

Our Strategy 2023-2025

The Arundel Way



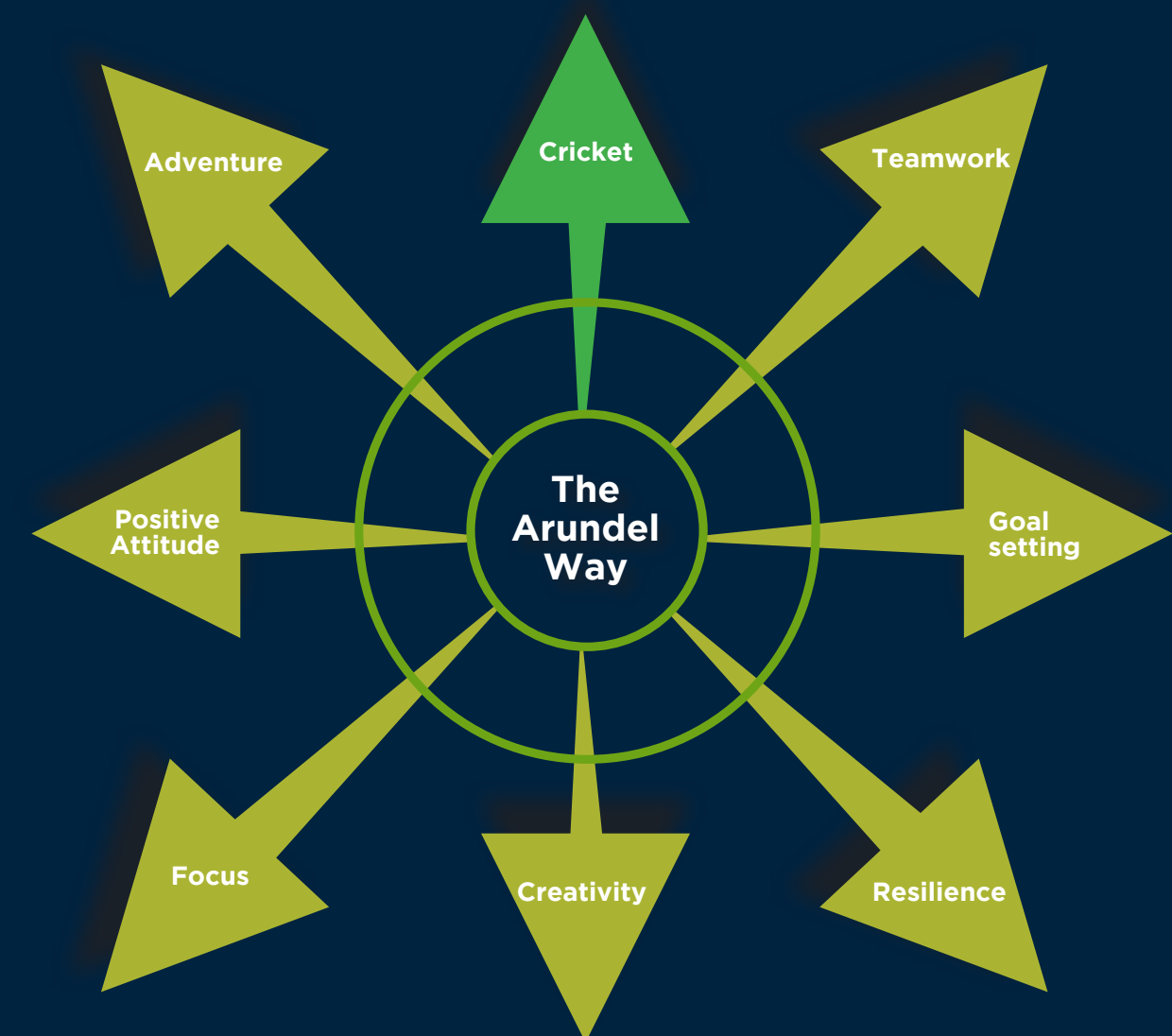
We provide magical experiences for young people impacted by inequality of opportunity and disadvantage. Experiences that are inclusive and empowering. Experiences that boost a range of individual and transferrable skills irrespective of ability or background. Through our work we change perceptions, create opportunities and help provide a positive future for the children and young people we reach.

That's the **Arundel Way**. A series of experiences that will provide young people with the tools and confidence to learn, grow and succeed. For us, it's reaffirming our commitment to support the development and future opportunity of more than 1,200 young people that cross the boundary rope here at Arundel every year.

This strategy will explain more. More about our ambition for the next three years. More about how we want to reach more young people and how we can do so with greater impact. And more about the support and partnerships we'll need to do this.



There are 8 key essential skills and attributes that make up The Arundel Way. Our focus on cricket underpins our work while the other aspects are beneficial to our participants on the pitch, at home, in school and as they begin their careers. All the experiences we offer here at Arundel are designed to strengthen and develop these skills and attributes:



I began my stewardship of the Arundel Castle Cricket Foundation in 2020. From my very first day I was bitten by the Arundel bug – recognising the power of sport and of the Castle’s magnificent setting, to provide life enhancing opportunities for young people.

Yet the pandemic began just as I started. Our response was quick and effective as we adapted to the changing situation. But what gives me most pride is how our commitment to young people never wavered. If anything, the extreme situations created by the pandemic highlighted just how important the Arundel experience is.

The last two years offered a chance to review and reflect – enabling the Foundation to understand changing societal needs, while considering how we provide the greatest impact for those that we engage. We’ve refined and focused our programmes, explored potential opportunities and looked to gain a deeper understanding of what a visit to Arundel provides in both the short and longer term.

Our achievements 2020-2022

- Increased our local reach
- Launched a health and wellbeing offering
- Created a new woodland experience
- Developed The Arundel Way to measure outcomes including commissioning an impact study
- Instigated exciting new partnerships including the Aldridge Foundation, Family Support Work, Chance to Shine, Lord’s Taverners, ACE, MCC Foundation and the Surrey Cricket Foundation
- Secured new Foundation Patrons and Trustees
- New Foundation branding, website and communications strategy
- Broadened our supporter base and strengthened our balance sheet
- Modernised our corporate governance i.e. updated our Articles of Association and introduced 3 new committees (Finance & Audit, Nominations and Charitable Activities)



In doing so we’ve created a solid footing to take the Foundation forward. This new strategy sets out our ambitions through to 2025 outlining the key activities we will deliver as well as the new opportunities we will continue to explore.

The support received by the Foundation over many years has been truly incredible. Simply put, it’s what allows us to touch the lives of so many young people in such a positive way. I hope this support can continue as the need for our Foundation is greater now than it has ever been.

Tim Shutt,
Director, Arundel Castle Cricket Foundation



We're setting a three-year strategy for the Foundation. This continues our work over the past two years refining and refocusing our activities, while also exploring potential programmes and developments that increase our reach and impact. Over the next few pages we set out the principles that guide us, the approach we take and the actions we want to progress.



Our Vision

We want every person visiting Arundel to leave with greater positivity, more confidence, a sense of aspiration and feeling more in control of their future.



Our Mission

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 Objectives

We will place quality at the centre of everything we do. We'll work to make every part of our organisation and our operation better – and we'll measure it too.



We will increase our reach from an average of 1,200 to 1,500 young people each year. Everyone will have a magical experience designed to challenge attitudes and behaviours and raise aspirations.

We will engage young people impacted by inequality. They'll connect with us through schools, charities, youth groups and cricket clubs. They'll visit us here at Arundel, some will complete a residential experience, some will visit once, while others will join multiple sessions over a period of time - all will travel with us along The Arundel Way.



Our Communities

We will engage young people living in **inner London**, from **local communities** and those with **special educational needs and disabilities**. Each programme will seek to boost **inclusion**, inspire **education** and learning, and improve mental and physical **health**.



We want the young people we reach to have a magical experience that leads to lasting positive outcomes. **Effective partnerships** are integral in our approach. Partners that share our values and desired outcomes will enable us to: **reach** the “right” children who will really benefit from the experience; **maximise the quality** of our charitable programmes; ensure our **programmes deliver optimum impact** and that we can evidence that.

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:



IMPACT

QUALITY

REACH

Overarching goal

To provide young people with the tools and confidence to learn, grow and succeed

Personal goals

Equip young people to tackle the barriers in their lives

Give them the skills and confidence to succeed

Improve and maintain their physical health

Nurture and grow their mental health

Programme outcomes

Inclusion
Breaking down barriers and delivering interventions that promote social inclusion and mobility

Education
Inspiring positive outcomes through education, engagement with learning and personal development

Health
Improving the mental and physical health of the individual people and communities we support

Our activities

Cricket and other sports

Residential stays

Nature and forest schooling

Health and well-being activities

Orienteering

Visit to beach

Tour of Castle and gardens

Team and relationship building

What we are addressing

A lack of confidence and ability to identify or respond to opportunities

Personal or societal inequalities that affect short and long-term futures

Mental and/or physical barriers that limit learning and social experiences

A systemic disconnect from sport, with barriers preventing participation

Our communities

Young people from inner London boroughs

Young people from local communities

Young people with special educational needs and disabilities

Our ways of working

Culture and values
Living our values and ensuring positive outcomes for all

Good governance
Ensuring financial and operational sustainability

Partnerships
Inspiring partners to work with us and create a lasting impact

Quality and impact
Understanding need and measuring the outcomes

We've set a series of actions and targets that we intend to achieve over the next three years. We will focus on strengthening the impact of our existing activities, responding to the emerging issues of the pandemic, while exploring and testing new programmes, partnerships and interventions



Our Impact

- We'll make every bit of the Arundel experience better
- We'll grow to reach an average of 1,500 people a year
- We'll measure the outcomes realised by our participants
- We'll partner with inspirational organisations that share our ambition, values and desired outcomes

Reach and growth

- Enhance and expand connections with young people from inner London and local communities
- Partner with trusted organisations who enable us to engage young people with special educational needs and disabilities
- Explore partnership opportunities with new organisations and community groups in all aspects of our Charity
- Champion and signpost ongoing cricketing opportunities for our visitors when they return home
- Map current curriculum alignment and explore opportunities to expand



Operations

- Put quality at the centre of all that we do and create a new quality measure for participants, teachers and group leaders
- Recruit and develop a workforce that will deliver our programme
- Investigate what facilities would be required to deliver improved outcomes or a growth in operations
- Develop our marketing approach to support operational and growth ambitions
- Seek new funding streams and implement new practices in relation to income generation that will enable growth and long-term financial sustainability

Impact Process

- Use The Arundel Way as the cornerstone of our impact processes
- Continue to develop the data and insight framework, and gather case studies, to further understand the wider outcomes of an Arundel experience
- Consider how we can build more of a connection with our participants before they arrive and after they leave us
- Develop an alumni programme that allows us to understand the long-term benefits of an Arundel visit and creates a network willing to support our growth
- Actively use impact and outcome data to guide the direction of our work

Governance

- Ensure that our Chair, Patrons and Trustees are representative of the needs of the Foundation and those of the communities we work with
- Ensure Equality, Diversity and Inclusion is at the heart of everything we do
- Maintain a robust and compliant approach to safeguarding
- Develop and implement a plan to enhance on-site facilities
- Maintain external reporting processes
- Manage in-house data securely and in-line with relevant legislation



There is no doubt that young people already facing inequality or disadvantage have been disproportionately affected by the pandemic. The need for interventions such as ours is as great as ever if not more so. The generosity of our loyal supporters have enabled us to get to this point and we are incredibly grateful. If you are an individual, charity or business and would like to support in any way, we would love to hear from you.



Tim Shutt,
Director, Arundel Castle Cricket Foundation