

BREAKING BOUNDARIES

BREAKING BOUNDARIES PROJECT OVERVIEW

Breaking Boundaries is a three-year programme (2018 –2021) funded by Spirit of 2012, supported by the England and Wales Cricket Board (ECB) and The Institute of Community Cohesion (Icoco).

It aims to socially connect young people, their families and communities together through regular cricket engagement, fostering mutual respect, trust and friendships by playing, spectating and volunteering.

It is being delivered in 5 cities; Bradford, Birmingham, London (Barking and Dagenham), Manchester and Slough.

PROGRAMME TARGETS

10
Community
Coordinators

500
Community
Champions

5000
Community
Participants



WHAT IS COMMUNITY COHESION AND INTEGRATION?

They are terms generally used to describe how people from different backgrounds mix, interact and get along with each other.

The difference referred to is usually one of ethnicity or faith, and sometimes both. But it is also about much more than that.

It's understanding how other differences (for example, age, social class, gender) may inhibit people coming together between different groups. Many people are wary of, or fear people from different backgrounds to their own, which means they are less likely to attempt to get to know them.

THE PROJECT AIMS TO USE CRICKET AS A TOOL TO:

Improve social
connectedness and
attitudes to diversity

Increase
empowerment and
community voice

Increase community
participation and
sense of belonging

Improve partnership
working

Improve knowledge
and skills to
support community
cohesion

Improve wellbeing

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Sporting Equals
Promoting ethnic diversity in sport & physical activity

