

The Next Five

April 2026 – 2031





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No Lines, No Limits



We've spent decades showing that sport can change lives. But let's be real, it still excludes the ones who need it most. The ones carrying invisible weight, surviving systems that never saw them.

This next chapter isn't polished or perfect. It's honest. It's built by people who've lived the chaos, the hurt, the rise.

We're not offering rescue. We're offering roots. A sense of place. The space to breathe, to be, to begin again.

To redefine what sport can be: a home, a future, a mirror that reflects self-worth.

No lines. No limits. Just a place where every person matters.

Navjeet Sira - CEO



Origin Story

In 1981, London was burning. The Brixton Riots lit up the streets with anger, frustration, and unheard voices. Amid the smoke, a university cricketer saw not chaos, but potential. Each weekend he played in the city's parks, asking local kids to move so matches could begin, until one day, he invited them to join instead.

What followed was a spark of hope in a place once defined by violence. A new youth team rose from the heart of a housing estate, turning tension into teamwork, despair into direction. From that small beginning grew the London Community Cricket Association, a movement proving that sport can heal what systems break.

Today, as The Change Foundation, we still carry that flame: led by experience, grounded in unconditional care, and fearless in our mission to build a world where every young person feels seen, safe, and free to grow through sport.



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By 2031, our 50th year, we will become the most trusted and radical force in sport for social change.

These five goals reflect what we know to be true: lasting change begins with people who carry deep understanding, because they've walked the hard roads, asked the big questions, and never stopped showing up. When we back them fully, real change follows.

Our team is the engine room of change, builders of trust, creators of safety, and champions of growth.

These goals are our foundation, not for perfection, but for progress, with care, courage, and creativity at the core.





Goal 1: 50 New Places. Real Impact

By 2031, we will grow into 50 new places, not by arriving with answers, but by listening. We will build change with local people, in their language, in their rhythm, and on their terms. Each place will become its own story of change and possibility.



Why:

Because too many communities still live in survival mode, disconnected from opportunity. Our approach brings belonging before behaviour change, healing before progress.

Impact:

A global web of connected places shaping their own future through sport creating impact that lasts. Not a franchise of projects, but a network of people reclaiming their power, together.



Goal 2: Coaching That Changes Everything

We are rewriting what it means to coach, transforming it from instruction into connection. Our Coaching for Change model will progress leaders who listen first, act with empathy, and guide with strength born from lived experience.



Why:

Because for every life changed, someone made the choice to care. That's what coaching for change means. We need more of this leadership to create change.

Impact:

A new generation of social change coaches, equipped, accredited, human, and healing-focused, transforming how a coach, teaches, and inspires. Coaching becomes more than guidance; it becomes the bridge between potential and purpose.

Goal 3: The House That Change Built

We will transform our Cricket Centre into a living reflection of who we are, a youth-designed space filled with energy, care, and purpose. A place to move, rest, create, and rebuild.



Why:

Because every young person deserves a place that says, you're safe here. Our young people tell us they need somewhere to think, to breathe, to belong, not just another service, but a space that feels like theirs.

Impact:

A bold blueprint for values-led sustainability, youth-powered, ethically designed, and community-driven. A home that grows opportunity, generates purpose-led income, and shows how lasting change happens when care and community lead design.



Goal 4: The Spirit of '81



We will celebrate 50 years of impact by returning to our beginnings. 50 alumni. 50 events. 50 moments of change, a global tour that celebrates where we began and the generations we've lifted since.



Why:

Because legacy isn't nostalgia; it's direction. Remembering where we come from keeps us grounded as we grow. Our origins in the Brixton riots remind us that every act of change begins with courage and connection.

Impact:

A legacy that moves, travelling across generations and borders, reminding us of what's possible when people rise together. The Spirit of '81 will become an annual call to action, passing the torch to those ready to write the next chapter of the charity.



Goal 5: Sport With Heart

We will put healing at the centre of everything we do, blending therapy-informed practice with the rhythm of sport, turning every session, every space, into a sanctuary for the mind as much as the body.



Why:

Because the silent crisis of our time is emotional exhaustion. Poverty, trauma, and pressure weigh heavy on young people. They don't need fixing they need spaces to reflect, to be quiet and to be brave.

Impact:

Leading the way in proving sport can heal, where emotional safety is the measure of success and care is built into every session, every connection, every moment.

Because it matters

This isn't written to impress, but to invite. To invite every young person into a space where they are seen, supported, and free to grow.

We are The Change Foundation. Rooted in experience, shaped by resilience, and guided by care.

This is more than a strategy, it is a commitment to build something lasting, together.

A future where everyone belongs, not because it's easy, but because it matters.

And so, away from the noise and spotlight, we carry on, focused, patient, and true to the work that changes lives.



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