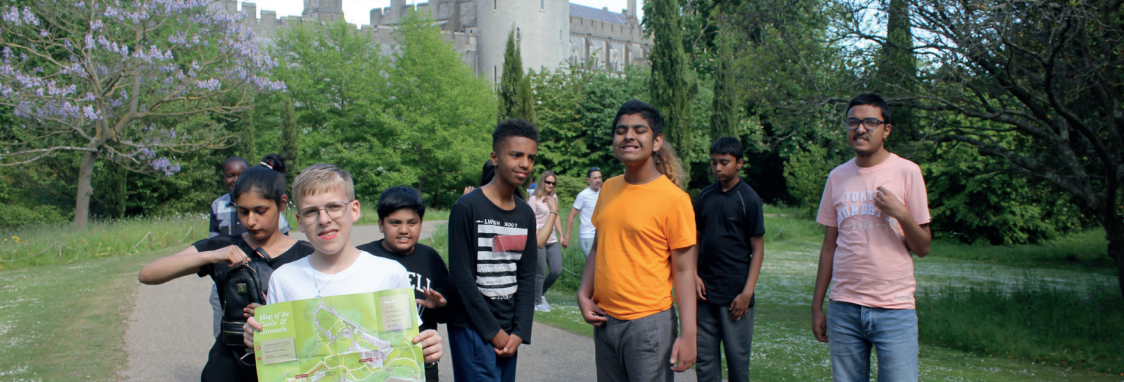
I have spent considerable time in my tenure to date talking to many individuals and organisations, gathering insight as to what the future of the Arundel Castle Cricket Foundation should look like, what issues we should address and how we continue to make a lasting impact on the communities we connect with. The amount of goodwill for what we do, and the general interest in our charity, has been a delight to witness. The charity's strengths remain the desire of many: our ground, the castle, its gardens and surrounding woodland; our solid financial position and governance; our loyal supporters; our independence; and our reputation for bringing joy and educational opportunities to hundreds of children that need it most, year on year.

However, as with all organisations, we must continually look to assess the broader social, economic and political landscapes to ensure we have a plan to thrive for years to come. And despite our strengths, we face a number of challenges in the coming years. Indeed, we remain in a pandemic, the implications of which will be sizeable but remain largely unknown. This includes the risk to the mental and physical well-being among young people and to growing levels of social and educational inequalities.

What follows is our strategy to guide the Foundation through the next two years. The 2 year period is very deliberate and is considered a prudent term to allow us to ride the wave of the pandemic, to assess the longer-term implications of the pandemic, and to "explore and evaluate" a range of different themes, programmes and internal operations – all of which are aimed at ensuring our long term sustainability beyond this initial period of two years.

I have sought to keep the thinking in this strategy clear but short and concise. It is backed up with a comprehensive business plan and I'd be happy to discuss this should anyone wish to do so.

Tim Shutt
Director, Arundel Castle Cricket Foundation



Arundel Castle Cricket Foundation

Our Mission Statement

We use the power of cricket, outdoor recreation and our unique, historic setting to create magical experiences that enhance the education, health and wellbeing of disadvantaged young people.

Our Strategy

“Explore and Evaluate”

Over the next two years we will continue to engage three groups of young people through our programmes: those from **inner London Boroughs**, those with **special educational needs and disabilities**, and those from **local communities**.

For each group, the purpose will be “**to deliver a magical experience, with sustained impact achieved through targeted partnerships**”. For local groups, this may be a series of magical experiences.

Each programme will seek to boost **inclusion**, inspire **education** and learning, and improve mental and physical **health**.

This strategy will be largely built on **partnerships**. There are two principle reasons for this: firstly, we are operating in a competitive sector with the pandemic only serving to heighten this. Secondly, and perhaps more importantly, we acknowledge, particularly in the case of London youngsters who may only visit us once or twice, that collaborating with other London based organisations will enhance our ability to make a more sustainable, tangible difference to these young people.

Therefore, **targeted partnerships will be key to ensure we fulfil 3 key strategic objectives:**

- **Sourcing** – we will work with carefully selected schools, cricket charities and other organisations to ensure we work with children who need our help most
- **Quality** – we will work with other organisations to ensure that the experience that young people have when they are with us is of the highest quality
- **Impact** – partnerships can enable us to maintain a level of engagement with the young people prior to, and post, their visit to us.

Through to 2022 we will **explore and evaluate** our current programmes, enhancing and evolving the way they work and the impact they have. We’ll look to develop and implement new programme content that strengthens the sustainability of our impact.

Our Approach

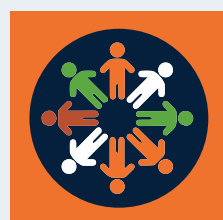
We want the young people we reach to have a magical experience that leads to lasting positive outcomes. We have mapped out how our programmes meet the needs of young people, the roles that our Foundation and our partners need to play, and how our support leads to a range of individual and social outcomes.





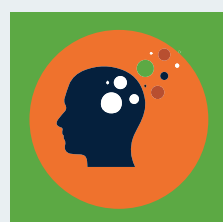
Our Two-Year Plan

We've set ourselves a series of action focused targets that we intend to deliver through to 2022. Over this time we'll look to explore, evaluate and enhance the way the Foundation works with an emphasis on the people we support, the issues we address, the activities we deliver, the way we assess impact, and the policies and processes we maintain.



Our Communities

- The Charity's focus has become increasingly on London children in recent years. Whilst a high level of focus will remain in this area, **we will increase our levels of support to local Communities.**
- Supporting young people with special education needs and disabilities remains a high priority. To enhance what we do, **we will define what 'gold standard' looks like and aim for it; and consider investing in our facilities to reach it.**
- We aim to work with a **minimum of 1000 young people each year.**



Our Outcomes

- Having always focussed on inclusion and education, **we will include more of an emphasis on health, in particular young people's mental health.**



Our Activities

- Whilst our programme reveals our passionate belief in the benefits of outdoor recreation, **we will establish a new digital platform that can enhance of levels of engagement with young people, pre and post their visit**
- Using the vast acres of woodland "beyond the boundary", **we will incorporate new nature-based aspects within our programmes**
- **We will develop new activities aimed at improving mental and physical health**
- **We will develop the concept of the "Arundel Way"** - a set of values and attributes that will feature across all our programmes. We will strive to ensure young people visiting us leave with an aspirational commitment to the Arundel Way to help guide them through the challenges they face in life.



Our Impact

- We will identify opportunities to expand our reach or increase our capacity
- We will establish the most effective ways to deliver our purpose
- We will build lasting partnerships with organisations with a shared vision
- We will develop a clear focus on measuring the quality of our activity, our impact and how we communicate that



Our organisation

- We will create a set of values for all involved with our Charity to adopt
- We will ensure ongoing compliance with all relevant legislation and regulations
- We will ensure safeguarding is of the highest priority across all aspects of our Operation
- We will ensure Equality, Diversity and Inclusion is prioritised in all areas of Foundation policy and process
- We will develop a clear focus on measuring the effectiveness of our Charity
- We will ensure we have the skills and competencies within our organisation to implement this strategy
- We will develop a new Fundraising strategy, with a key aim to diversify our income streams
- We will develop a new Marketing and Communications strategy, including creating a stronger online presence

Share our 2020 Vision

The support given to this Charity over many years has been incredible. I sincerely hope you are willing to stay with us in this crucial period of transition and uncertainty. One thing is for certain – the need for charities such as ours that provide support to young people facing disadvantage in the multiplicity of forms it can take, will possibly never have been greater.

We would also love to welcome new partners to help us deliver this plan. If there is anything within this that is of particular interest to you, please get in touch.



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