# Everyone In hits 100th community cricket pitch as Defoe and Fleur East launch Charlton Park surface



Jermain Defoe and Fleur East joined club and community cricketers this week to mark what organisers described as a milestone for grassroots access to the game: the 100th all‑weather community cricket pitch installed through KP Snacks’ Everyone In campaign. The pitch‑party was held at Charlton Park on 5 August 2025, according to a Royal Greenwich news release, and brought together Hundred professionals, local teams and families for a day of short‑form cricket and skills sessions.

Players from The Hundred’s men’s and women’s sides were on hand to help inaugurate the new surface and run games with local youngsters, reinforcing the event’s emphasis on participation rather than elite competition. The Scotsman reported that teams representing Oval Invincibles and London Spirit attended the celebration, while the Royal Greenwich release says Hundred players including Charlie Dean and Kane Williamson took part in T10 games alongside community sides.

Speaking to The Scotsman, Defoe — who grew up in Canning Town and, he said, has not played organised cricket since his schooldays — welcomed the initiative’s community focus and even managed to “hit a six” at the event. He reflected on family ties to the sport, recalling his grandfather’s West Indian cricketing loyalties and a later friendship with Brian Lara that began through Shaka Hislop. Those details mirror public biographical accounts of Defoe’s east London upbringing and football career.

Fleur East, who interrupted rehearsals for her role as Tina Turner to attend the Charlton Park event, told The Scotsman she had never played cricket before but found it “easy to get involved” and “a lot of fun”, adding that she was inspired by the children who took part. East’s mainstream music credentials — her 2015 single “Sax” reached number three on the UK Singles Chart, according to Official Charts — underline the profile the campaign has attracted in its attempt to broaden the game’s appeal.

KP Snacks frames Everyone In as a multi‑year partnership with The Hundred designed to make cricket more accessible in urban areas with limited facilities. According to the company’s campaign materials, it has distributed thousands of bats and balls, supplied pop‑up pitch kits, run free skills sessions and worked with local authorities to deliver 100 non‑turf, all‑weather pitches across England and Wales by 2025. The corporate pages state the campaign’s longer‑term target is to create more than one million activity opportunities by 2033; those are the campaign’s objectives rather than independently verified outcomes.

A public pitch finder maintained by the Everyone In programme lists the newly funded sites and allows families to search by postcode for ready‑to‑play locations or pitches coming soon. Entries for Charlton Park, Avery Hill Park and Llandaff Fields appear among the mapped sites, and the Royal Greenwich release notes that some councils are offering free equipment hire locally so people can try the facilities without upfront cost.

Organisers and participants presented the 100th installation as a practical step towards year‑round, low‑barrier access to cricket rather than a conclusion. KP Snacks and its partners argue that non‑turf wickets, equipment giveaways and community sessions help lower the barriers to entry; local authorities and cricket bodies will be central to whether those opportunities translate into sustained participation. The event at Charlton Park underlined that message — pros, celebrities and families together for a day of cricket — while leaving the longer‑term challenge of converting one‑off enthusiasm into ongoing grassroots engagement to be measured over the coming years.

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## Reference Map:

* Paragraph 1 – [[3]](https://www.royalgreenwich.gov.uk/news/2025/fleur-east-jermain-defoe-and-hundred-cricketers-test-out-brand-new-community-cricket), [[1]](https://www.scotsman.com/your-world/defoe-and-east-join-forces-to-celebrate-major-moment-for-community-cricket-initiative-5263005)
* Paragraph 2 – [[1]](https://www.scotsman.com/your-world/defoe-and-east-join-forces-to-celebrate-major-moment-for-community-cricket-initiative-5263005), [[3]](https://www.royalgreenwich.gov.uk/news/2025/fleur-east-jermain-defoe-and-hundred-cricketers-test-out-brand-new-community-cricket)
* Paragraph 3 – [[1]](https://www.scotsman.com/your-world/defoe-and-east-join-forces-to-celebrate-major-moment-for-community-cricket-initiative-5263005), [[7]](https://en.wikipedia.org/wiki/Jermain_Defoe)
* Paragraph 4 – [[1]](https://www.scotsman.com/your-world/defoe-and-east-join-forces-to-celebrate-major-moment-for-community-cricket-initiative-5263005), [[3]](https://www.royalgreenwich.gov.uk/news/2025/fleur-east-jermain-defoe-and-hundred-cricketers-test-out-brand-new-community-cricket), [[6]](https://www.officialcharts.com/songs/fleur-east-sax/)
* Paragraph 5 – [[4]](https://www.kpsnacks.com/case-studies/inspiring-people-to-get-active-through-cricket/)
* Paragraph 6 – [[5]](https://everyonein.co.uk/pitchfinder), [[3]](https://www.royalgreenwich.gov.uk/news/2025/fleur-east-jermain-defoe-and-hundred-cricketers-test-out-brand-new-community-cricket)
* Paragraph 7 – [[4]](https://www.kpsnacks.com/case-studies/inspiring-people-to-get-active-through-cricket/), [[1]](https://www.scotsman.com/your-world/defoe-and-east-join-forces-to-celebrate-major-moment-for-community-cricket-initiative-5263005), [[3]](https://www.royalgreenwich.gov.uk/news/2025/fleur-east-jermain-defoe-and-hundred-cricketers-test-out-brand-new-community-cricket)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.scotsman.com/your-world/defoe-and-east-join-forces-to-celebrate-major-moment-for-community-cricket-initiative-5263005> - Please view link - unable to able to access data
2. <https://www.scotsman.com/your-world/defoe-and-east-join-forces-to-celebrate-major-moment-for-community-cricket-initiative-5263005> - Jermain Defoe and Fleur East joined a celebration marking the 100th community cricket pitch installed under KP Snacks’ Everyone In campaign. The Scotsman reports the pair swapped boots and microphones for bats at a pitch party attended by players from The Hundred’s Oval Invincibles and London Spirit. Defoe, who grew up in Canning Town, reflected on family ties to cricket and meeting Brian Lara through Shaka Hislop. East, from Walthamstow, said she had never played before but enjoyed participating and was inspired by the children. The article notes KP Snacks’ aim to broaden access to cricket and the pitch finder.
3. <https://www.royalgreenwich.gov.uk/news/2025/fleur-east-jermain-defoe-and-hundred-cricketers-test-out-brand-new-community-cricket> - Royal Greenwich’s news release describes a Charlton Park event on 5 August 2025 where Fleur East and Jermain Defoe tested a newly installed community cricket wicket. The piece notes KP Snacks and The Hundred celebrated installing 100 all-weather community pitches across England and Wales, including Charlton Park. Hundred players such as Charlie Dean and Kane Williamson played T10 alongside local teams. Quotes from East and Defoe praise the campaign’s community impact. The release explains the initiative’s aim to create one million activity opportunities by 2033 and points readers to the Everyone In pitch finder. Free equipment hire is available locally.
4. <https://www.kpsnacks.com/case-studies/inspiring-people-to-get-active-through-cricket/> - KP Snacks’ Everyone In pages outline a multi-year partnership with The Hundred to encourage families to get active through cricket. The company states it has given away thousands of bats and balls, distributed pop‑up pitch kits, run free skills sessions and committed to installing 100 all‑weather community cricket pitches across England and Wales by 2025. The initiative targets urban areas with limited access to facilities and aims to create more than one million opportunities to be active by 2033. KP Snacks describes collaboration with local councils to maintain pitches and provides an online pitch finder so people can locate facilities.
5. <https://everyonein.co.uk/pitchfinder> - The Everyone In pitch finder lists the community cricket pitches funded by KP Snacks across England and Wales and allows users to search by postcode. The page explains the mission to install one hundred non‑turf pitches to improve year‑round access and shows numerous sites such as Charlton Park, Avery Hill Park and Llandaff Fields. Each entry links to map directions and status information indicating whether pitches are ready to play or coming soon. The tool is intended to help families and clubs find local facilities, encouraging casual play, organised sessions and supporting engagement with The Hundred and local cricket programmes.
6. <https://www.officialcharts.com/songs/fleur-east-sax/> - Official Charts’ page for Fleur East’s single ‘Sax’ confirms the song debuted in November 2015 and peaked at number three on the UK Singles Chart. The entry shows chart run details including weeks in the top ten and top forty, and notes label and catalogue information. It records the single’s performance and provides chart history for Fleur East. The Official Charts entry supports the Scotsman article’s claim about ‘Sax’ reaching number three, demonstrating East’s mainstream musical success prior to appearing as a celebrity ambassador for community cricket events. The Official Charts site is the recognised record of UK chart positions.
7. <https://en.wikipedia.org/wiki/Jermain_Defoe> - Jermain Defoe’s Wikipedia profile outlines his career as an English striker born in Beckton in October 1982 who grew up in Canning Town. It records his progression from youth football at Senrab and Charlton Athletic to West Ham United’s academy and first team, before moves to Tottenham Hotspur, Portsmouth, Sunderland, Bournemouth, Toronto FC and Rangers. The page lists his England caps, notable scoring records, Premier League milestones and later coaching roles. Personal background details include his Caribbean heritage and early life in east London. The entry corroborates the Scotsman piece’s reference to Defoe’s Canning Town upbringing and West Ham connection.