

# Case Study

## Breakfast club cricket gets serious about cereal!



<b>CSP:</b>	<b>PRO-ACTIVE SOUTH LONDON</b>
<b>DELIVERER:</b>	<b>FULHAM FC COMMUNITY SPORTS TRUST AND KINGSTON SSP</b>
<b>ACTIVITY:</b>	<b>BREAKFAST CLUB CRICKET</b>
<b>TARGET:</b>	<b>KS2 AND KS3 SEMI SPORTY</b>



### Our objectives:

- The main objective was to create a quality, fun 'cricket breakfast club' in 8 primary schools at Key Stage 2 and 3, through linking with Fulham Football Club and Kingston School Sports Partnership

### The structure:

- There was a strong identification of need for a 'breakfast club' opportunity in the Kingston area on top of the healthy after school programmes which existed. The project targeted schools with limited non-curriculum cricket activity on offer
- The schools recruited the young people through reminders in registers and letters to parents each week during the early stages of the scheme
- Trying to get the young people into school an hour earlier was a major challenge for the project but they succeeded!

### Next steps:

- A second term of delivery at Key Stage 3 from September has been planned with the help and funding of the Kingston SSP
- Continued support has been gained from the partnership with Waitrose to provide the breakfast ingredients
- Look at the development of relevant pathways from the scheme into local clubs and organisations
- Ensure that the role and value of the events are utilised fully as incentives which will increase attendance for these free, high quality sessions

### Areas for improvement:

- The time of year caused problems because of the exam period
- The project may require more flexibility in order to deliver 10 weeks of sessions within one term (which may be only 12/13 weeks in length)

### Success factors:

- Sponsorship for the project was provided by Waitrose who put forward £1,280 to supply the breakfast products such as fruit, cereal, yoghurts and juices that gave a "good start to the day". This money equated to £1 per child per morning
- There was anecdotal reporting of noticeable improvements in behaviour and attention in class, not to mention ensuring that all young people on the programme started the day with a healthy breakfast
- The new level of opportunity to take part in cricket was positive as many young people did an activity that they either wouldn't get the chance to do or had never tried out before
- The end of programme festival was a great conclusion to the term and reflected well on the schools' engagement and commitment to the project

