



QUESTIONS & ANSWERS

1. What is Chance to Shine supported by Brit Insurance?

Chance to Shine supported by Brit Insurance is The Cricket Foundation's campaign to regenerate competitive cricket in primary and secondary state schools. Using cricket as a vehicle to educate young people, two million state school children will benefit by 2015.

2. Is Chance to Shine an England and Wales Board initiative?

No. The Cricket Foundation, an independent registered charity, launched Chance to Shine in 2005 and continues to run and raise money for the programme.

The charity is supported financially by the England and Wales Cricket Board, as well as Brit Insurance, Marylebone Cricket Club, The Lord's Taverners, Slazenger and many other companies and private individuals. The Government, through Sport England, match-fund all money raised by the charity.

3. How does the Chance to Shine programme work?

Chance to Shine is a national campaign delivered through individual projects taking place throughout England and Wales. ECB qualified coaches from local cricket clubs provide a structured coaching and competition programme to a group of six primary and secondary state schools in each project.

The programme will expand each and, subject to funding, will ultimately reach one third of all state schools and support a minimum of two million young people by 2015.

4. How many schools and clubs are now involved in Chance to Shine?

Around **4,000** schools and **422** clubs are involved in 2010.

5. How many children have benefited from Chance to Shine since launch?

Chance to Shine has reached one million girls and boys to date and will benefit two million children over 10 years of the programme.

Around 400,000 children will be involved in 2010 alone and almost half will be girls.

6. Why cricket? How can it help young people?

Chance to Shine recognises the power of competitive cricket to help young people acquire skills, values and attitudes. Team sports - and cricket in particular - can help young people to develop leadership skills and self-discipline, as well as providing practical experience on how to win, to lose and to cope with setbacks.

7. Do you think Chance to Shine will produce a future England player?

Although Chance to Shine may discover the next Andrew Strauss or Charlotte Edwards, its main aim is to help children to enjoy and learn as much as they can from cricket.

8. Have there been any success stories over the past five years?

Yes, many. Examples such as 13 year old Caitlin Byrne from Durham who had never played cricket before Chance to Shine arrived at her school. She soon discovered she was a good left-arm seam bowler, developed further at South Shields Cricket Club and now plays at her age-group for Durham.

Other inspiring stories such as a child who had been severely bullied all his life to the extent that he was 'quite psychologically damaged' and required a psychiatrist. It was only when he joined the local cricket club, through Chance to Shine, that he started to make friends and, according to his consultant, 'cricket had been his saviour'.

9. What does a Chance to Shine club need to deliver?

A Chance to Shine club needs to deliver:

- Up to 280-hour programme (unless a different number of hours have been agreed) to a cluster of eight schools throughout the spring and summer term
- Sessions delivered at a cricket club aimed at encouraging new members
- on the job training to teachers
- and a C2S club must be able to monitor the programme and provide online data against Chance to Shine Key Performance Indicators

10. How do clubs benefit as a Chance to Shine club?

Non-financial

benefits:

The club will benefit from strong partnerships with local schools, an increase in junior members, development of club coaches, increased media exposure and a significant spur to club development.

[ONLY IF ASKED]

Financial benefits:

- £4,536 - coaching fees (£16.20 ph x 280 hrs)
- £550 - towards coach travel costs and competition costs
- £900 - delivery fee, (£450 in April and £450 in October at the completion of the review)

11. How does The Cricket Foundation measure success?

The Cricket Foundation has a number of key performance indicators to measure the progress of Chance to Shine. They include the number of boys and girls involved in the programme, matches played, coaching hours delivered and newly-committed young cricketers who 'migrate' from schools to clubs. The results of the programme are closely monitored each year

12. How can clubs/schools become involved?

If your club is recognised by its local County Cricket Board (CCB) as a 'Focus Club', you should contact your CCB to register your interest to become involved.

If you are a state school and want to benefit from the scheme, please make contact with your CCB who will be able to supply you with information on how the scheme works.

13. How much money has the charity raised since Chance to Shine launched?

To date, around **£19 million** has been committed towards the target of £25 million to be raised from the private sector. The Chance to Shine programme costs around £5million to run each year.

14. What is Brit Insurance National Cricket Day?

Brit Insurance National Cricket Day is a day of cricket-themed activity – both in the classroom and in the playground – held, in 2010 on Wednesday 23 June - for schools across England and Wales. It is an opportunity to raise awareness of Chance to Shine in schools and clubs and to celebrate the success of the campaign to date.

Thousands of children will enjoy a wide range of cross-curricular lessons, from crafting cricket poems in English and working out the co-ordinates of a cricket field in Maths, to cricket competitions between classes and other local schools.

14. How can we as a club get involved with Brit Insurance National Cricket Day?

Brit Insurance National Cricket Day is a day to embrace cricket. You could offer to hold a tournament for your Chance to Shine schools – it's a great way to get the children down to your club and helps out those schools that don't have the facilities to host such an event. You may wish to encourage the school to provide cricket for all year groups on Brit Insurance National Cricket Day, or you could assist with their cricket-themed curriculum lessons. All these activities help create stronger links with your schools so will be of benefit to all. There are more ideas on our Brit Insurance National Cricket Day page www.ncd.chancetoshine.org.

15. What is 'Step up to the Crease!'

Step up to the Crease! is a fun fundraising initiative to help Chance to Shine raise

vital funds to keep the programme going. We hope that you have felt a real benefit from Chance to Shine being in your club. You can choose to split the funds or you can send us everything you raise. Your contribution will help us to continue to bring cricket to state schools.

16. How can my club raise money for Step up to the Crease!?

We realise that clubs need to do a lot of their own fundraising anyway, but we have a few suggestions of how you might help. You may want to use the Chance to Shine brand to add weight and endorsement to your fundraising and in return perhaps split the funds raised. An easy way in which you could raise money would be to have a 'top up your match fee' week where every player adds a small amount to his/her match fee, a proportion of which would come to Chance to Shine.

17. What if we can't raise any money for Step up to the Crease!?

Don't worry if you can't raise any money for us; we realise not everyone will be able to. Your funding will continue regardless of whether you can help us or not.

18. How do I donate to Chance to Shine?

We'd be delighted if you can donate to Chance to Shine – all donations, big and small, make a huge difference. You can send us a cheque or donate via our justgiving page – www.justgiving.com/chancetoshine. More information is available on our website www.chancetoshine.org.

19. Why is Chance to Shine now sponsored by Brit Insurance?

Brit Insurance has a proven track record of investing in cricket and the new partnership will go a long way to helping us achieve our aim of reaching a third of state schools by 2015.

20. Where can I find more information on Chance to Shine supported by Brit Insurance?

Either by visiting the Chance to Shine website – www.chancetoshine.org – or by contacting the relevant member of The Cricket Foundation team:

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