Cricket in Us Project 'Report of the role cricket played within South Asian

heritage communities in Preston from 1960s'





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Foreword

Red Rose Sports Club has come a long way since it reformed in 2001 and the culmination of the 'Cricket in Us' project is a testimony to the ability and imagination that exists within the club.

The 'Cricket in Us' project would not have been possible without the support of the Heritage Fund, which I feel offers an excellent opportunity for people to discover their past and treasure it for years to come.

During the course of the 'Cricket in Us' project, it has been a wonderful experience of going back in time to think of the good times that were had by all those people who played cricket.

Personally, I was delighted to see so many other people recalling their stories and the pleasure they got from that and meeting up with old colleagues, who some had not seen since they stopped playing.

Finally, a thank you to all the people who took part, without whom this project would not have happened. I look forward to meeting up with the people who took part in future events that the club plans to hold.

Chair

Red Rose Sports Club

Ayub Patel

Acknowledgements

Any project cannot hope to succeed without the input of many people. This project is no different. The Red Rose Sports Club wishes to acknowledge the contributions made by the following people;

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Heritage Fund for supporting this project.

This project is dedicated to all the people who play and organise cricket. Long may they continue.



1.0 INTRODUCTION

1.1 Red Rose Cricket Club – The Early Years

For those growing up in Preston in the 1960s and 1970s, there were fewer opportunities for young people to keep entertained than there are now. That was not the generation that had easy access to DVDs, Nintendo's and Playstations, aswell as over 200 TV channels. Instead, young people had two to three TV channels, which only operated during part of the day and only the really affluent had the luxury of video recorders.

Time in those days were spent playing football and cricket and the divide was very clear, football between the months of September and April and cricket between the months of May to August.

During the late 1970's, a group of young South Asians living in Deepdale decided to establish a cricket team. Exactly whose idea it was to call the team Red Rose is not known.

One version is that one of the members had Red Roses on the pillars outside his front door, whilst another version is that one of the older brothers of one of the members had thought up the name, having picked it up on TV as a reference to the county of Lancashire and the logo for the Lancashire Cricket Club. Whatever the actual version, the name sounded good and it was kept.

The Club embarked on playing friendly matches against other teams comprised of South Asian heritage young people and played their first match on 25th May 1980 on Moor Park.



^ Accsess to good facilities were limited in the early days.

Red Rose CC vs Deepdale CC 25th May 1980 TEAM LINE UP 1. Ayub Patel 2. Sabbir Mohammed 3. Ilyas 4. Siraz Natha 5. Sabbir Musa 6. Ridvan Musa 7. Ilyas Master 8. Imtiaz 9. Salim Ahmed 10. Salim Adam 11. Sayed

Red Rose CC scored 54 all out, with number 11 batsman Sayed top scoring with 10 not-out. The opposition team Deepdale CC fared poorly and were all out for 3!

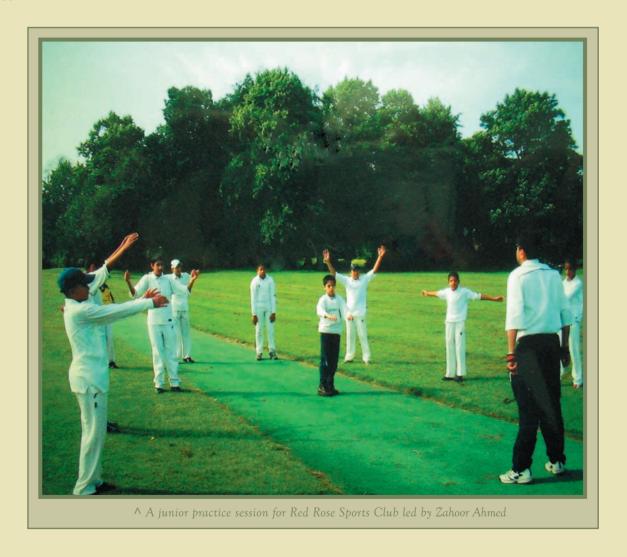
Between 1980 to 1984, Red Rose Cricket Club played eighteen matches, winning seventeen. After the last match in 1984, there was no formal decision to end the club, but a number of players went off to higher education or started work and in 1985, it became apparent that getting a team together would prove difficult, so no matches were played and as a result the club ceased to exist.

1.2 Starting Again

In 2001, a few of the old Red Rose Cricket club members and a couple of new people initiated the idea of starting up the club again, in order to organise activities for the next generation of young people. It was felt that despite more sporting opportunities, many young people living in the urban areas of Preston were missing out on taking part in organised cricket.

After an initial meeting, a committee was established and coaching sessions were organised, which led to the formation of a junior cricket team. Zahoor Ahmed and Siraz Natha, both now level two coaches provided the coaching.

The cricket sessions proved extremely successful and showed that not only was the talent evident, but also a desire to play organised cricket. This was achieved when Red Rose formed a number of junior teams which participated in the Preston indoor league aswell as a number of friendly matches.



During the latter part of 2003, a number of the young people asked if the club could organise coaching in other sports, mainly football. To respond to this, the club began to organise coaching sessions in other sports.

Soon, it was evident that Red Rose Cricket Club was more than a cricket club and the activities it offered were more than just cricket and it was decided in 2004, that the name be changed to Red Rose Sports club to reflect this.



^ Red Rose under 14s team (2004).

Over the last six years, the club has gone from strength to strength and in 2004, the club was awarded the 'Community Club of Preston' title by Lancashire Sport and in 2007 achieved the FA and ECB Clubmark status.

The Red Rose Sports Club has also now started to support other organisations and has worked in partnership with a number of partners.







1.3 Cricket in Us Project

When Red Rose Sports Club first undertook a research project looking at the role of cricket amongst young British South Asians, some interesting results emerged. There appeared to be a shift in perceptions to cricket between the older and younger South Asian heritage communities.

The younger generation were increasingly seeing football as a more popular sport. This was in contrast to the perception that cricket was the most popular sport in the South Asian heritage communities.

When the opportunity arose through support from the Heritage Fund to undertake more detailed research into whether these perceptions were an accurate reflection of the changes that were occurring, it was decided to carry out a research project involving both older and younger generations and their attitudes to cricket.

This report outlines the findings of the research undertaken.



2.0 CRICKET IN THE COMMUNITY

2.1 Early Arrivals

There has been a South Asian heritage population in Britain since the 18th century and subsequent mini-waves of migration occurred when sailors recruited into the British Navy during the first world war settled in the East End of London.

The largest wave of migration was in the 1950s and 1960s due to the combination of post second world war reconstruction and a growing British economy had led to labour shortages. Migrants from Gujarat, Punjab, Sylhet and Kashmir travelled to Britain to fill these labour shortages.

By the mid 1950's, the number of people from South Asian countries in Britain was approx. 10,700 and by 2001, the South Asian heritage population of Preston was 14,182(see Appendix one).

Initial post war migration from the South Asian continent was overwhelmingly male with families arriving at a later time. Over the years, the imbalances have been cancelled out somewhat and whilst the South Asian heritage population is still more younger, gradually the age profile is becoming similar to the general population in Britain.¹

Cotton Influence

Preston has a long tradition linking it to the Cotton trade. In 1777, the first cotton mill was erected in Preston and by 1857, there were 75 cotton mills operating.²

One of the biggest and most well known cotton mills started in 1938, when an Elizabethan mansion named Red Scar was bought by the Courtaulds company from the Cross family. The company built a giant rayon manufacturing complex on the site, which was reputed to be the largest in the world at the time.³

In time, Courtaulds would be the destination for the majority of South Asian heritage people who arrived in the 1950s onwards.

However, with the decline in the textile industry, Courtaulds closed in the 1980 and this resulted in large numbers of South Asian heritage people becoming unemployed.

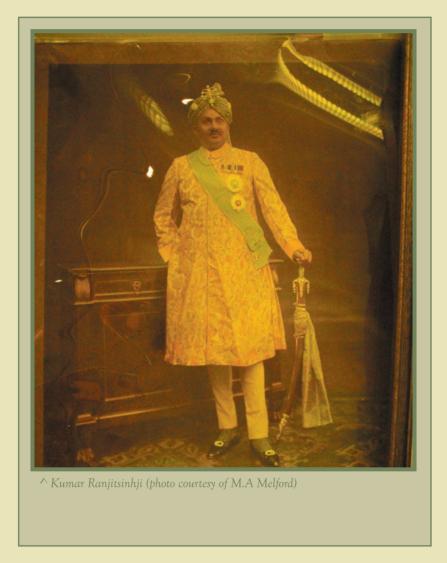
¹Ethnic minorities in Britain - CRE, 2007

²Preston's history, Preston Council website, 2007

³Lancashire History - www.lancshalls.co.uk

2.2 Role of Cricket in South Asian Heritage Communities

Ever since cricket was introduced in the South Asian continent, it became popular amongst the local population and in time, cricket became the most popular sport in India, Pakistan and Sri Lanka. More recently, it is beginning to become popular in Bangladesh.



One of the first notable South Asian cricketers in Britain was Kumar Ranjitsinhji, who in 1888 came to Britain to enrol at Cambridge.

During his stay, he became the first South Asian to play for a University side and later a major county side Sussex in 1895 and in 1899, he captained the England side on a tour of America. He went on to play fifteen test matches between 1896-1902.

One hundred years later, more South Asian heritage people have played in County sides and Nasser Hussain emulated Ranjitsinhji in captaining England.

This long tradition of interest and participation is embedded in the South Asian culture and it is that came over along with the south Asian community that arrived in England in the 1950s and 1960s.

⁴Moving here - www.movinghere.org.uk

2.3 Young Heritage Project

In 2005, Red Rose Sports Club undertook a research project to look at the role cricket played amongst young people of South Asian heritage in Preston and whether it was as popular to them as it was to their parents generation.

The project used a number of methods to carry out the research which included:

- Questionnaires with young people
- Questionnaire with Parents
- Focus group discussion

FINDINGS:

A total of ten young people took part in the research, along with their Parent/ Guardian. The following is a summary of the findings:



^ Young Heritage Project participants.

Left to Right: Zahoor Ahmed (Coach), Ifan Ali, Javid Hussain, Usman Alam, Rudra Singh (Coach)

Front: Siddique Bapu, Yasin Patel

Why cricket is popular amongst South Asian communities?

The reasons for this were varied from cricket being the national sport of the South Asian countries through to the sport being relatively cheap to participate in.

Those born in South Asia referred their experiences of growing up and seeing cricket played all around them and it was a natural step to also play the game. Having national teams also kept the popularity going and every village, town and city had cricket grounds or places where people could play cricket.

As one of the few sports where the South Asian countries could compete on a par with the rest of the world, the media coverage was extensive and cricketers were known throughout the country and enjoyed celebrity status. This also helped to keep the sport in the spotlight and made many young people aspire to be like their heroes.

This celebrity status and possibility to make a good living was also a factor leading many young people to develop their cricketing skills, so that they could escape poverty and have a chance to travel around the world.

How did the early South Asian heritage community in England continue the interest in cricket?

Those South Asians that came to England brought with them the desire to continue playing cricket, which they were used to back home.

In the early days, it was relatively easy for a number of these people to get together and join the local 'Park' leagues, where no club facility was required.

This participation in local leagues continued the interest in the games for many people who came to this country in the 1960's and 1970's. Preston had a thriving 'Park' League where a number of the teams had either Asian or West Indian players.

Playing cricket was seen as an important part of being Asian, both in the South Asian countries and in England. Participation in other sports was minimal amongst the people who arrived in England in the 1950s and 1960s onwards.

How cricket is viewed by the second and third generation South Asian heritage communities in England?

Views of cricket have not changed significantly. The sport still enjoys a wide appeal and many young British Asians play the sport. Indeed, surveys by Sport England show that participation in cricket amongst British Asians is higher than the national average.

The respondents to the task groups were committed to playing cricket and enjoyed the sport. However, it was noticeable that their reasons for participating owed a considerable amount to the involvement of their parents and peers.

Many second/third generation British Asian heritage and young people cited that as they were growing up, cricket was played in the community they lived in or a friend played the sport and that made them play too.

Whilst the fact that the South Asian countries had test sides did have a small impact on whether they played cricket, it wasn't the reason why they started playing cricket.

It was also noticeable that the second/third generation cited non-English players as their favorite cricketers. This is possibly explained by the fact that England has not had many outstanding players recently.

Will cricket remain popular amongst South Asian heritage communities in England?

From those interviewed it was clear that whilst cricket might be their favorite sport, it was Football which they felt was more popular amongst the second/third generation British Asians.

Other activities were also playing a part in reducing the appeal of cricket; for example Play stations and other sports were all having an effect on the popularity of cricket amongst second/third generation young people of South Asian heritage.

However, all those interviewed were of the opinion that cricket is still a popular sport amongst young people of South Asian heritage and with the South Asian countries doing well at international level and people having access to Satellite TV, where they can watch cricket helps to keep the sport popular.



^Participants who took part in the Young Heritage project.

3.0 CARRYING OUT THE RESEARCH

3.1 Aim and Objectives

The 'Cricket in us' project had the following aim:

"To research the role that cricket played within the South Asian communities in Preston from the 1960s"

The objectives of the project were to find out:

- What motivated the participants to play cricket?
- Where did the participants play, why and with whom?
- What were the highs and lows of their participation?
- Did cricket contribute to them settling in England?
- What thoughts they have about the role cricket plays in the South Asian community now

The following methods were used to undertake the research:

- Desk Research
- Player Interviews
- Questionnaires
- Focus Groups

3.2 Desk Research

This involved looking at archived material from the Lancashire Evening post from the 1960s onwards and researching documents, publications written about cricket and the South Asian community.

Carroll(93), undertaking a survey in Greater Manchester found that the most popular sports amongst male South Asian heritage people was football, followed by snooker and then cricket.

A more comprehensive survey in 2000 by Sport England found that:

• The national average for participation in cricket was 2% for men, however for Pakistani men it was 10% and for Indian men it was 6%. Both showing higher than average levels of participation.

Indian males	Pakistani males	Bangladeshi males	
Walking (36%)	Walking (26%)	Walking (22%)	
Snooker (18%)	Football (16%)	Snooker (14%)	
Football (13%)	Snooker (11%)	Football (14%)	
Swimming (10%)	Cricket (10%)	Swimming (13%)	
7th - Cricket (6%)		9th – Cricket (2%)	

Nationally, it was becoming apparent that Cricket was still popular amongst South Asian heritage communities, although other sports were also popular.

⁵ Ethnic participation in sport, Sport England, 2000

3.3 Questionnaires

A total of 202 people completed questionnaires. This was comprised of:

Category	Numbers
Adult Cricketers (Men 16+)	106
Adult Cricketers (Women 16+)	5
Partners of Men Cricketers	7
Young People (Girls 11-15)	18
Young People (boys 11-15)	66
TOTAL	202

3.4 Player Interviews

A total of eighteen players were asked to undertake video interviews in which their replies were recorded on video.

3.5 Focus Groups

All adult players were invited to take part in focus groups to encourage a discussion on their participation and their experiences. Over 50 players took part in the Focus groups. A series of prompt questions were asked to stimulate discussion.



4.0 FINDINGS

4.1 Questionnaires

Findings: Girls 11-16

A total of eighteen young girls completed the questionnaire. All the young girls were born in England and the majority (15) started playing cricket between the ages of 8-11yrs.

The person who introduced them to cricket was their school teacher (9), followed by their Parent/guardian (5). Most of the young girls went to Penwortham Girls school (10). Whilst a majority (14) stated that they had played cricket at primary school, none replied that they continued this into secondary school.

Fathers (11) and Brothers (12) were seen as the most likely members of their family who also played cricket.

In responses to who was their favourite cricketer, Andrew Flintoff (7) was cited as the most popular, mainly for being a good player.

Cricket was not seen as the sport that the young girls played the most. Only a small number (2) cited cricket as their most participated sport, whilst football (15) was mentioned as the sport they played the most. The reasons for this was that they were better at it (4) and their was more availability to play it (4).

The best cricketing moment was hitting a six (3), taking a good catch (2) and taking wickets (1). With regard to cricket having a social role, a majority (14) stated that it had introduced them to people who they would not otherwise meet.

Finally, when asked about whether there were enough opportunities for young girls to participate in cricket, the majority (15) felt that there were not enough opportunities.

Findings: Partners of Players

A total of seven partners of players completed the questionnaire. The place of birth for the respondents was evenly spread, with India (1), England (3) and Pakistan (3) being quoted. The majority (5) played sports when they were young, including cricket (1), Rounders (2) and Netball (2), but did not play any sports currently.

The majority (4) had partners who had played cricket for over six years and their initial thoughts of them playing were that it was good and it kept them healthy (5) and they enjoyed it (2).

The support that the partners offered their husbands was that they made the pack lunch (6) and got the kit ready (3).

When asked how important they felt cricket was for the South Asian community, (3) felt that it was very important and (3) felt it was important.

It was interesting that only (2) partners felt that cricket had played a big role in their family's life.

Findings: Women Players 16+

A total of five women completed the questionnaire. All were aged between 16-24 yrs and born in England. The majority (3) started playing cricket between the ages of 8-11yrs, whilst (2) had started prior to being 7 yrs old. Their parent/guardian (3) and Brother (2) were the people who introduced them to cricket. Only (2) had played at primary or secondary school.

Cricketing hero's varied Umar Gill (1), Nasser Hussain (2), Imran Khan (1) and Mishba ul-haq (1) each were cited. When asked about whether cricket was the most popular sport they played, (3) replied that it was. None were members of a cricket club and mentioned that hitting a six(1), winning (2) and taking a catch (1) were their best moments.

All (5) stated that cricket had introduced them to people whom they would not have met had it not been for playing cricket. There was a mix of answers whether the respondents felt if there were enough opportunities for women to play cricket. The majority (3) stated that there were not enough opportunities, whilst (2) stated that there were enough opportunities. None of the respondents were still involved with cricket. The main reasons for this was that they were too busy (4), whilst (1) stated that there were not enough opportunities.

Findings: Boys 11-16 yrs

A total of sixty-six boys completed the questionnaire. The majority (64) were born in England. The age at which they started playing cricket was evenly split between being 7 and under (30) and between 8-11 yrs (34). The people who were influential in introducing them to cricket were Parent/Guardian (25), School teacher (15), friend (15) and Brother (10).

The respondents attended a variety of secondary schools; Christ the King (23), Moor Park (13), Penwortham (11) and Fulwood (9) being the most attended.

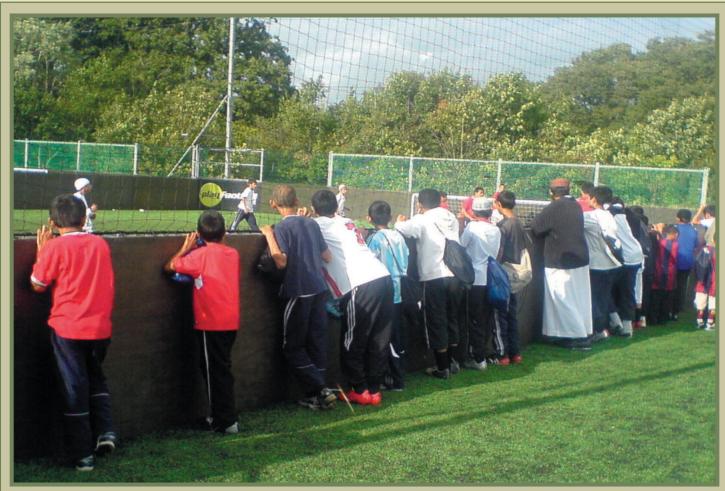
A slight majority (36) had played for their school team, although only (11) were members of a cricket club. The club that they joined first were Red Rose (4), Preston (3), which were the two most popular replies.

The influence within the family was Fathers (38) and Brothers(27) who also played cricket. Their cricketing hero's varied, but Andrew Flintoff (20) was the most popular, followed by Sachin Tendulkar (7).

When asked what sport they played the most, only (17) mentioned that cricket was the sport they played the most. Instead, football (48) was cited as the most popular sport. The reasons given for the choice of football was that they enjoyed it more (18), they were better at it (9) and there was more availability to play (9).

The aspect about cricket which respondents enjoyed the most was hitting a six (18), Taking wickets (10), Making runs (11) and when England won the Ashes (10).

The majority (44) replied that playing cricket had introduced them to people who they would not have met in other circumstances and what they wanted to achieve in cricket resulted in a high proportion (30) stating they wanted to improve their game, whilst playing for Lancashire or being a professional (11) was the next best answer. (5) respondents stated that they would like to join a club.



^ The popularity of Football is evident.

Findings: Adult Players

A total of one hundred and six adult males completed the questionnaire. The respondents ages varied, with (13) being 18-30 yrs, (30) 31-45 yrs, (60) 46-60 yrs and (3) over 60 yrs.

The majority (69) were born in India, (21) in England, (9) in Pakistan and (7) in Africa. Friends (53) were the most influential people to introduce them to cricket followed by Parents (20), School teachers (18) and Brothers (15).

Cricket was the sport most played by (60) respondents, however when asked whether they thought that cricket was as popular amongst the younger generation, a resounding (91) stated that it wasn't.

A big majority (103) felt that cricket had introduced them to people who they would not have met or socialised with, if it wasn't for cricket. Despite the popularity of cricket, only a small number (12) were still involved in any capacity with cricket.

4.2 Player interviews

In order to obtain more detailed views of the cricketers, eighteen people were invited to undertake a video interview. Details of the full interviews can be found on www.redrosesportsclub.org.uk

The video interviews showed that for the majority cricket was their most popular pastime and that playing at every opportunity was a usual occurrence.

Most of the respondents had started playing at a young age, often introduced by their parents or brothers and initial playing was done in their local neighborhood.

Most then progressed on to form teams and played in the Preston and District league, which in the late 1960s to the mid 1980s was a thriving league.

Many incidents were recalled of most enjoyable moments, ranging from being bowled out for 24 runs and then getting the opposition out for 9 runs to the story of a full team travelling in one car to a match.



All the respondents stated that cricket had introduced to people who they would normally have not met or socialised with and many commented that cricket and meeting different people had shaped their characters.

All the respondents were of the opinion that cricket was not as popular amongst the younger generations that in the past. A variety of reasons were given for this ranging from playing football to having limited opportunities to play.

4.3 Focus Groups

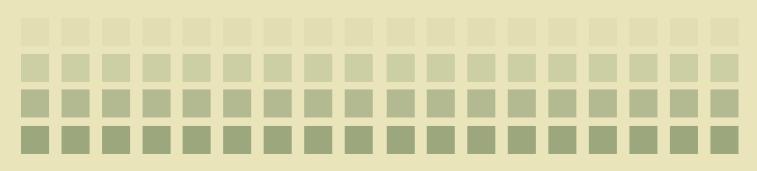
Audio recordings of the discussions that took place can be heard by going onto the following website www.redrosesportsclub.org.uk



^ Focus group meeting held at Gutteridge Hall

Feedback from the focus groups held on 8/9/07:

What they liked most about cricket	What they disliked most about cricket	One thing to do differently if they started their cricket career again	
Batting	Pitches became neglected	Play at a higher level	
Socialising with friends	Players behaving badly	Not play on Park pitches	
Making friends	Playing at away matches	Play for more enjoyment	
Just playing and enjoying	Poor Umpires	Play Twenty 20 format	
Keeping fit	Rain	Get proper coaching	
Limited overs game	Playing five days (Test matches)	Try and help young people	
Watching it	Players not turning up	More training	
	lack of supporters	Take it more seriously	
	Lack of transport	Receive more encouragement from parents	
		Would do nothing differently	



5.0 A LOOK BACK

There were many memories for the people who took part and this section outlines some of those.





Selbome C. C. Captain Abbas Namajee receiving the Tumer Cup



Dutton Forshaw U16s. . . Winners of the Rose Trophy Palace Shield



Vohra Brothers of Mercury C. C.



aujarat C. C.

Gujarat C. C. being introduced to the mayor.

A LOOK BACK....



THE Mercury and Fishwick captains shake hands before the Preston and District Cricket League's Turner Cup Final at Vernon's cricket ground in Penwortham. Mercury, who scored 280, won by 172 runs after dismissing Fishwick for 102.



EXMANDIL became proposed and the proposed and proposed an

Mercury lead

MERCURY subset a lead of 10 runs over Eliminatori
in the first len of the Fri file of the Fri fi

Park pitches come



ADAM VOHRA

under fire

By STEVE SKIDMORE

FEAR is . . . playing cricket on park pitches in Preston.

in fact so frightened have ome batsmen become that hey have refused to play in the pitches. And the reston and District Cricket cague, that because of the our state of the pitches layers are scared of being eriously injured. Now the league has rritten to the Leisure and imenities department of reston Council protesting bout the danger. And one person who is twing full backing to the rotest is batsman Adam Johra.

Johra.

He has just come home rom hospital after a three reek fight by doctors to ave the sight of his right

ave the sight of his right ye.

He was hit by a ball from a spin bowler which sudienly reared up off the bitch on Moor Park and urned into a nasty bumper.

Adam. 21 of Albatross Street, presten, was rushed to hospital where he had nine stitches in an eye wound.

This week he returned nome but still cannot see out of his injured eye. He expects to be off work for another two or three months.

"The ball just hit a

months.

"The ball just hit a bump," said Adam, who plays for Mercury. "The over before I had been hit in the mouth by a ball. There seems to be someone getting injured every week. I am amazed that there has not been more serious accidents."

In a letter to the council

not been more serious accidents."

In a letter to the council the District League say that the Moor Park pitches have deteriorated steadily over the years, and they protest about the state of pitches on the other Preston parks, as well.

"We have now reached the stage where pitches are becoming such a danger to batsmen that some umpires are threatening to refuse to officiate." says the letter which is signed by league secretary George Sharples.

He says: "It is becoming increasingly difficult to maintain a good standard of play as many capable cricketers refuse to play on the pitches provided as they are not prepared to risk serious injury.

"My committee cannot see there being any improvement in the state of a fears until there has been a decided improvement in the pitches."

Now Mr Wyn Sheryn, director of Leisure and Amenities at Preston said that he had written to the District League in response to their letter, asking for a meeting.

Mercury rise cup

MERCURY won the Preston and District Cricket League's Turner Cup for the first time in their his-tory-after three nights of bather against Fishwick CO

Fishwick, who have only been league members for three years, were always up against it after Mercury's innings of 280, and eventually had to answer to the bowling of Raees, who took nine wickets at a cost of only 45 runs.

Main scorers were Y. Roked (40), R. Adam (82) and A. Umar (10).

League chairman Mr W. Herd, before presenting the trophy thanked host club Vernons for the use of their ground and facilities, and said it was a pleasure for the sides to play on an excellent wicket, and that they wished their own park pitches could reach such a standard.

The Jeague

The league's overs Makin between P' Gujarat on V



Turner tie makes history a stubborn knock of 81 not out by Dilip took them to within sight of victory.

A total of 115 was put on for the last four wickets and with Dilip still there Mandhata were in with a chance.

With his final partner at the wicket, Dilip slammed two fours to level the scores, but lailed to get the single which would have given him the strike next over.

Elis partner lasted for half the over before falling.

POR the first time, a Turner Cup final in the David Bradshaw Cricket League has ended with the scores tied.

When the last Mandhata wicket fell their core was exactly the same as St Michaels who clocked up 218 in their innings.

"We are very excited about the result," and a league spokesman. "This has never happened before, but it is good for both sides." At one stage Mandhata looked down and out as the Saints had them struggling at 108-6. But

6.0 SUMMARY

The young heritage project undertaken by the Red Rose Sports Club highlighted a number of interesting developments amongst the South Asian communities in Preston. Whilst cricket was still popular amongst the young people, increasingly, football was mentioned as a more popular sport.

When the opportunity arose to conduct a more detailed study into whether cricket was losing its popularity amongst the South Asian community, the club recruited a number of local people and embarked on the biggest survey amongst the South Asian community and cricket.

In total over 200 people were involved in the research which involved undertaking interviews, focus groups and completing questionnaires.

The results showed that cricket was the most popular sport amongst the older generation and this reduced through the generations and was replaced by football as the sport most participated.

Cricket played a role beyond being just a sport. For many who arrived to England in the 1950s onwards, cricket offered one of the only ways to meet people from other backgrounds and even for younger generations, this remained a key wider benefit and nearly all the respondents stated that cricket had a positive influence in their meeting other people who they would not have met under other circumstances.

Feedback from women and young girls presented a mixed picture. Participation amongst the older women in cricket was limited and partners of players had a supportive role rather than playing. However, amongst the younger generation, there was a greater level of participation in cricket, especially at primary school. Although, once at secondary school and beyond, opportunities to participate were few and far between, although there was interest.

The importance of cricket within the South Asian communities was significant, especially for the older generations. Whilst, the popularity of cricket may have been overtaken by football, there is evidence of greater 'integration' and improved performance within the game.

County cricket is benefiting from the emergence of a number of South Asian heritage players born in England. Among these have been Monty Panesar, Nayan Doshi, Sajid Mahmood, Ravinder Bopara and Kabir Ali to name a few. These players are all following in the footsteps of Nasser Hussain, who became the first South Asian Heritage player to captain England since the Second World War.

The Palace shield has also seen an increase in the number of South Asian heritage players playing within clubs in the league. By 2007, a number of South Asian heritage cricketers had either won individual batting and bowling awards and in the some cases players held league records, as in the case of S.Patel(White Coppice), who set the Division 5 batting record of 40.92 in 2005.

Ballard comments that 'settlers... and even more so their locally born offspring have been profoundly affected by their exposure to English social, cultural and linguistic conventions: indeed most members of the second generation are just as much at home in British as in south Asian contexts.

The findings of this project have a large extent confirmed this statement by Ballard, in that the gradual shift in popularity from cricket to football reflects the general popularity of football in England and the second/third generation South Asian heritage young people show traits similar to their white counterparts.



^ Deepdale Junior school win the 2007 Red Rose Junior schools Kwik Cricket tournament, showing that popularity amongst South Asian heritage young people is not totally gone.

⁶ Palace Shield Landbook

7.0 RECOMMENDATIONS

The following recommendations highlight a number of areas where the role of cricket within the South Asian communities could be maintained and even enhanced for future years:

Participation

- There is a big scope to increase the involvement of women and girls in cricket. Young girls are getting exposure to cricket at primary school level, however, this is not being replicated at secondary level.
- Many of the respondents who cited football as their most popular sport did so because they were better at it and it was more enjoyable, with greater opportunities to play. More coaching opportunities need to be made available and more importantly a shorter, more exciting version of the game needs to be promoted. Twenty 20 seems to offer a solution.

Capacity building

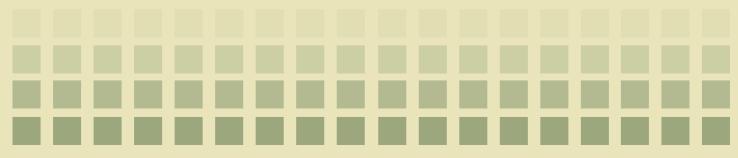
• Many of the older generation, who were more passionate about cricket stopped playing and left the game altogether. Innovative ways need to be devised to attract some of these ex-players back into the game to offer their expertise in either a coaching or administrative role.

Performance

• Whilst participation may be lower than previously, some of those that play are getting more parental support and are achieving higher levels of performance. The research has shown that some of these players still would benefit from additional support to help them compete on a level playing field with other cricketers.

Events/Competitions

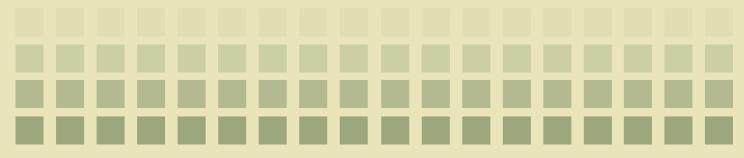
• Bringing back cricketers who played many years ago re-ignited friendships and a passion for the game. This can be built upon by holding regular tournaments/events with an adapted version of the game to accommodate the reduced ability levels of most of the cricketers.



8.0 FURTHER INFORMATION

More detailed information about the 'Cricket in Us' project, including player interviews, questionnaire results, photo's, press cuttings can be found on

www.redrosesportsclub.org.uk



Appendix One

Population of Preston

ETHNIC GROUP		NUMBERS	PERCENTAGE
WHITE		110,848	85.5
	British	107,810	83.1
	Irish	1,539	1.18
	Other	1,499	1.15
MIXED		1,737	1.33
	White & Black Caribbean	950	0.73
	White & Black African	97	0.07
	White & Asian	450	0.34
	Other Mixed	240	0.18
ASIAN		15,067	11.6
	Indian	11,436	8.82
	Pakistani	2,746	2.11
	Bangladeshi	308	0.23
	Other Asian	577	0.44
BLACK		1,182	2.30
	African	216	0.16
	Caribbean	878	0.67
	Other	88	0.06
CHINESE		546	0.42
OTHER		253	0.19

Source: CRE





