



# COMMUNITY REPORT

## 2022-2024

MARYLEBONE CRICKET CLUB  
LORD'S GROUND, LONDON NW8 8QN

# TABLE OF CONTENTS

<b>OBJECTIVES AND AIMS</b>	<b>3</b>
<b>1. CRICKET IN SCHOOLS</b>	<b>4</b>
Primary School Programme	
Secondary School Programme	
MCC Foundation	
Cricket Competitions:	
<b>2. CRICKET IN THE COMMUNITY</b>	<b>10</b>
North Paddington Youth Club	
All Stars and Dynamos	
Holiday Activities and Food [HAF] Support Programme	
City of Westminster College	
Sport for Confidence	
St John's Wood Hospice	
<b>3. EDUCATION PROGRAMME</b>	<b>14</b>
Learning at Lord's	
Greycoat Girls School and Westminster College	
Unsung Heroes	
University Days	
<b>4. HEALTH &amp; WELLBEING</b>	<b>17</b>
Mind	
World Mental Health Day	
Reminiscence Sessions	
The Andrews Family	
Coffee Mornings	
Walking Cricket	
Silver Sunday	
CEO Sleepout	
<b>5. EMPLOYABILITY</b>	<b>27</b>
<b>6. EXPERIENCING LORD'S</b>	<b>29</b>

## OBJECTIVES AND AIMS

The Community Department's mission is to positively impact on people of all ages using the power of MCC and Cricket.

MCC is committed to working for the benefit of all communities, regardless of background or circumstance. We believe that cricket is a game for everyone, and Lord's is a ground for all, and we are working to make both the game and the ground more accessible to people from all walks of life.

We believe that as custodians of Lord's – The Home of Cricket – there is an opportunity to achieve these goals through increased access to the ground. We believe that Lord's can be a powerful tool for social change in the community and we are committed to using the ground and its resources to help create more inclusive and equitable communities. The Community Department is a dedicated part of the organisation which works exclusively towards these goals.

As a department, our core area of focus is the community closest to Lord's and the surrounding areas, all of which fall under the borough Westminster. To create long-term projects tailored to suit the needs of our community we partner with various charities and organisations. From national mental health charities to local adult education services, our partnerships help create unique opportunities for people to improve their lives through their connection to Lord's and MCC.

As a way of extending our vision of a 'local community,' we have been working closely with the MCC Foundation and other organisations on overseas projects. Bringing our coaching expertise to places such as refugee camps in Lebanon and cities in Japan, we have worked to upskill coaches and improve players in burgeoning new cricket communities.



## CRICKET IN SCHOOLS

---

Our vision is that every state school child in Westminster will have been given the opportunity to play cricket by MCC and will receive consistent opportunities to continue their cricket journey throughout their school life.

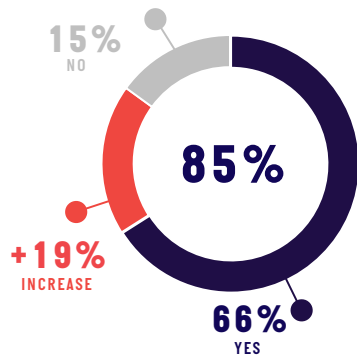
# PRIMARY SCHOOLS PROGRAMME

We are currently working in 87% of primary schools in Westminster. Our sessions are led by ECB qualified coaches who work on batting, bowling, and fielding in a creative way which allows children of all ages and abilities to enjoy the game of cricket. We focus on maximum engagement allowing every child equal opportunity to practice and develop skills their skills. Our sessions also focus on creating new cricket fans and ensuring that all young people who engage with our programme have a positive first experience of playing cricket is essential to all our delivery.

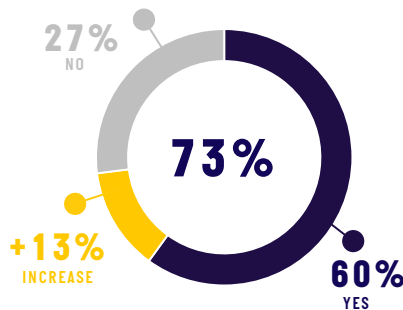
In addition to teaching core elements of the PE curriculum, we also work with the children on the concept of 'Sportspersonship' over a six-week programme of activities that are closely linked to the core themes of the 'Spirit of Cricket' and how to become a better sportsperson. Utilising core ideas connected to the Spirit of Cricket to develop their understand of concepts such as respect and communication allows us to positively impact children's development in a wider context.

**"The programme is brilliant; without it our children simply would not have the passion and enthusiasm they currently have for the sport. Lord's Cricket Ground is just down the road - it is in their community and that makes them proud."**

After our programme we saw the following increases in student attitudes towards cricket



Do you like cricket?



Would you like to play cricket outside of school?

MCC delivered cricket to 3,626 children in Westminster schools



**"THIS PROGRAMME IS AN EXCELLENT  
GRASSROOT INTRODUCTION TO  
CRICKET FOR INNER LONDON CHILDREN  
WHO WOULD OTHERWISE NOT HAVE ANY  
OPPORTUNITY TO PLAY."**

## SECONDARY SCHOOL PROGRAMME

Our schools programme includes provision for the 11-18 age group. We provide PE curriculum-based cricket sessions and also run weekly after-school clubs with secondary schools across Westminster. Sessions are mostly game based to help students get a better understanding of playing cricket in a competitive scenario. In the summer and winter, secondary schools enter a borough-wide cricket competition facilitated by our coaches and hosted at Lord's. We ensure students are prepared to pursue their interest in cricket and offer pathways to take their skills to clubs outside of a school environment.



**“WE HAVE BEEN VERY PLEASED WITH THIS PROGRAMME AND THE COACHES THAT HAVE DELIVERED IT”**

## MCC FOUNDATION:

MCC coaches manage and lead coaching sessions for the MCCF Lord's Hub every Winter/Spring. The Hub programme aims to bridge the gap between club and county level cricket by offering 10 weeks of free, high-quality coaching from January through to April. U14 boys, U16 boys and U16 girls' squads meet once a week before the "National Hub Competition" starts in April. This forms part of a national programme run by MCC Foundation that concludes with a final played on the main ground at Lord's. The Hubs focus on talent, helping promising youngsters who have been engaged through mass-participation activities or non-traditional formats to join cricket clubs, develop their hard-ball skills, and access the formal talent pathways.

**100% of parents and participants found our coaches provided a supportive and welcoming environment.**



**"POSITIVE, ENGAGING COACHES  
SHOW THEY CARE ABOUT ALL  
PARTICIPANTS AND MAKE SURE  
EVERYONE IS INCLUDED."**



## CRICKET COMPETITIONS:

MCC coaches take on team manager roles for Team Westminster at the London Youth Games. Team managers select the squad for both girls' and boys' competitions and will help the team through the qualifying stage and finals day if the team was to get there. Team Westminster competes against different London boroughs in an indoor cricket format to secure their place in the Finals Day at Lord's. The London Youth Games is an opportunity for children in the borough to represent their community in a competitive environment and MCC being there to lead them through this experience is clear sign of how important we are for cricket in the borough.

With partners Everyone Active and Westminster Active, the MCC community team is responsible for the delivery of school's competitions for both primary and secondary age groups. Competitions take place twice a year for both primary and secondary schools with hundreds of students taking part across the year. This is a crucial opportunity for young people to play competitive cricket and many of the students are individuals who have received coaching from MCC's school's programme. This competition environment allows them to put their coaching into practice whilst gaining the experience of representing their school.



**I KNOW JOE'S  
TEAM DIDN'T WIN  
ALL THE MATCHES,  
BUT HE HAD SUCH  
A FANTASTIC  
DAY AND CAME  
BACK REALLY  
MOTIVATED  
TO PLAY AND  
FEELING POSITIVE.**



## CRICKET IN THE COMMUNITY

---

Through creating programmes with community groups, youth clubs and charity partners, we use cricket and Lord's as a way to enrich the lives of the people that live in Westminster.

## NORTH PADDINGTON YOUTH CLUB

Over the past three years we have been closely supporting North Paddington Youth Club (NPYC) by providing weekly cricket activity within their centre. NYPD is an integral part of the community in Maida Vale and offers the chance for young people in the area to take part in a wide range of activities. We now have a significant presence within the youth club's schedule and have been able to develop a strong relationship with the staff at the centre, and the young people that the centre is a home from home for.

In addition to providing cricket sessions and trips to Lord's, we also provide a meal for those who attend the centre. This extra provision is a key component in the holistic approach to engaging with the community and our partnership with NYPD is an example of the success of such an approach.



## **ALL STARS AND DYNAMOS**

Working alongside Middlesex County Cricket Club and ECB, we deliver the Westminster All Stars and Dynamos Hubs - which form part of a national programme of cricket for children 5-8 and 9-11 years respectively. These sessions offer a pathway into playing cricket outside of school and our involvement means that the students we teach in schools continue to receive high-level coaching with MCC as they continue their journey in cricket.

## **HOLIDAY ACTIVITIES AND FOOD (HAF) SUPPORT PROGRAMME**

HAF is a government initiative to provide free activities and food to children aged 4 to 16 who are eligible for free school meals during the school holidays. As part of our commitment to engage and support children and young people in the local community throughout the City of Westminster, we have been supporting local HAF providers. Providers can choose from MCC community coach-led sessions at their venue, a Tour of Lord's and or a cricket/real tennis session. 100% of providers have agreed that the support provided by the MCC Community team has added value to their HAF provision.

## **CITY OF WESTMINSTER COLLEGE**

For several years we have been working with City of Westminster College and their SEND students to provide weekly cricket sessions. These disability sports sessions have been very positively received, and we have created a regular programme with the college to bring students to Lord's on a consistent basis to play cricket. The sessions also offer the students a chance to practice independent living skills as they interact with staff and order food & drink in our café facility..

## **SPORT FOR CONFIDENCE**

Throughout 2023/24 we have been working with Sport for Confidence (SFC), a charity set up to tackle physical inactivity and health inequalities. The majority of our work together has been with SEND groups who require adjusted sports sessions due to a range of extra education and physical needs. Our coaches have delivered cricket sessions for the charity and enhanced the vital work done by Sport for Confidence. We have also worked with SFC to bring disability sport Boccia to our older persons groups where accessibility is an issue. Working to create more inclusive and accessible ways for people to remain active has been a key outcome of this partnership.

## **ST JOHN'S WOOD HOSPICE**

During the summer of 2022 we introduced a new sports-based programmes for bereaved children and young people connected with St John's Hospice.

The programme invited children and young people to weekly cricket sessions at Lord's. Whilst taking part they were able to learn new skills and make friends with people of similar age who have also experienced similar loss.

Speaking of the benefits of the new programme, Maria Colimao, Social Worker and Child Bereavement Specialist at St John's, said: "We know that sport isn't just good for the body but also the mind. Many studies have shown that playing sport has many psychological benefits for children and young people. In particular, it can help them to control their emotions and channel any negative feelings in a positive way. Something that is hugely important for children and young people experiencing grief and loss. As the only specialist child bereavement provider in Westminster, it is fantastic to be able to expand our offering and pilot such initiatives, especially when it is with the support of our local community."



## EDUCATION PROGRAMME

---

The education programme utilises the wealth of resources available here at Lord's to create a unique learning experience for students. The MCC community team developed the programme to connect with national curriculum-based aims and objectives, activities around the ground.

## LEARNING AT LORD'S

From 2021-24, schools from across the borough of Westminster took part in our new education programme with over 600 students taking part. This type of cultural trip combined with educational workshops has been a valuable resource for local schools as the proximity of Lord's and the lack of any fee paid for the students mean that the trip is accessible to all. The students who have taken part have benefitted from Lord's being a part of their educational journey and something they will remember in years to come. In addition to covering a range of curriculum subjects, we have been working closely with local schools on their work on LS Lowry. We brought their year 1 classes to Lord's for two trips with focussed workshops on the Lowry exhibition that has been on display in the writing room here at Lord's. This access to such culturally significant artworks has enhanced their learning and offered them an unique insight into the topic they are covering in the classroom.

We have also been linking our sustainability work with our education programme to enhance students learning in connection with the environment and encourage them to develop key STEM vocabulary and knowledge.



**100% OF TEACHERS SAID THAT THE WORKSHOPS AT LORD'S ADDED VALUE TO THEIR CURRICULUM.**

## **GREYCOAT GIRLS SCHOOL AND WESTMINSTER COLLEGE**

We have recently been working closely with Greycoat Girls Schools and Westminster College to facilitate opportunities for their students here at Lord's. Our education and employability event offered a chance for the students to look at potential jobs for women in sport. We focused on our world-class media facilities and created workshops for students to experience what it would be like to be a commentator for the day in the Barclays Media Centre. Students created their own piece of commentary and then performed the piece as a commentary team in the Test Match Special commentary box. This work is valuable as it highlights to the local community the impact that Lord's can have on their life from a non-cricket playing perspective.

## **UNSUNG HEROES**

The Westminster Windrush Taskforce created an exhibition, entitled 'Unsung Heroes,' highlighting the lives of black communities who arrived in the UK as part of the Windrush generation. The Community team supported this exhibition by creating a section of the display with the MCC Heritage and Collections team which looked at the popularity of cricket in the West Indies and its continued popularity with black communities in the UK when they arrived from the 1950s onwards. To coincide with the exhibition, MCC collaborated with Westminster City Council to deliver an education day with local schools in which legendary cricketer Roland Butcher - the first black cricketer to play for England - gave a talk to the students and answered questions they had about his life.



## UNIVERSITY DAYS

Working with local universities we have developed an education and employment day for students on Sports Management courses. Each day we have offered them a chance to speak with industry professionals and complete task set by people with an in-depth knowledge of the industry they are trying to develop a career in. The last event we held was focussed on marketing and the Hundred. Our guest speaker was an MCC employee who has also worked as the London Spirit media manager for the last two years. We set them a challenge of rebranding London Spirit and creating a short business plan for the launching of their new franchise. This day further demonstrates that we can offer students at all stages of learning a valuable and unique chance to enhance their learning experience.





## HEALTH & WELLBEING

---

Exercising, socialising and diet are key parts of promoting positive mental health in individuals. We have created a number of programmes which aim to combine these three elements to help improve participants health & wellbeing.

## MIND

We have partnered with mental health charity Mind to offer a long-term programme of health and wellbeing sessions for people in the local community. The sessions focus on physical activity, mental health, social connection and healthy eating.

The sessions are led by experienced coaches and support workers and take place at Lord's Cricket Ground Indoor Centre. Participants in the group have seen positive impacts on their health & wellbeing, with 83% reporting an increase in an improvement in their physical health and mental wellbeing after attending our sessions.

The sessions have engaged with some people in our local community who are harder to reach, and have resulted in creating a regular group of people who see Lord's as a part of their weekly routine and socially prescribed treatment plan.

**"I WANTED TO BE  
AROUND PEOPLE WHO  
CAN EMPATHISE WITH  
WHAT I AM GOING  
THROUGH AND PEOPLE  
WHO DON'T JUDGE"**

## WORLD MENTAL HEALTH DAY

MCC and mental health charity Mind Brent, Wandsworth and Westminster joined forces on World Mental Health day for a special event held at Lord's for World Mental Health Day.

Service users of Mind and members of the local community were invited to the Ground to take part in mental health wellbeing activities including yoga, art sessions and walking cricket. The Ground was open to all for World Mental Health Day with facilitators and attendees from community partners Mind, Opening Up Cricket, City of Westminster College, Westminster Recovery and Wellbeing College and Boccia England. The sessions included Mind Art Sessions, Mind Music Sessions, Boccia, Yoga and mindfulness sessions and mental health conversation workshops. With the theme of World Mental Health Day this year being 'mental health is a universal right' we planned the day to reflect that by showing people what was on offer for them in the local community and giving them a chance to try out various activities throughout the day. This enabled us to show people that mental health services are there, where they can be found and crucially how to access them.



## REMINISCENCE SESSIONS

Since 2014 MCC have been running reminiscence sessions for local people in Westminster living with dementia. Our monthly memory café style event brings together people with dementia and carers for an afternoon of tea, sandwiches and a chat about their shared memories. In addition to our memory café, we have also introduced a monthly music session at Lord's with English National Opera performer and group facilitator Maciek O'Shea. In 2024 we took the programme out to the community through our musical reminiscence outreach programme and visited care homes throughout Westminster. This meant that participants who could not attend sessions at Lord's for various accessibility reasons were still offered the opportunity to take part in the sessions and benefit from them.

All sessions are aimed at increasing social interaction for people living in the local community who have had a diagnosis of a memory loss issue. Social isolation is a major problem for people in the community living with dementia and has been found to negatively impact people who live with the disease. Working with other dementia support providers in the borough such as Resonate Arts and Age UK we are able to coordinate our activities to be part of a wider schedule of events and activities, ensuring that those with dementia and their carers can continue to have a fulfilling social life. Through increasing the frequency of our sessions and the scope of people they might attract we are offering further opportunity for Lord's to be a positive resource for the local community.

In 2024 we facilitated sessions with over 500 participants in Westminster. Before attending the community reminiscence sessions, Andrea had no interest in cricket or sport. She had also never been to Lord's, despite living a short walk away. After attending sessions, she developed a keen interest in cricket, the history of Lord's, and even the Laws of the game:

"I have attended all the sessions for people with memory difficulties and, of the similar events I attend, those at Lord's are now the most enjoyable. The staff are exceptionally good at looking after us, often on a one-to-one basis. I had no time for sport previously but having experienced the enthusiasm of those with an interest in cricket I have developed something of an interest myself. I have chosen for the first time ever to watch cricket on television, recognising views I have seen myself when attending sessions, and have even remembered facts I have been told at Lord's such as the 5½ ounce balls, some of the signs the umpires use and the 30,000 capacity."

## THE ANDREWS FAMILY

The Andrews family have been attending our twice-monthly reminiscence sessions for the last two years. They rarely miss a session and have become a key part of the friendly and welcoming atmosphere we have cultivated in our reminiscence group.

Here are some of their thoughts on the work we have been doing together over the last few years

"Everyone still manages to keep their own character when opening up, despite their on-going problems. The activities are designed to help recall things from the past, which is lovely also - not only for those suffering, but also some of us who may be on the verge. Being entertained and being able to join in is a most pleasurable added bonus for everyone. Not to mention the most delicious snacks provided each time - above and beyond the call of duty. Very well done and thank you to all concerned."



## COFFEE MORNINGS

Each month we work with Age UK to host a coffee morning for local older people. We provide a tea, coffee and cakes, along with activities ranging from talks to quizzes. This session is an opportunity for people who cannot take part in our more active walking cricket sessions to still view Lord's as a place for them to come and socialise and feel part of a community.



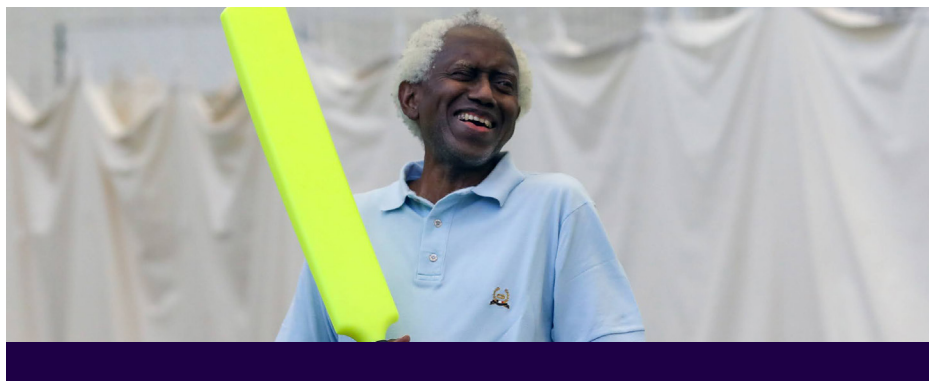


## WALKING CRICKET

Walking Cricket is an accessible version of cricket played at a walking pace and primarily aimed at persons over 55 or those with mobility issues. Our programme combines this accessible sport with the provision of an opportunity for older people, who are statistically more at risk of social isolation, to be part of a regular social group specifically for them. We facilitate the social aspect of the programme through hosting the group for tea, coffee and cakes after each weekly session.

We currently have around 100 participants who are part of the group and on average over 30 participants attend the session each week. Around 75% of our participants come from a non-cricket background and over 50% of the participants are female. The demographics of this group mean that we are introducing people to an entirely new sporting culture and community during later life. Creating a community group for older people in which they are able to stay active both physically and socially was the initial aim of this programme and our feedback and consistent growth has shown this to have been a success.

As one of the leading walking cricket providers in the country, we are now looking to expand the programme with increased amounts of coaching, competitions and major events. This year we have played on the main ground at Lord's during a County Championship fixture, staged multiple competitions with county boards from around the country and offered extra support to the group such as the advice of local mental health services and physical therapists. Our future goal for this programme is to be involved in the creation of a national walking cricket association to further the growth of the sport and highlight opportunities already existing to people around the country.





## WHAT WAS SAID

After our walking cricket sessions we had some of the following statements said.

**"EXCELLENT EXAMPLE OF  
INCLUSION, ENGAGEMENT  
AND PARTICIPATION AT AN  
EXCELLENT LOCATION."**

**"IT'S NOW AN IMPORTANT  
PART OF OUR WELLBEING,  
ESPECIALLY OUR REGULAR  
COACH WHO IS SUCH AN  
INSPIRATION. THANK YOU"**

**"VERY THERAPEUTIC FOR ALL TO  
ENJOY A GAME OF CRICKET"**

**98% OF  
PARTICIPANTS  
THINK THE  
SESSION HAS A  
POSITIVE IMPACT  
ON THEIR HEALTH  
AND WELLBEING**

**"AN ACTIVITY  
THAT PROLONGS  
YOUR YOUTH AND  
PASSION FOR  
LIFE"**

## SILVER SUNDAY

Originally started as a way to tackle loneliness and isolation, Silver Sunday is a national day for celebrating older people. MCC has been a key supporter of Silver Sunday since its inception and each year we host a large afternoon tea as part nationwide programme of Silver Sunday events. Our event is free and offers older people a chance to not only enjoy socialising with others over tea and cakes but we also offer a free tour for those attending the event.



## CEO SLEEPOUT

CEO Sleepout is an annual event here at Lord's where business leaders sleep in the stands of the ground for the night to highlight the issue of homelessness and also to raise money for charities dedicated to fighting homelessness.

This year we donated the money we raised to local charity The Marylebone Project dedicated to helping women who are at risk of homelessness. The charity was also part of our Home of Food event at Lord's, showing our commitment to make a lasting impact on the issue.



## EMPLOYABILITY

---

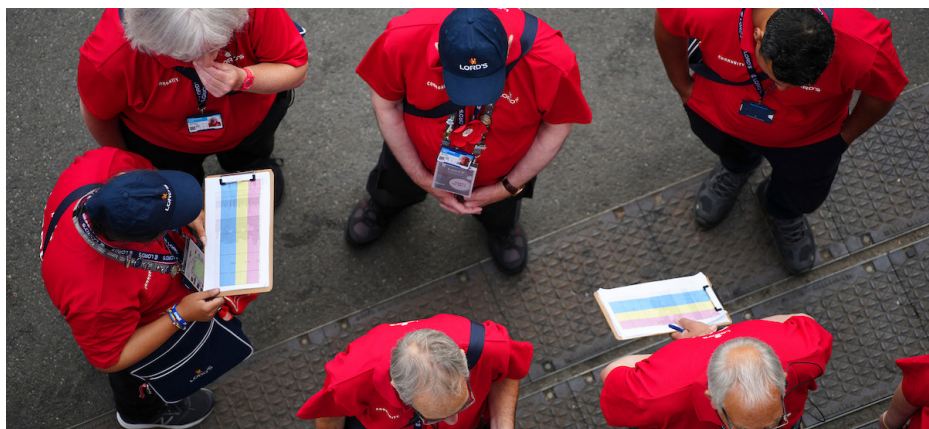
Lord's is one of the biggest employers in the local area and as such should be a key employment option for local people.

## LORD'S EMPLOYABILITY

Lord's is one of the biggest employers in the local area and as such should be a key employment option for local people. Our work with local people aims to break down any barriers they might face in gaining employment here at Lord's. In addition, we are a huge resource in terms of knowledge and skills for the local population to learn from and our workshops aim to transfer these skills to those in need.

Mastering My Future is Westminster's flagship employability programme for 16-18-year-olds, offering workshops, work experience, and partnerships with local businesses to enhance career prospects. Since 2022, Lord's Cricket Ground has hosted over 80 MMF participants, reinforcing its dedication to youth employment. We also work with older age groups through providing students of Westminster Adult Education Service with employability workshops for adults, including CV and interview training. Our Level-Up programme helps local jobseekers secure roles at Lord's through tailored workshops and guaranteed interviews, with an 80% success rate for young people who participate in the programme.

The organization also runs a large Volunteer Programme, with over 100 volunteers contributing around 4,500 hours annually, enriching the visitor experience at Lord's. In 2023, a Disability Volunteers initiative was launched with local partner schools, offering SEND students employability and social skills training. Furthermore, Westminster Employment Fairs—hosted with the City Council and The Crown Estate—connect local jobseekers with Living Wage employers across multiple sectors, reinforcing the organization's role as a key community employment partner.





## EXPERIENCING LORD'S

---

Being part of MCC we are in the unique position of being able to offer people a once in a lifetime experience of getting on the main ground or being involved in a cricket match here at the home of cricket.

## EXPERIENCING LORD'S

Being part of MCC we are in the unique position of being able to offer people a once in a lifetime experience of getting on the main ground or being involved in a cricket match here at the home of cricket. This experience is not only important to the individual but we see it as a way to connect local people with the world famous cricket ground on their doorstep.

Middlesex CCC and Lord's Cricket Ground host an annual Schools Day, attracting over 5,100 students from London to watch county cricket and participate in coaching sessions, guided tours, and educational workshops. This initiative introduces many young people to cricket for the first time in the historic setting of Lord's, fostering inclusivity and accessibility. Throughout the summer the community coaches work to engage local schools ahead of The Hundred tournament, offering assemblies, cricket lessons, and free tickets to games, successfully building a new fanbase for Lord's team London Spirit. Feedback highlights the program's effectiveness in engaging families who previously had not been engaged with cricket.

Match days at Lord's feature community activations, such as giving young people the chance to play cricket on the outfield during lunch breaks, inspiring them through a unique experience. Walking cricket sessions for older adults and family-friendly activities during London Spirit games further enhance inclusivity. Additionally, the annual Spirit of Cricket Day, run with Chance to Shine, brings 600 schoolchildren to Lord's, promoting cricket's values in state schools. These initiatives collectively strengthen community ties, encourage participation, and celebrate cricket's spirit across all ages and backgrounds.