

SPORT FOR LIFE INTERNATIONAL

Using the power of cricket to transform young people's lives





Lord Richard Newby, OBE

“ Sport for Life! International is a serious commitment to help young people across cricket-playing nations in the world. By harnessing the power of cricket, we are transforming the social and educational lives of young people for good by giving them the tools they need to succeed in an increasingly challenging world. ”
Lord Richard Newby, OBE, Patron and Founder, Sport for Life! International



Foreword by Jane Power, Chief Executive



It has long been recognised that sport, its people and venues can engage and inspire young people, providing the impetus needed to lead successful lives. This is the premise upon which the **Sport for Life! International (SFLI)** programme is founded.

It is an international programme which aims to transform the lives of some of the most deprived and alienated young people in the **Caribbean, Pakistan** and the **UK**, with plans to extend more widely in cricket playing nations. It utilises the power of cricket and the passion it arouses to support the educational and social needs of young people who have not succeeded through conventional routes.

SFLI started as the legacy programme of the ICC Cricket World Cup 2007. It is aimed at disadvantaged 6 - 21 year old boys and girls and is the only social development campaign utilising the power of cricket in countries across the world.

It has also, in partnership with the NHS, helped to inspire huge swathes of inner city, highly diverse, young people in England to adopt both healthier lifestyles and cricket.

SFLI recognises the force of cricket and the draw of iconic Test Cricket Grounds to recruit young people into education and sporting programmes. It gives them the basic skills needed to succeed in maths, English and ICT, promoting healthy lifestyles and developing them as people and as cricketers.

How SFLI started...

SFLI was launched in Barbados, St Lucia and Trinidad & Tobago in 2008/9, with the support of respective governments, the England Cricket Team, the England & Wales Cricket Board and the West Indies Cricket Board. St Vincent & the Grenadines launched in 2010 and Jamaica is scheduled to launch in 2013-14.

SFLI was piloted in Mirpur, Pakistan in March 2010 and press launched with the Pakistan Cricket Team during the ICC Champions Trophy in Birmingham on 12th June 2013. Assistant Manager of the Pakistan Cricket Team Shahid Aslam is a key supporter of the programme and a cooperative plan will be launched in 2013-14.

SFLI was press launched at Lord's in May 2012 with the West Indies Cricket Team. As an ambassador of Sport for Life!, West Indies captain Darren Sammy has since led his team to a remarkable victory at the ICC World T20 in Sri Lanka, October 2012.

SFLI plans to be based in the UAE and to expand into other countries including South Africa from 2013/14.



The Need

The Caribbean

- A region of extraordinary **inequality** in wealth, health and opportunity: home to tens of thousands whose lives are blighted by poverty and deprivation.
- Those living below the **poverty** line: Jamaica 14.8% (2005); St Lucia 28.8% (2006); Trinidad & Tobago 17% (1997). [Source: UNESCO 2007]
- **Health**: the Caribbean has the second highest incidence of HIV in the world after sub-Saharan Africa with 1.1% of the adult population now infected.
- **Obesity** levels are out of control in the Caribbean: 22% of men and 58% of women are officially obese or overweight. [Source: UWI, Kingston, Jamaica]
- Cricket remains the **number one sport** in the Caribbean and is experiencing a revival under new leadership at the West Indies Cricket Board and a new Caribbean T20 Premier League in 2013.

Pakistan

- Vast **population**: 177 million and growing rapidly. Half the population is under the age of 20. Access to education and quality of schooling are mixed.
- **Literacy**: Around 57.7% of adult Pakistanis are literate. Male literacy is 69.3%; female literacy is 45.2%. In some tribal areas female literacy is 3%.
- Facilities and the quality of **teaching** in school – particularly government schools – are often poor.
- Internal and external political and security problems have led to the **radicalisation** of many young people, who lack positive opportunities in their lives.
- Opportunities for young people to play sport, especially cricket, which is Pakistan's number one sport, are rare and **facilities inadequate**.

The UK

- **Inequalities of opportunity** across the country, particularly in areas with large diverse communities which are also blighted by poverty.
- **Health**: obesity rates have risen over three-fold since 1980 according to the WHO, which has identified that 2 out of 3 adults are overweight or obese.
- In Birmingham over 40% of children are either **overweight or obese**, whilst in the area surrounding Edgbaston this number increases to up to 60%.
- **Lack of basic skills**: 22% of 16-19 year olds are functionally innumerate; 17% of 16-19 year olds are functionally illiterate. (Source: UK Government)
- Cricket is the number one sport in many of the diverse communities, but access to grounds is a lottery and other **facilities are inadequate**.

“ We get to play cricket on the outfield and also to use the computers. From the computers we find out about other countries' cricketers, how good they are and how all these players respect each other. ”

Riaz at Government School FI, Mirpur, Pakistan



“ The work that Sport for Life! is doing is giving young people in our country an avenue through which to express themselves as well as an opportunity to do something positive and to improve their lives. I give it my wholehearted support. ”

**Darren Sammy, Captain,
West Indies Cricket Team 2010 – present day**



Programme Delivery

The First Five Years (2008-2013)

Caribbean

Country	Annual Programme	No. of People	Venue	Total
St Lucia	24 weeks per annum	50 x 5 years	Beausejour Cricket Ground	250
Barbados	30 weeks per annum	50 x 5 years	Kensington Oval	250
	Summer programme	40 x 4 years	Kensington Oval	160
St Vincent & The Grenadines	24 weeks per annum	50 x 2 years	Arnos Vale Cricket Ground	100
Trinidad & Tobago	38 weeks per annum	200 x 5 years	Queen's Park Cricket Club	1000
	Summer programme	100 x 4 years	Kensington Oval	400
Pakistan				
Mirpur	24 weeks per annum	500 x 2 years	Mirpur Cricket Stadium	1000
UK				
Birmingham	24 weeks per annum	595 x 1 years	Yardley, Harborne	595
	38 weeks per annum	7500	30 Primary Schools	7500

Total: 11,255

Results to date:

At the end of academic year 2012/13, SFLI had:

- Engaged 11,255 young people, of whom 20% were girls;
- Partnered with 72 primary and secondary schools in six countries;
- Provided 450 hours of top quality maths, English, IT skills and healthy lifestyle training;
- Delivered 1,500 hours of high quality cricket coaching in the Caribbean and Pakistan and 1750 hours of healthy lifestyle training and cricket in the UK.

“ They are a good group with great potential. However, a lot of work has to be done to keep them focussed. But they are good children... some with bad breaks in life. ”

Carmella, Teacher from Sport for Life! Barbados



Going Forward



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The full XI is the 2013/14 target!

Sport for Life! International is aiming to raise **GB £1 million** of private and public funding over the next year to embed XI sustainable education and cricket programmes as follows from 2013-14:

- Five programmes of 32 weeks p.a. at Test Cricket Grounds in five countries in the Caribbean. The existing four – Barbados, St. Lucia, St Vincent & The Grenadines, Trinidad & Tobago – plus **Jamaica**.
- Two programmes of 28 weeks p.a. at Test Cricket Grounds in Pakistan. The existing one at Mirpur plus **Rawalpindi**.
- Three programmes of 30 weeks p.a. in the UK. The existing one in Birmingham plus new programmes in **London and the West Country**.
- A new programme of 30 weeks p.a. in the **UAE**.

Following five successful years over 2008-13, during which over 11,000 young people in the Caribbean, Pakistan and the UK were engaged for up to 38 weeks, the Sport for Life! programme now aims to reach a further 15,000 young people in the UK, 2,000 in Pakistan and 1000 in the Caribbean over the next twelve months.

These interventions will help to turn around the lives of vulnerable and disadvantaged young people in each country.



Our Supporters

Caribbean

Barbados: *Board Members:* Brenda Pope (Chair), Conde Riley (VP, BCA), Irvine Best (Ministry of Youth, Family & Sports), Mark Evelyn (Phoenix Academy), Henry Inniss (CEO, KOMI), Yolanda Alleyne, Jane Power (SFLI UK). *Sponsors & Supporters:* Cave Shepherd, Joel Garner (Barbados Cricket Association) and Illuminat IT.

St Lucia: *Board Members:* Fortuna Belrose (PS Ministry of Youth Development and Sports, Government of St Lucia), Richard Peterkin (President, St Lucia Olympic Association, IOC Member), Trevor Philip (ex-President St Lucia Cricket Association), Victor Reid (Director Youth and Sports), Jane Power (SFLI UK). *Sponsors & Supporters:* Hon. Shawn Edward, Minister of Youth Development and Sports, Sports St Lucia, Julian Charles (President, St Lucia National Cricket Association), Windward & Leeward Brewery Ltd, Sunswep Resorts, British High Commission.

St Vincent & The Grenadines: *Board Members:* Lavinia Gunn, Jane Power (SFLI UK). *Sponsors & Supporters:* The Mustique Charitable Trust, Lancashire Group, Ministry of Education, Ministry of Sport, National Sports Council, St Vincent & the Grenadines National Cricket Association.

Trinidad & Tobago: *Board Members:* Ken Butcher (Chair; Executive Manager, Faculty of Sports & Leisure, University of T&T), Andre Collins (Secretary; VP T&T Alliance for Sport & Physical Recreation), Donald Kelshall (CEO Savannah Computing Ltd), Glenn Maharaj (Senior VP Prestige Holdings), Mark Mungal (President, TTASPE), Jane Power (SFLI UK). *Sponsors & Supporters:* Atlantic LNG, Brian Lara, Queens Park Cricket Club, Savannah Computing, Microsoft Caribbean, Unipet, British High Commission.

Pakistan

Sponsors and Supporters: Mirpur Development Authority, Pakistan Cricket Board, Pakistan Cricket Team, Ministry of Education & Government Schools, Government of Azad Kashmir, Islamabad Regional Cricket Association, UK Government.

United Kingdom

Supporters: The NHS Birmingham and West Midlands; Midlands Co-operative Society, Waverley Studio School; Wyndcliffe School, Birmingham Chamber of Commerce, Birmingham City Council, The Home Office, FCO.

Directors: Jane Power, Mark Scoular, Mark Williams, Petra Roach

Director, SFLI London: Nick Smith

“ We have supported the excellent Sport for Life! Programme for two years in St Vincent & The Grenadines and have found it to make a real difference to the lives of young people. I urge you to get involved. ”

Richard Brindle, Lancashire Group, St Vincent & The Grenadines

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Registered Office:

Newton & Garner Limited, Building 2, 30 Friern Park, North Finchley, London N12 9DA, UK.

Tel: +44 (0) 208 445 5272. Fax: +44 (0) 208 446 7427.