




# CRICKET CHANGEMAKERS — A GUIDE

USING CRICKET TO TACKLE LOCAL CHALLENGES THROUGH YOUTH LEADERSHIP


## Using Cricket to Tackle Local Challenges Through Youth Leadership


Cricket Changemakers is an approach that supports young people to lead change in their communities – using cricket as the spark. It brings together inclusive coaching, critical reflection, and youth-led action to address issues that matter.


The CCMs approach is built around a flexible cycle with five key phases:

 **IGNITION** – Everything starts with a spark. Young people join fun, inclusive sessions, and early leadership potential begins to emerge.

 **EXPLORE** – Using cricket games and conversations, we explore a local issue together and define a shared goal.

 **PLAN** – Youth leaders (Cricket Changemakers) and coaches work as a team to design a simple plan for change using cricket.

 **DO** – The plan is put into action. Activities engage individuals, families, and communities through coaching, events, and awareness sessions.

 **REVIEW** – We reflect on what’s changed. Through Ripple Effects Mapping and storytelling, we capture learning and celebrate progress. This is not a one-time project. It’s a cycle – and each time we go around, the work becomes deeper, stronger, and more youth-led.

 **This document gives an overview of the full approach.**

There is also a separate guide for each phase, with practical ideas, tools, and activities to support delivery on the ground.



# IGNITION PHASE

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*“Every movement starts with a spark.”*

## WHAT THIS PHASE IS ABOUT:

This is where it all begins. It might start when coaches notice a local issue that young people care about. Or maybe it's a natural next step for a hub where cricket is already being played. Either way, this is the phase where we start building momentum.

## WHAT HAPPENS:

- Coaches run fun, inclusive cricket sessions using **games with a message** (from the Participatory Games toolkit).
- We invite young people to take part in **ICC Foundation Coaching Courses** or similar training sessions.
- We start identifying young people who show leadership, commitment, or curiosity – these could become Cricket Changemakers.
- Together, we start talking about:
- What could we change in our community through cricket?

## BY THE END OF THIS PHASE:

- We've got an idea of what the issue is.
- We've found some brilliant young people who could become leaders of the change.

# EXPLORE PHASE

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*“Let’s understand the issue together.”*

## WHAT THIS PHASE IS ABOUT:

This is where we take a deeper look at the challenge we’re trying to tackle. We do this with young people, not for them. And we use cricket to help us explore the issue.

## WHAT HAPPENS:

We run a special community session, ideally with support from both a local NGO partner and a trained Cricket Changemakers tutor.

The session includes 4 cricket-based games:

1. **Team Targets** – Focuses on what’s good about the community, building positive energy.
2. **Challenge Busters** – Helps identify and understand the local issue more deeply.
3. **Dream Targets** – Gets young people thinking about what they want to change.
4. **Changemakers Cricket** – Encourages planning of **different types of change** – not just in individuals, but also in families, schools, the wider community, and systems (like rules, traditions, or how decisions are made).

## WHAT THIS PHASE IS ABOUT:

Effective programmes don’t just try to change individuals. Real, lasting impact happens when:

- People gain new knowledge or confidence (individual level)
- Friends and families are involved (relationship level)
- Community attitudes and structures shift (community or system level)

## BY THE END OF THIS PHASE:

- We’ve defined a **clear issue and a shared goal**.
- Young people are starting to imagine how they could lead change through cricket.
- CWB reviews the issue and sends back **examples of what works** in similar situations.



# PLAN PHASE

*“We are the architects of change.”*

## WHAT THIS PHASE IS ABOUT:

Now it's time to plan! Youth leaders (Cricket Changemakers) and their coaches work together to design a plan for action using cricket.

## WHAT HAPPENS:

- Together, they choose up to 3 **activities** that will help achieve their goal.
- These activities must include:
  - At least one that **works with individuals** (like a life skills cricket session).
  - At least one that **involves others** (like families, teachers, or the wider community).
- They use existing resources where possible (e.g. cricket gear, local connections) and can ask for small top-ups from CWB if needed.

## BY THE END OF THIS PHASE:

- There is a **simple, clear plan**.
- Everyone knows what's going to happen, and who is doing what.

## TIMING

The Explore and Plan phases together should take no more than 1 month.



# DO PHASE

*“Actions speak louder than words.”*

## WHAT THIS PHASE IS ABOUT:

The plan is now put into action. Cricket is used not just for coaching, but also for education, awareness, and change-making.

## WHAT HAPPENS:

- Coaches and youth leaders run their 3 activities.
- These might include things like:
  - Gender awareness sessions at schools
  - Cricket tournaments with messages for parents
  - Coaching sessions that focus on confidence or inclusion
- We recommend a **minimum of 6 sessions** for activities focused on individuals, to give people time to learn, reflect, and grow.
- When possible, we collect feedback using simple participatory tools like the tennis ball survey (fun, physical, and easy to analyse through tools like KoboToolbox).

## BY THE END OF THIS PHASE:

- We’ve delivered the full set of planned activities.
- Young people and coaches have **led real work** in their communities.



### DURATION

Duration: 3–6 months depending on the plan, with ongoing mentoring and check-ins.

# REVIEW PHASE

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*“Let’s look at the ripples we’ve made.”*

## WHAT THIS PHASE IS ABOUT:

This is where we **pause and reflect**. We want to understand the impact of the work – not just the obvious outcomes, but also the surprising ones.

## WHAT HAPPENS:

- We run a **Ripple Effects Mapping** session with young people, coaches, teachers, and parents.
- Participants discuss what happened, what changed, and what they learned.
- We map out the chain reactions:
- “We did this → which led to this → which led to that...”
- These stories and insights guide the **next round** of change-making.

## BY THE END OF THIS PHASE:

- We understand what worked (and what didn’t).
- Young people and coaches can **celebrate success**, learn from the process, and think about what’s next.

## SUMMARY

This phase helps us reflect on the ripple effects of our work – what changed, why it mattered, and what we’ve learned. From here, we might move back to the EXPLORE phase to deepen our understanding of the issue, or find out about a new issue, or return to the PLAN phase to adjust our next steps.

# FINAL NOTES ON GUIDING PRINCIPLES

## The Cricket Changemakers approach works because it:

- Centres youth leadership from the start
- Uses cricket not just for sport, but as a tool for community listening, learning and action
- Combines simple ideas with deep impact – from the pitch to the people
- Builds in reflection and adaptation every step of the way

This isn't a one-off intervention. It's a cycle:

Spark the idea → Understand the issue → Make a plan → Take action → Reflect and adapt.



### SUMMARY

Most importantly: young people lead it – with support from trusted coaches, partners, and of course, you.