

ICC *Catch the Spirit* – Sri Lanka – Cricket for Change

'The aim of this programme is to train 24 former child soldiers to be Cricket Peer Leaders in their communities on their return from the rehabilitation camps'

Overview

The International Cricket Council (ICC) recognises the power that sport has to bring people together to address key issues and encourage social change. While developing the sport and captivating and inspiring more people to enjoy cricket, the ICC aims to build bridges between continents, countries and communities. The 'Catch the Spirit' match grew out of the collective willingness of the worldwide cricket community to support the families of the victims of the tragic Lahore terrorist attack on the Sri Lankan cricket team and match officials on 3 March 2009. The 'Catch the Spirit' match, which took place during the warm up to the ICC World Twenty20 England 2009 brought people together from across the world to raise awareness of the unifying capacity of the sport. The legacy funding raised will be used to support the families of the victims of the attacks and to promote peace through cricket across the Asian sub-continent through projects in Sri Lanka, Bangladesh, India and Pakistan.

About 'Catch the Spirit'

'Catch the Spirit' is one of the themes of the ICC Centenary year. It highlights the respect, spirit and diversity in which the game is played around the world. 'Catch the Spirit' activities are being hosted by the ICC's 104 Members during 2009 bringing together cricketers across continents, countries and communities. 'Catch the Spirit' therefore serves as the natural platform to promote peace and understanding in conflict areas and disadvantaged communities in cricket playing countries.

In the summer of 2009 Cricket for Change (C4C) was commissioned by the ICC to set up four sustainable cricket development programmes in the Indian sub-continent by May 2011. These programmes were to be set up in conjunction with ICC partner charity *Peace and Sport*. The overall aim of these programmes is to show how cricket can be used as a force for good in areas of disadvantage and conflict.

C4C and Peace and Sport plan to run one programme in each of the following countries; Sri Lanka, Bangladesh, India and Pakistan. The first of these will be in Sri Lanka in February 2010.

Cricket for Change

Cricket for Change (www.cricketforchange.org.uk) is a UK based charity which uses the game of cricket as a vehicle for developing the confidence and aspirations of young people and thereby enriching the communities in which they live. Our two main programmes are '*Hit the Top*' and '*Street20*'. *Hit the Top* is the largest and most comprehensive cricket programme for young people with a disability in the world. '*Street20*' targets young people who are in danger of being marginalised and disadvantaged due to the influences of crime, substance abuse, gangs or

other negative influences. Due to our expertise in these two programme areas we are often asked to work with overseas training partner organisations. In the last four years we have set up development programmes in Rwanda, Sierra Leone, Panama, Israel, Tanzania, Jamaica, South Africa, Sri Lanka, Cuba, Barbados and Uganda.

What is *Street20* cricket?

In Jamaica, South Africa and Sierra Leone we have worked with the National Cricket Authorities and a range of diverse youth groups to help them develop a form of the game which is easy for non-cricket experts to set up and teach, is inexpensive to play, does not need specialist cricket facilities and is fast and exciting for young people to play.

This form of the game is called *Street20* Cricket. This shortened version of cricket is six-a-side, takes 30 minutes to complete one game and can be played on a variety of surfaces such as basketball courts, sports halls, tennis courts, school playgrounds and just about any piece of flat land. Perhaps more importantly our *Street20* programme provides the platform to deliver advice, support and training for the young participants around issues such as inter-community friendships, drug awareness and conflict resolution.

Street 20 is, as the name suggests, the street version of professional Twenty20 Cricket which has taken the world of cricket by storm over the last two years. The key to *Street 20's* success is the ball which is a tennis ball covered in tape or a 'Tapeball' as it is known in Pakistan and other parts of the world. It behaves like a cricket ball but does not cause damage to people or property and can therefore be played almost anywhere without the need for expensive protective equipment. The game can also be played all year round on different surfaces.

Peace and Sport

Peace and Sport's mission is to promote sustainable peace by raising awareness about and educating youth about peace using the structuring values of sport. Its work is split in two directions: Locally based projects which are carried out in the field and organising the Annual International Forum to enable meetings and communication between all stakeholders involved.

Peace and Sport aim to offer longer term support for the programme on completion of the development and training programme planned for February 2010.

Timescales – Sri Lanka

A successful scoping visit by Cricket for Change took place in Sri Lanka between October 20th and 22nd 2009. The C4C team met with all of the main partners in the proposed programme and also worked with a group of former child soldiers at Ambepussa Rehabilitation Camp. The proposed programme set out below is a result of the discussions between the partner organisations. Cricket for Change would like to thank Nishantha Ranatunga, Colonel Modestus Fernando, Philippe Duamelle, Sanjeevani Munasinghe, Gill Westaway, Dominic Williams,

Manori Unambuwe, Nick Pink and Jon Long for making our visit so productive and helping us to create the programme outlined below.

The Programme in Sri Lanka

The programme proposed has four stages:

Stage 1 – January/February 2010

- UNICEF and the British Council identify 24 former child soldiers to take part in the Cricket Peer Leader Training Programme

Stage 2 – February 22 to 26 2010

- Cricket for Change run a week long intensive Cricket Peer Leader Training Programme culminating in the official launch of the programme on February 26th (details below)

Stage 3 – From end of February 2010 onwards

- Cricket Peer Leaders set up *Street20* Cricket Programmes back in the camps (supported by UNICEF, the British Council and Peace and Sport)

Stage 4 – From their release

- Cricket Peer Leaders set up *Street20* Cricket Programmes on their return to their local area (supported by UNICEF, the British Council, Sri Lanka Cricket and Peace and Sport)

Stage 2 Training Programme and launch timetable

After logistical discussions with UNICEF and the British Council the recommendation of C4C is that if possible they select the trainees from a range of camps and bring them together to train and Ambepussa for three days and then to Colombo for two days. The reasons for this are:

- We were advised that partners/guests/media might have great difficulty getting permission to travel to other camps and even if given permission might be put off by the long journey therefore making a high profile launch involving all the partners not very likely
- Ambepussa is a secure, inexpensive and central training venue to use and is accessible to Colombo for part two of the training and the launch
- The trainees would find travelling to and training in Colombo a very motivating experience
- Holding the launch in Colombo would allow Sri Lanka Cricket to host the two days of training and the launch at a high profile venue which would be convenient for partners, guests and the media

Monday February 22nd

Day 1 (Ambepussa)

- C4C Team meet with trainees for evening introductory session at Ambepussa

Tuesday February 23rd

Day 2 (Ambepussa)

- *Street20* Cricket Training at Ambepussa Rehabilitation camp

Wednesday February 24th

Day 3 (Ambepussa)

- Peer leader training at Ambepussa Rehabilitation Camp

Thursday February 25th

Day 4 (Colombo)

- Colombo programme hosted by Sri Lanka Cricket
- Introduction to hardball cricket at an indoor cricket centre in Colombo
- Training in how to run a cricket festival in preparation for launch the next day
- Evening reception/party for all participants, partner organisations and guests to celebrate the achievements of the new Cricket Peer Leaders and for stake holders to meet each other – Venue tbc (British High Commission?, British Council?, UNICEF?, Sri Lanka Cricket?)

Friday February 26th

Day 5 (Colombo)

- Launch hosted by Sri Lanka Cricket
- Cricket Peer Leaders run a *Street20* Cricket Festival for disadvantaged young people from Colombo
- Cricket Peer Leaders presented with their qualification at official launch ceremony at festival
- Press conference for local and international media
- De-brief for all Cricket Peer Leaders by C4C, UNICEF, British Council and Sri Lanka Cricket
All the above at the same venue

Specific aims of the proposed programme in Sri Lanka

- To identify 24 former child soldiers from the three Child Soldier Rehabilitation Camps in Sri Lanka and give them the opportunity to train as Cricket Peer Leaders
- To support the 24 Cricket Peer Leaders to set up *Street20* Cricket Programmes when they get back to their camp and work with UNICEF, the British Council and Peace and Sport to use the *Street20* programmes to support their reconciliation and normalisation programmes for other young people in their camp
- To support the 24 Cricket Peer Leaders to set up weekly *Street20* Cricket Programmes on their return to their local area and work with UNICEF, the British Council, Peace and Sport and Sri Lanka Cricket to use the *Street20* programmes to support their reconciliation and normalisation programmes for other Tamil and Sinhalese young people in their area
- To use the programme to help normalise the former child soldier's lives, reintegrate them into wider society and give them something fun and exciting to look forward to

- To use the programme to develop links between those providing support for child soldiers and Sri Lanka Cricket and to develop progression routes for talented or motivated young players to fulfil their sporting potential
- To use the programme to foster understanding and tolerance of others and develop new friendships between former child soldiers and other young cricketers
- To introduce and develop a sustainable model of reintegration through cricket which can be used by other organisations in the future to help tackle similar issues

Programme elements

- Training of 24 Cricket Peer leaders in *Street20* cricket
- Training of 24 Cricket Peer Leaders in how to use *Street20* as a vehicle for delivering messages to and the supporting of young people
- Equipping 24 Cricket Peer Leaders with *Street20* equipment and coaches' shirt
- Setting up of programme management group to do the following
 - agree a three year development plan for the programme
 - agree working practices with local partners
 - agree roles and responsibilities
 - agree targets and timescales
- Making of a short promotional film made by C4C documenting the programme and interviewing key partners. This can then be used by all partners including the ICC during the 2011 Twenty20 World Cup to further promote the programme

Programme partners

Bureau of the Commissioner General of Rehabilitation Ministry of Justice and Law Reforms

Deputy Commissioner General of Rehabilitation - Modestus Fernando

UNICEF

- Representative – Philippe Duamelle
- Communications Officer External Relations - Suzanne Davey

British Council

- Country Director – Gill Westaway
- Deputy Manager programme Delivery - Sanjeevani Munasinghe
- **Sri Lanka Cricket**
- Honorary Secretary – Nishantha Ranatunga
- Head of Marketing – Charith Senanayake

Just in Time Group

- Assistant General Manager – Manori Unambuwe

International Cricket Council (ICC)

- Manager Member Services and Corporate Affairs – Jon Long

British High Commission

- Second Secretary – Dominic Williams
- Deputy Programme Manager – Tharumini Wijekoon

UK Sport

- International Development Consultant - Nick Pink

Peace and Sport

- James Holdsworth

Cricket for Change

- Tom Rodwell (now Executive Chairman)
- Andy Sellins Strategic Director (now CEO)
- Andy Welsh Director of Programmes

Proposal prepared by Andy Sellins, Cricket for Change, 10 November 2009