



WELCOME

We're delighted to share with you our annual impact report. We'll look back across 2021 and the projects we delivered, the partners we worked with and the young people we supported in what was our 35th year. As for many, 2021 continued to be a year of adaptation with the pandemic affecting the programmes we can deliver, and the ways in which we engage from our home just a stone's throw from Arundel Castle. If you would like to find out any more about our work, or if the stories in this report inspire you to want to help us reach more young people, please get in touch.





MESSAGE FROM OUR CHAIR



It is so pleasing to be able to report that the Foundation played its part in bringing joy and happiness into the lives of young people and families at a time when the need has never been greater. The pandemic continued to cast a shadow during the year but the Foundation was able to deliver a full programme of activities.

The beautiful setting of the Arundel Castle Cricket Ground as well as the castle gardens, the woodland and proximity of the seaside provide the perfect setting to reset and refresh the minds and bodies of those who visit. The Trustees are focused on ensuring that the Foundation delivers the best programmes it can to those who need them most. This year we have created a set of values and desired outcomes that we have called "Our Arundel Way". All our activities are benchmarked against this. Thanks to a donor, we have been able to commission a comprehensive Impact Report. All our activities have been scrutinised and the conclusions will help inform our programme going forward.

We recognise the importance of collaboration and partnership, not only to ensure that we deliver the most effective activities, but also to reach out to those who can most benefit from a visit to Arundel. The way the Foundation has strengthened existing partnerships while creating new relationships over the last 12 months has been incredibly positive.

Without the support and encouragement of the Duke of Norfolk and Henry Arundel as well as our donors, the commitment of the Trustees and the hard work of the team at Arundel, brilliantly led by Tim Shutt, none of this would be possible. The Trustees regularly review every aspect of our charitable operation and activities and we are looking to the future with confidence. Our financial position remains sound although we do anticipate that the fundraising environment will remain challenging.

I would like to thank all our donors for their support. The Trustees take their responsibilities seriously and we are determined to ensure that we maintain a rigorous focus on delivering our charitable objectives in the most cost-effective way possible.

Peter Bristowe, Chairman of Trustees

ARUNDEL CASTLE CRICKET FOUNDATION

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A YEAR OF DELIVERY, NEW DIRECTIONS AND ADAPTATION



We are now one year through a two-year strategy. We purposefully set a short timeframe to support what we knew would be a time of change – as we continue to adapt to the pandemic, but also as we look ahead to a refreshed and repurposed focus for the Foundation.

No sooner had the year begun we found ourselves in the middle of another society-wide lockdown. With schools closed and social interactions limited, we pressed ahead with a twofold programme for the year. We maintained a commitment to responding to any easings of social restrictions in a way that would benefit our participant groups. Alongside that we sought to programme as much covid-secure delivery as we could to get back to what we do best: providing magical experiences from our home here in Sussex.

Our Family Days offered an opportunity for 45 Sussex families to visit Arundel at the height of lockdown, to get outdoors, to reconnect and to get back to normality. Initial sessions were offered to families with children with additional needs with subsequent programmes reaching further. With restrictions easing as the year went on we were able to run a series of programmes and interventions that reached young people with high needs from Sussex and across London. Across 2021 more than 1,100 children and young people were engaged at Arundel through more than 2,000 attendances.

New partnerships were established along the way. 220 students from Bohunt Education Trust joined sessions aimed at boosting their confidence and wellbeing, 30 young people from Surrey Cricket Foundation completed a residential stay, while 90 students from a local primary helped kickstart a new wellbeing programme and 80 students from Alternative Provision Schools joined our first GoSketch programme fusing cricket and creativity.

We're excited to see how these programmes and more continue to develop alongside our long-standing commitment to supporting young people from Inner London locations.

Tim Shutt, Director

SOLID FOUNDATIONS

We combine a deep understanding of our programmes, and the outcomes they can realise, with insight gathered by us and our partners around the needs and issues we can help address. This approach is particularly relevant at the current time where we need to be focused on both our longer-term core aspirations as well as maintaining the flexibility to pivot and tackle new and emerging issues. Our strategy reflects this position.



OUR STRATEGY

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

We ENGAGE young people from Inner London boroughs, those with additional needs, and those from the local community

Our OUTCOMES focus on boosting inclusion, raising education and improving health

We structure our outcomes around our ARUNDEL WAY- we want young people to leave us after completing a positive experience that enhances their; Positivity Towards Cricket, Teamwork, Goal Setting, Resilience, Creative Thinking, Focus and Ambition

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GETTING ON THE FRONT FOOT

Our fully inclusive programmes are jam packed with different activities. Cricket, bushcraft, yoga, art, visits to the Castle, castle garden and the beach are often new experiences for our visitors and are designed to empower, refresh, refocus and inspire.

What we do

Our programmes engage predominantly three groups of young people

LONDON

Inner London

Hosting visits and residential stays that provide inspirational and transformative experiences to young people impacted by disadvantage and inequality



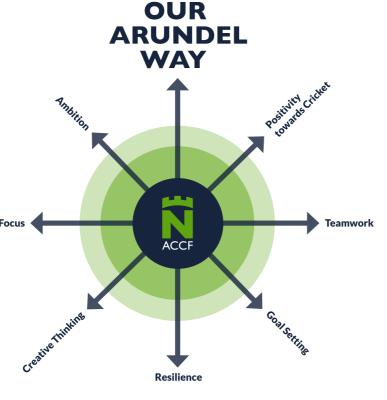
Local Communities

Engaging and inspiring young people across Sussex through cricket and the Arundel estate to raise ambition, progress personal development and create opportunity



Special Educational Needs and Disabilities

Providing unique experiences designed around the needs, abilities and aspirations of the individual that promote independence, confidence and development of life skills



OUR EXPERIENCES

We combine cricket, learning opportunities and a whole host of outdoor activities that keep our visitors engaged from the moment they step off the coach to when their heads hit their pillows!

Let's Play Cricket

Cricket has been played at Arundel since 1895. Our unique setting supports all levels of the game; beginners get to grips on the outfield, experienced cricketers use the first-class pitch and our indoor centre offers training facilities all year round.

Digging Through History

Arundel Castle, the home of the Duke of Norfolk, offers centuries of inspiration to our visitors. The Castle, it's historical and cultural contents, and its beautiful gardens all offer new perspectives.

The Great Outdoors

Around our pitch is a world of woodland wonder to explore. Learning bushcraft, building campfires, cooking outdoors, using the scenery to inspire creativity – and all just a pair of wellies away.

Going on Tour

The learning opportunity extends to 24hrs with our residential stays. While it's often their first stay away from home the young people gain so much from cooking, campfires, night hikes, abseiling, and much more.

Sussex by the Sea

Our visitors also get out and about. Many happy memories have been made during a first visit to the seaside or tucking in to fish and chips sitting on the sea wall with their mates.

Inner Strength

The peaceful setting at Arundel creates a great space to take a little time to relax and talk. Our sessions with ex-professional cricketers focus on resilience, managing emotions and goal setting.















TACKLING INEQUALITY AND DISADVANTAGE

From our earliest days the Arundel Castle Cricket Foundation has aimed to use cricket as a way to overcome social inequalities.

Never has this issue been more important. The pandemic has highlighted and heightened existing inequalities, Black Lives Matter is changing hearts and minds on both the front and back pages, and cricket itself has had to look at the role our sport plays in creating a fairer society.

Every programme we run looks to shape a more positive future for our participants. Whether that's offering young cricketers access to inspirational opportunities, providing experiences that promote social mobility, or developing the skills and confidence to plan your own future. It's all part of the Foundation's play book.



A SERIES OF FIRSTS

When 100 students from Inner London primary schools visited as part of our partnership with Capital Kids Cricket, they embraced the full Arundel experience during their three-day residential experience.

For many this was the first time away from their parents, and for most, it was their only holiday due to the pandemic. While both schools maintain a cricket programme the majority of these young people had very little connection to the game and so we made sure the games they played were fun, inclusive and accessible. For the cricketers within the group they saw the visit to Arundel as one of the highpoints of their cricket calendar.

Away from the pitch, the group explored the woodland, visited the castle grounds and had a fun trip to a local beach. This range of activities allowed the group to further explore wider curriculum aspects as well as develop social, emotional and behavioural outcomes across the group. After they'd returned to school we received a lovely letter from the school stressing how much the children had benefited from the experience and how powerful the unexpected outcomes had been. Many of the group had never seen a castle anywhere other than on the pages of a book.

"

The whole experience was so much more than expected. The days were so busy with cricket, as well as the important learning opportunities that had been included.

Mrs Terri Adams, Deputy Headteacher, Middle Park Primary

Primary School Programme

100 students3-day residential experienceArundel Way Outcomes55%+ improved Problem Solving

41%+ increased Resilience

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CRICKET 101

In the middle of July, 25 students from the Duke's Aldridge Academy, Tottenham, North London, made their way to Arundel for a residential stay.

The school represents a diverse community living in a densely populated and highly developed part of London. The opportunity to get away from the city, hone their cricket skills and explore the countryside while developing a range of life skills formed a core part of the programme.

As part of their broader educational focus students are encouraged to achieve 101 cultural experiences that widen their experiences and outlook. Alongside this the 'Aldridge Attributes' establish a framework for personal development encompassing everything from resilience to risk taking. These aspects integrated so well with our own Arundel Way with students trying new things and developing new skills as they explored our ground, the woodland and the local area.

The Duke's Experience

25 young people from North London95% of students are from ethnic backgrounds65% identified as Pupil Premium68% of families don't speak English as their first language

Biggest Arundel Way outcomes were Goal Setting and Teamwork



CRICKETING CONNECTIONS

A new programme launched in 2021 saw the Foundation partner with Surrey Cricket Foundation and Chance to Shine to offer 25 young people from their Croydon Youth Street Project a three-day stay at Arundel.

Most of the group were male, aged 11-14 and came from under-represented groups living in an area of high deprivation. They play indoor and urban-based cricket regularly throughout the year and the trip was intended to provide an opportunity to reconnect with nature, escape their hectic inner city lives and try new activities to help them become young role models within their communities.

With Chance to Shine leading on the assessment process we found that the group returned happier, more positive about cricket and feeling generally more satisfied with their lives. Interestingly, while so many of the outcomes were hugely positive, we do believe that the activities they took part in also increased their own self awareness and highlighted areas like resilience, goal setting or meeting new people where their skills and confidence were not as high as was initially expected.

It was great to be around friends and have the opportunity to make new ones!

Participant, Age 11

Arundel Way Outcomes

25 Young People

42%+ boost to Cricketing Positivity

39%+ improved Goal Setting

36%+ increased Resilience

35%+ boost to Teamworking skills



BREAKING BOUNDARIES

While the game itself is played within a defined boundary, we believe that cricket can be much more expansive, facilitating social mobility and creating pathways to new horizons.

Our inclusive cricket programmes offer young players the opportunity to put their skills to the test in match settings that would not normally be available. We want to create these chances where they can develop their cricketing skills and knowledge but at the same time see beyond the boundary and have the headspace to think about their futures and access the wider support of the Foundation.

It's an area we're already looking at in 2022 as we want the pathways we offer to be clearer and more defined and we need to understand better the nature of the outcomes we support. Feedback from previous groups has shown that the inspirational experience we provide encourages young cricketers to think differently about their education and their social development while creating the confidence and self-belief to consider much broader careers and future moves.

Capital Kids Cricket Group

Arundel Way Outcomes

38%+ improved Goal Setting

36%+ increased Ambition

35%+ boost to Creative Thinking

33%+ strengthened Resilience

Arundel means so much to so many people - I visited as a young player which inspired me to grow within the game and beyond.

Arfan Akram, Trustee, Arundel Castle Cricket Foundation, Capital Kids Cricket Group



((

The young people in our programme are from inner cities and they don't get the opportunity to play at grounds like this.

Chevy Green,
Director of Programmes, ACE

ACE Stats

Launched in 2019
Championing diversity within cricket
More than **70** young people engaged
Hub locations in London, Birmingham
and Bristol

INCLUSIVE CRICKET

We support many programmes that aim to provide pathways into cricket that challenge long standing inequalities. By sharing our ground with partners like ACE (African Caribbean Engagement programme), the Refugee Council's Cricket Programme, Capital Kids Cricket or our Prince's Trust tournament, developing cricketers can play the game on a first-class wicket.

ACE at Arundel

The ACE programme provides a pathway from grassroots cricket to the elite game for players who may not otherwise have that opportunity. We share their vision of greater diversity within cricket as currently just 1% of players from the recreational game are from the black British community and the professional game has seen a reduction of 75% of black British players over the last 20 years.

The sessions hosted at Arundel offered their London based cricketers a new experience of the game. Moving away from the built-up areas of the city and playing instead in the countryside on a first-class wicket. The work of ACE encourages new players to get into the game, engaging their families too, and opportunities to visit Arundel support these wider aspirations.



A LOCAL FOCUS

We know the needs of local children and young people are extensive too. Our aim is to offer the same level of support to those on our doorstep as we do to those from the capital.

There are many areas across Sussex where indicators of inequality or disadvantage are consistent with those we reach through our London interventions. The ongoing covid pandemic has increased these issues and affected the relationships between young people, reducing their engagement with education and greatly impacting on their mental and physical wellbeing.

In launching our new strategy last year, we made a commitment to look locally and aim to make a difference where we can. In 2021 we explored new programmes with key local partners, seeking an evidence-based approach to maximising our impact for those in most need of our support.



WELLBEING DAYS

White Meadows Primary School in Littlehampton partnered with us to develop and experience our new wellbeing programme that took place during the summer term.

90 students completed 3 days of activities that were designed to support students impacted by the lockdown and pandemic. The days blended cricket, bushcraft, healthy eating, yoga and mindfulness and visits to the castle gardens to boost physical activity levels through sport while enhancing their mental wellbeing through a range of complementary interventions and activities.

Feedback from the school has been incredible. From the sense of amazement that many students felt from their first view of the ground to the very practical outcomes where students have continued to use breathing techniques learnt at Arundel to control their emotions in school. Activities like this, alongside yoga and other wellbeing sessions, have helped the students explore and reflect on how they manage difficult situations – a key consideration as children begin to catch up on their missed development and schooling caused by the pandemic.



90 Children from White Meadows Primary

40% Pupil Premium

35% Free School Meals

25% SEN

Significant increase across all Arundel Way outcomes

I've memorised the things that he taught us, so that if I feel stressed in school I can

just do that again.

Pupil, White Meadows Primary School, Littlehampton



EMPOWERING STUDENTS

The Foundation's new partnership with Bohunt Education Trust wanted to raise students' self-belief and improve their wellbeing.

With school sites in Worthing, Portsmouth, Horsham and Steyning, Arundel offered a central location for Bohunt students to take part in activities aimed at tackling issues heightened by the pandemic. Single and three-day sessions saw 200+ students complete the full range of Arundel activities to boost confidence, rebuild social interactions and reconnect with their education and sport.

A detailed assessment of the programme was completed, highlighting the outcomes of the programme and the impact that the residential experience had on different students.

In looking at the programme in this detail we have identified areas to build upon and enhance to ensure that the 2022 sessions are even more effective and targeted towards students with the highest need.





ALTERNATIVE EDUCATION

We launched two new programmes in the year to work with and support students learning outside mainstream education. This included around 100 students from The West Sussex Alternative Provision College (APC) and from the My Choice School.

West Sussex APC looks after and educates children and young people excluded from mainstream education.

The summer months saw 80 of their primary and secondary students complete our first GoSketch programme with Future Proof Purpose CIC. The fusion of cricket coaching and design challenged each group to play together, work together and think creatively as they learnt more about the game and developed their individual team identities.

80 students taking partPrimary and Secondary students6 APC centres involvedSupported by Active Sussex

Students from My Choice School have complex emotional and educational difficulties, have become disengaged from learning and are unable to access larger school environments. Just under 20 of their students completed 6 days of activities here at Arundel – playing cricket, visiting the Castle and exploring the woodland.

For both groups we looked to provide an experience that would develop and enhance social connections and confidence among the students, alongside other skills and behaviours that will be beneficial in the classroom and their day-to-day lives.





SEND

A SAFE AND INSPIRATIONAL SPACE FOR ALL

Offering programmes for young people with special educational needs and disabilities has been a cornerstone of our Foundation for many years.

This year, more than any other, has seen a significant increase in the need for our programmes directed towards children with additional needs and disabilities. Our school partners expressed clearly how the pandemic has impacted these young people – demonstrating the negative effects seen on their wellbeing, social interactions and education.

It's why our delivery in 2021 focused on three different yet connected aspects. We opened our doors to 45 local families at the height of lockdown in February and March, providing a safe and secure space to get outdoors and play. We restarted our schools programmes as soon as we could – engaging a number of specialist educational providers in London and across Sussex.

BUILDING PERSONALITIES

We partnered with six specialist schools from London and Sussex to offer 60 children with additional and complex needs full days of activities here at Arundel.

It is within these programmes where we see some of the most profound and noticeable outcomes. The range of activities we provide engage the young people wholeheartedly, offering a safe and trusted environment where they can express themselves, learn to manage their emotions, build relationships and gain wider experience.

Feedback from the schools was both wide-ranging and incredibly powerful. The key outcomes mentioned by all included how the cricketing activities improved wellbeing and confidence – and offered a way for each child to express their personalities. The nature of the programmes, and the fun outlet they provide, enabled students to think creatively and to now associate new activities with something they will enjoy.

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It's an exceptional experience, a lifetime experience for many of them.



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Arundel Way Outcomes

60%+ increased Positivity

50%+ improved Focus

33%+ improved Goal Setting

33%+ boost to Creative Thinking

OUR PLANS FOR 2022

We will continue to stride forward, supporting people impacted by disadvantage and inequality where we can, achieving our longer-term goals and responding to the ongoing pandemic.

We are now half-way through our two-year strategy – purposefully given a short scope to challenge the Foundation to review current programmes, test new opportunities and provide flexibility as the issues caused by Covid-19 continue to emerge.

We have four broad areas of focus for 2022

Inequality

We provide opportunities to anyone impacted by inequality; health, racial, social or economic. We'll maintain and push forward our work in this area to ensure that social and individual mobility is a core component of every project we deliver. We'll do what we can and challenge others to support our work.

Accessible Curriculum

We want to strengthen the Arundel experience and make it more accessible in a way that reduces pre-arrival anxieties among our visitors and maintains connections after they've returned home. We'll explore how new materials and project content can offer an enhanced platform for remote learning.

Embedding Ideas

We've now tested many different concepts and programmes. Those that have worked, we'll embed within our core activities and we'll look to understand where others can be bolstered. We will continue to embrace new ideas and during 2022 will look to our alumni to explore both lasting benefits and new opportunities.

2023 and Beyond

Over the next year we'll review the progress we've made since 2019. We'll evaluate our programmes, launch a new mechanism for understanding impact, and begin to look ahead to 2023. We'll seek input from partners and stakeholders and use that to draft a new strategy by the end of the year.

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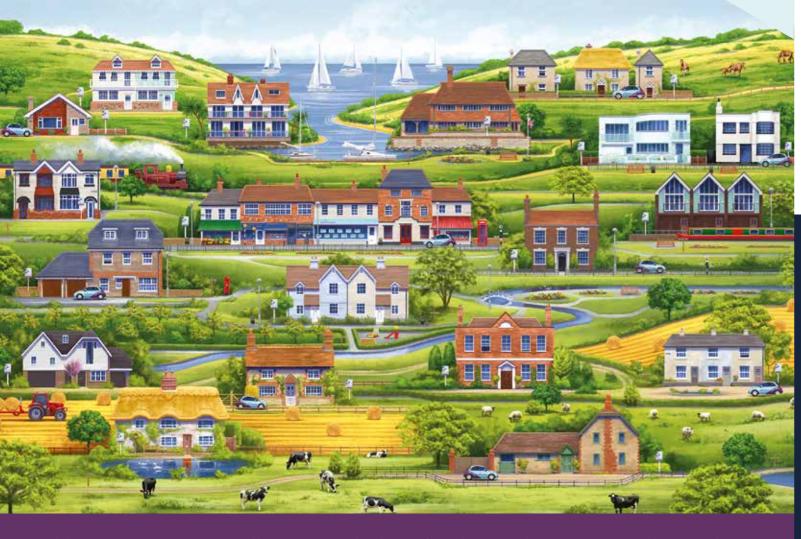
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Thank you We are supported by a fantastic range of donors and partners who believe in our charity and support our work with young people. Together we are making a difference to the lives of many young people who face difficult and challenging circumstances. Thank you all so much. Your support for all we do is invaluable.

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Join Us

If you take just one thing away from this report it's that we're at the crease and ready to play.

We want to see more people here at Arundel, playing cricket, exploring the countryside, touring the castle and gardens and taking part in our varied curriculum of activities.

We are only a small organisation and so it is vitally important that our network of partners, supporters, stakeholders and those who have visited Arundel in the past are united and proactive. It is only with your help that we can connect with so many wonderful young people who we can help walk Our Arundel Way; young people who benefit so much from boosting their independence, confidence, wellbeing and so many other skills and attributes that we can't list here.

If you share our aims and aspirations please get in touch!



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The whole Arundel experience is a first for many of our students. These children come from areas where the pressure to join a gang is relentless, the opportunity to be a child again is a relief. I regularly see complete transformations in my students, they lose that defensive look, they relax, smile and laugh. For some it is just the sheer boost in their confidence that is a joy to behold, and this can be regularly referenced on our return. Many colleagues and parents have reported on seeing a change in many of the students who are lucky enough to visit Arundel.

