



## **£0.5m investment into schools through Kent Cricket Board and Chance to Shine**

Kent Cricket Board today announced that £0.5m will be invested into the game to support cricket coaching in schools. The County Board will continue to deliver high quality spring and summer term coaching and competition programmes within existing schools and to primary and secondary schools across Kent.

The aim of the Kent Cricket School Programme is to inspire children and their teachers to experience our game, to develop the children's life skills and sporting potential, and to create a legacy for the future.

Clair Gould, Director of Operations at KCB, said: "Our involvement in Chance to Shine has been fantastic so far. We have seen an increase in the number of young players attending our clubs as a direct result of our coaching in schools. It has also helped to increase the profile of our clubs, Kent Cricket Board's support to grass roots sporting activity, and we will continue to forge stronger links with more local schools. With this additional support from the Cricket Foundation, plans are in place for an expanded programme to cover the next four years."

Steve Peyman, Operations Director at the Cricket Foundation, which raises funds and delivers 'Chance to Shine supported by Brit Insurance' through the 39 County Boards, said "Our clubs are the backbone of Chance to Shine and are critical to the success of the programme. The County Board help to coordinate the delivery of high quality coaching and competitions to schools and, as a result, over 39,509 children have joined local clubs from schools since Chance to Shine launched in 2005."

The Cricket Foundation, an independent registered charity, believes that team sports - and cricket in particular - can help young people to develop as people. Cricket promotes leadership and teamwork; teaches youngsters how to win and lose respectfully; and gives opportunities to boys and girls.

England's Ashes winner and Chance to Shine Ambassador, Lydia Greenway said: "I went to a state school which didn't play cricket but was lucky enough to be given the chance to play because of my dad. But there are literally millions of youngsters out there who will never be given the opportunity and that is sad. What Chance to Shine has done is fantastic the main aim is just to get more people playing from an early age and

encourage them to play the game at whatever level they are comfortable with.”

Last year, 347,390 boys and girls in 3,807 state schools across the country participated in over 45,000 cricket matches through Chance to Shine. 46 per cent of the children involved last year were girls. Tens of thousands of children in Chance to Shine schools were also introduced to the key MCC Spirit of Cricket messages enshrined in the Laws of the game, in the second year of a successful partnership between the Cricket Foundation and Marylebone Cricket Club.

The £50million charitable campaign is supported financially by England and Wales Cricket Board, Brit Insurance, Slazenger and Marylebone Cricket Club and many other companies and private individuals, as well as the Government through Sport England. For more details of the campaign, visit [www.chancetoshine.org](http://www.chancetoshine.org).

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**Notes to Editors**

- For Chance to Shine images please visit our Flickr site, [www.flickr.com/chancetoshinepix](http://www.flickr.com/chancetoshinepix)

**About Kent Cricket Board Ltd**

Kent Cricket Board’s Schools’ strategy is pivotal to increasing participation; to creating a competition base as a legacy and to supporting the transition of players from schools to clubs. All these are critical to achieving the aligned KCB Strategic aim captured in the theme “Inspire and Sustain; sourcing the next Kent and England Players under the ‘One Game’ banner”.

It will enable Kent Cricket Board to continue to deliver successes as seen in 2011 with Kent’s Women’s Team crowned County Champions and County T20 Champions, which has seen five members selected in the England Women’s squad and a Talent Pathway instrumental in developing a number of Kent born and bred professional cricketers who have made their way into the current Kent County Cricket Club first eleven.

## **About 'Chance to Shine supported by Brit Insurance'**

'Chance to Shine supported by Brit Insurance' is one of the biggest grass-roots sport for development programmes ever undertaken in Britain. The Cricket Foundation charity runs Chance to Shine and aims to establish regular coaching and competitive cricket opportunities in a third of state schools by 2015. As a result, two million primary and secondary children will reap the educational benefits of playing competitive cricket. In 2010, the charity celebrated a major milestone: the one millionth child to be coached through Chance to Shine.

The Chance to Shine programme costs £5million each year to run, an average of £15 per child. The Cricket Foundation raises funds privately through individual donors, corporate partnerships, Trusts and Foundations, which the Government through Sport England has pledged to match-fund. The charity also receives valuable financial support from the England and Wales Cricket Board, Brit Insurance, Slazenger, Marylebone Cricket Club. Further details can be found at [chancetoshine.org](http://chancetoshine.org)