

Breaking Boundaries



Breaking Boundaries aimed to socially connect young people, their families, and communities together through regular cricket and multi-sport themed engagement, fostering mutual respect and friendships by playing, spectating, and volunteering.

Funded by Spirit of 2012, it was delivered from 2018 to 2022 and in 5 cities: Bradford, Birmingham, London (Barking and Dagenham), Manchester and Slough. Led by the Youth Sport Trust in partnership with Sporting Equals and a consortium of organisations including Cricket Trusts and Foundations, Local Authorities, and Community Groups.

The purpose of the project was to provide social mixing between target communities using cricket and multi-sport as a tool to inspire, engage and reduce tensions/parallel lives. Working with community groups and city cohesion and integration teams, the project had delivered regular activity sessions, social action support and provided platforms for young people to have their voice heard, bringing different communities together.

Activities and Engagement



Volunteering hours delivered by **348** Community Champions



Regular participants at **10,068** regular sessions



Individuals engaged at **204** one off events



Community partners engaged



FUNDED BY
SPIRIT OF 2012
INVESTING IN HAPPINESS



YOUTH
SPORT
TRUST

Sporting Equals
Promoting ethnic diversity in sport & physical activity



wavehill
social and economic research

BREAKING
BOUNDARIES

Breaking Boundaries

Outcomes



Improved partnership working

A key strength was the links established between organisations and community projects; prior to Breaking Boundaries, many had not worked together.



By linking up with organisations... we've been able to collaborate and see where it's better to be united and work together.

Community Leader, Clarendon Youth, Manchester



Improved knowledge and skills to support community cohesion

Individuals and organisations developed new skills and a greater understanding of social cohesion - leading to new ways of working to deliver cohesion outcomes.



We've learnt that getting our cohesion team on board early was key, making better connections with community settings and groups.

Host Organisation, Barking and Dagenham



Improved wellbeing

Regular participants reported that Breaking Boundaries helped to improve their confidence, socialisation, and mental health.



I didn't just learn to play football, I learnt how to become a better person.

Participant, Manchester



Increased community participation and sense of belonging

New opportunities for community participation were created that brought different groups of people together in new ways.



It's been very good, meeting people who live in the same community as me, it's a very mixed group now so it's doing exactly what it intended to do.

Participant, Slough



Increased empowerment and community voice

Delivery partners focussed on a range of local tensions (e.g. littering and anti-social behaviour) where residents have felt powerless to engage in the past.



Young people are empowered from this project and can really go out and make a difference and impact their local communities by carrying on the legacy of the Breaking Boundaries project.

Community Coordinator, Birmingham



Improved social connectedness and attitudes to diversity

Joint participation in sport developed a shared group ethos so that participants gained a better understanding of each other and attitudes to diversity improved.



They have learnt about different communities from each other so broken down some of the stereotypes and taboos that might exist within the community, and obviously they have gone back and fed that back to their families.

Community Leader, SMCA, Bradford



FUNDED BY
SPIRIT OF 2012
INVESTING IN HAPPINESS



YOUTH
SPORT
TRUST

Sporting Equals
Promoting ethnic diversity in sport & physical activity



wavehill
social and economic research

BREAKING
BOUNDARIES

Breaking Boundaries

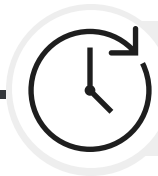
Emerging lessons



Community cohesion is a shared responsibility.



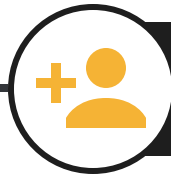
Quality connections are more effective than quantity.



Allow time to build trust with partners and participants.



Build into local communities to add value and support engagement.



Identify and grow 'Changemakers' to drive change within and across communities.



Secure "fun and lasting friendships" through positive activities to tackle societal change.



FUNDED BY
SPIRIT OF 2012
INVESTING IN HAPPINESS



YOUTH
SPORT
TRUST

Sporting Equals
Promoting ethnic diversity in sport & physical activity



wavehill
social and economic research

BREAKING
BOUNDARIES