



MAGNIFICENT 7 VALUES

**CRICKET**®





# CONTENTS

1  
About Us

---

2  
About the  
Programme

---

3  
M7V

---

4  
TUFF  
Youth  
Programme

---

5  
International  
Projects

---

6  
Networking

---

7  
TUFF Prison  
Project

---

TUFF Cricket is part of The Unity of Faiths Foundation (TUFF)  
Charity no. 1153619





## ABOUT US

TUFF empowers youth through participation in sports and leisure, to learn through applying Human Values including acceptance, integration, individual liberty, gender equality, environmental awareness, respect for othercultures and environment, democracy and the rule of law.

Bridges the gap between children of different backgrounds helping to build each youths self-esteem and confidence

- Encourages and practices social integration improving community and global cohesion

Empowers youth to address their needs through resilience with the challenges of the 21st Century

Improves youths social and life skills

Working daily to ensure inclusivity where no child, irrespective of background or origin, is left behind or socially isolated

Provides a cross-sectoral approach to improve communication between youths and institutions

Builds bridges between our undervalued youth and the many organisations that interact with them from schools, sports initiatives, social groups, sports and government institutions and reform facilities

Tackles poverty, gang related violence, radicalization, drug addiction and social disharmony by encouraging social responsibility and accountability via Human Values in sport

TUFF is an important education, social and cultural initiative. Working with children and youth from around the world we understand how important it is for them to perceive themselves as a part of their society. It empowers their self-esteem, thus it gives them a solid foundation for their future.

Together, we are building stronger societies globally.



MAGNIFICENT 7 VALUES

**CRICKET**®



# 'Magnificent 7' Education in Human Values (M7V)

The TUFF programme uses the game of **CRICKET** to deliver the 'Magnificent 7' Values. (M7V)

Working using the acronym of **CRICKET** to motivate clients to build the core human values of - **C**haracter, **R**esilience, **I**ntegrity, **C**onfidence, **K**nowledge, **E**ducation and **T**rust. Ideally with the support of the national body, we look to support local authorities, prisons, social workers, local communities and schools to target participants for engagement in our programme.



*(TUFF School Assembly)*



*(TUFF Workshop for local government authorities)*

An initial introductory meeting (e.g. school assembly) will provide interested parties with a clear outline of what the programme has to offer. In basic terms; playing cricket whilst embedding valuable life skills.

Parents are drawn initially to the life skills education and it is then up to the coaches to provide the skills and the enjoyment which will attract everyone to the actual game. A neutral platform without barriers is key and this creates an open door for everyone to participate. Diversity and inclusion are high on our agenda and this adds to our offering. Everyone is part of the team.

The physical side of the programme starts with an introduction to the game of cricket and the basic skills. This enables the coaches to evaluate the standard of the group and where the focus needs to be applied. Once the basics have been achieved, we can progress to net practice, game situations and personal improvement. It is through game play and competitive sessions that we can then start introducing the core human values typical to the game of cricket. Matching game situations with real life will enable participants to understand the core values at the heart of our programme and provides an opportunity to experience the emotions of game play for themselves. Session goals and achievements are set and recorded, and progression is structured to suit the group, as a whole and as individuals.



*(TUFF coaching session with Bangalore academy youth)*



MAGNIFICENT 7 VALUES

# CRICKET

(M7V)

## MAGNIFICENT 7" HUMAN VALUES IN CRICKET

**C**

is for CHARACTER- the mental and moral qualities distinctive to an individual

**R**

is for RESILIENCE - the capacity to recover quickly from difficulties

**I**

is for INTEGRITY - the quality of being honest and having strong moral principles

**C**

is for CONFIDENCE - the feeling or belief that one can have faith in or rely on someone or something

**K**

is for KNOWLEDGE - facts, information or skills acquired through experience or education

**E**

is for EDUCATION - the process of giving or receiving systematic instruction

**T**

is for TRUST - firm belief in the reliability, truth, or ability of someone or something



## TUFF YOUTH

The values behind M7V are not just about changing people's ways They are a good foundation for young people learning how to get along in this world. Introducing them to M7V empowers them with important life skills. Skills to give them a core set of values that will help them when difficult decisions are to be made. Courage , Integrity ,Resilience, Trust , Knowledge and Education are high on the decision making process and ALL add to build a rounded Character. TUFF Cricket is trialing this education programme at Acton CC. We are targeting the 11-15 year old group as this is the age where we know they can have the greatest effect. Sharing cricket situations with life skills is a perfect platform to deliver the M7V. TUFF Cricket plan to run a programme in high schools using M7V. The ECB already have a junior school programme (Chance to Shine)running in junior schools. TUFF Cricket have a programme that would fit perfectly into high schools offering education through cricket. So not just a cricket participation exercise but a chance to empower young adults with very valuable life skills.





## INTERNATIONAL PROJECTS

TUFF Cricket internationally has proven to be a real winner in our pilot schemes (India, Australia) and especially where CRICKET is a completely new concept and the people have never heard or played the game before (Iceland).

### TUFF INDIA

TUFF Cricket has been key to the success of our sports projects in India. Cricket being the national sport helped the implementation of M7V education program.

We are working with our delivery partners helping orphans in Mumbai and supporting youths in Delhi and Andhra Pradesh.

So far, TUFF India, has been supported by the local state governments with the acknowledgement of the British Embassy.

A new project is being planned to start in Bangalore to support youths around the state of Karnataka.



*(TUFF Cricket supporting orphans from Mumbai)*



*(TUFF Trustee Hrund Hafsteinsdottir addressing youths from Andhra Pradesh University)*

### TUFF ICELAND

The TUFF project in Iceland has been used as national security preventive measure for the central government and city councils around Iceland.

Reykjavík and Kopavogur city councils Carried out stage 1 of the TUFF program across a combination of schools, sports clubs and service centres.

Over 7500 children participated in the project and now TUFF stage 2 is in place.



Free Sport for three months was offered to all children.  
Cricket is a new sport in Iceland and many did not know the game so TUFF used the cricket M7V to attract all principles into playing cricket as parents were aware of the need for children to learn Human Values.

The project in Iceland was visited by British Sports Minister, Rt. Hon Tracy Crouch MP, who met with youths on the program and joined in a TUFF workshop.



*Dr Shamender Talwar (TUFF Founder) conducting a workshop in presence of Tracy Crouch and Lilja Alfreðsdóttir (Education/Sports Minister of Iceland) with TUFF youth. Both Ministers with the Icelandic Cricket team)*

## TUFF AUSTRALIA

An 18 month pilot program was conducted in New South Wales with sport academies. The focus was on integration and community cohesion with the aim of M7V being included within the TUFF program. Workshops were part of the weekly training sessions for the kids. Parents too were invited to join in the discussion. Many parents whose children participated in the program, believed the TUFF project made a big difference in their local community and think having an organisation like TUFF brings their wider community closer.”

The project is getting ready for a national makeover



*Youth workshop with Barry Evans (Head of TUFF Sports) in Australia with Anna Prior (Founder)*





(Dr Shamender Talwar, Rev.Chris Kennedy & the ECB team)

## TUFF NETWORKS

TUFF Cricket uses all avenues available to be able to widen the networking opportunities of all its participants. This is very important on our Prison Programme as it offers new “friends” for individuals to lock into. “Beyond the gate” is a key objective of the prison programme. Giving opportunities to all to make a better choice.

The Chaplaincy team led by Rev.Chris Kennedy, offer a community of help beyond the gate for all religious backgrounds with local communities offering friendship and help. TUFF Cricket have partnered with local Cricket teams to offer a membership which in turn widens that persons network of friends and more importantly Team Mates. TUFF Cricket are also partnering with local businesses and business men to offer jobs and financial security for exiting prisoners.

TUFF Cricket Juniors are helping to provide a safe playing environment for our cricketers. We are creating a strong TEAM bond where friends are made for life. Whatever your background you are all part of one Team. This mixed group are breaking barriers and creating a better diverse future where it only matters that you are part of the team.

## WE WORK WITH





## PRISONS 10 WEEK PROGRAMME

Introduction - introducing the basics of batting and bowling. Grip, Stance and basic shots and techniques for bowling over arm 2 Nets and surrounding indoor sports area.

- Net 1. 2 Batters facing a bowling machine concentrating on basic shots
- Net 2. 2 batters facing bowlers and learning the basics of shot selection. Bowlers learning to bowl straight and at a target
- 

Sports area- simple technique practice and small games also padding up for next set. Whilst in this group the TUFF Magnificent 7 values of cricket (copyright) is delivered. Concentration levels are short so a perfect opportunity to inject the discipline involved.

Final 2 weeks of programme 8 a side indoor cricket matches getting a chance to put into practice all that has been learned in the pilot.

The object of the TUFF Magnificent 7 values of Cricket is to deliver the values through the “spirit of cricket” where actions on the cricket pitch mirror those of real life.

Creating better humanistic values in the participants. Partnered with the guards and the prisons chaplaincy team it gives us a chance to improve social awareness, to open larger networks, to integrate, to make new friends and ultimately have a life “beyond the gate”. All this whilst also generating more participation in the game of cricket.

Cost of the Pilot Scheme is a separate representation of what an annual or 3-year programme would cost. The equipment and training of coaches cost make the programme marginally top heavy.

Initial Costings £25 000 (subsequent course in same prison costs £5000 less as equipment already in situ)

- 8 x full equipment package, bowling machine, balls and playing kits £7000
- Venue hire £90 x 3 x 10 = £2700
- Coach & Assistants x3 £60 per hour x 4 = £720 = £7200
- Educator £240 x 10 = £2400
- Administration, report writing programme set up charges £5700.

These charges cover training for prison staff, coaches around TUFF Magnificent 7 values of Cricket, Safe Guarding whilst working in the prison, additional safety courses. Presentations and weekly workshops with inmates and prison staff. Collating data and writing up of all the analytics to justify and prove the value of the programme. All supervised by TUFF management on a weekly basis



## OBJECTIVE & BUDGET PROJECTION.

### Key Objectives:

- Work with age group of 15-21, mainly focusing on young offender institutions.
- Gain support of county, local cricket clubs and faith communities in each prison location to facilitate work after programme and mentor offenders pre and post release.

### Year 1 (April 2019- April 2020)

1. **Run pilot project at Feltham Young Offenders (14/3/19- 23/5/19)**
  - ❖ Match played against offenders/officers vs. interfaith team (24/5/19)
  - ❖ Have VIP cricketer to visit Feltham project (date TBC but near build-up of World Cup)
  - ❖ Run programme twice more before April 2020
  
2. **Launch Tuff Cricket in conjunction with Interfaith Cricket Festival in Manchester ( TBC-28/9/19)**
  - ❖ Launch TUFF Cricket HMP Forest Bank with heads of Faith communities launching
  - ❖ Run programme once more before April 2020
  
3. **Launch Tuff Cricket in a further young offender's institute e.g. HMYOI Wetherby (January 2020)**

Prison	1 <sup>st</sup> course+equip	2 <sup>nd</sup> course	3 <sup>rd</sup> course	Totals
Feltham	£20 000 + £5000	£20 000	£20 000	£65 000
HMP Forest Bank	£20 000 + £5000	£20 000		£45 000
HMYOI	£20 000 + £5000			£25 000
TUFF Festival	£15 000			£15 000
<b>Year 1 Total</b>				<b>£ 150 000</b>

**Year 2 objectives: Run TUFF Cricket course in all 5 young offenders institutes in England  
Increase funding streams and partnerships, grow interfaith network**



FOR FURTHER INFORMATION PLEASE CONTACT  
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