



CAMBRIDGESHIRE
CRICKET



CAMBRIDGESHIRE CRICKET COUNTYWIDE PLAN 2025-2028

MAKING CRICKET A “GAME FOR YOU”






**CAMBRIDGESHIRE
CRICKET**

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CAMBRIDGESHIRE
CRICKET

CAMBRIDGESHIRE CRICKET BOARD

Cambridgeshire Cricket Board is operated by Cambridgeshire Cricket Limited and is part of the family of organisations that exist to make cricket accessible, available, and enjoyable for people in the county. It is a voting member within the governance structure of the England and Wales Cricket Board.

Established in 1997, the Cambridgeshire Cricket Board (CCB) promotes and develops the game of cricket in the districts of Cambridge City, South Cambridgeshire, East Cambridgeshire, and Fenland through partnerships with cricketing bodies and other appropriate agencies. In 2011, the Board became a Company Limited by Guarantee under the name of Cambridgeshire Cricket Limited.

Cambridgeshire Cricket Limited is responsible for all Participation and Growth activities, supporting recreational cricket, County Age Group cricket, and Talent Development Pathway Programmes across County Cricket Board geographical area of Cambridgeshire. The CCB works across a variety of cricket leagues, member associations, educational establishments, facility providers, clubs, community groups, and other organisations to deliver its vision and strategy.

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Cambridgeshire landscape

Current status



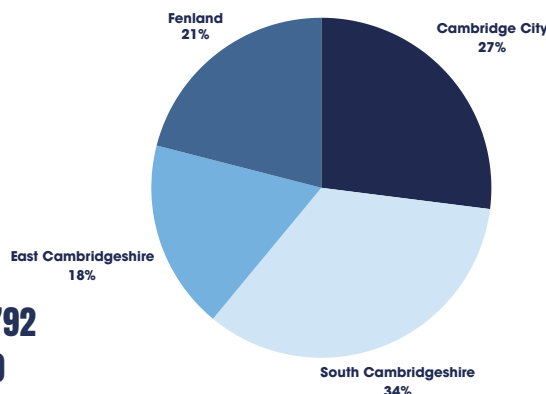
CAMBRIDGESHIRE CRICKET

4 LOCAL AUTHORITY AREAS



Total population
475,231

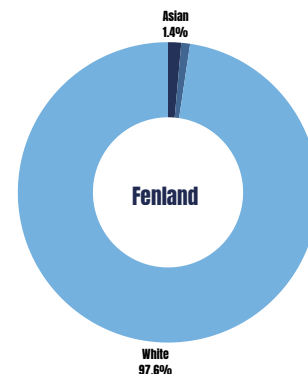
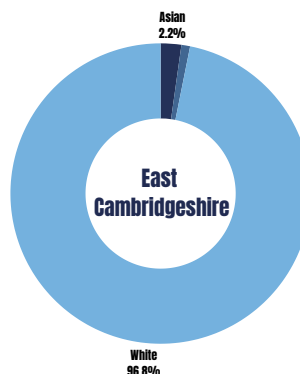
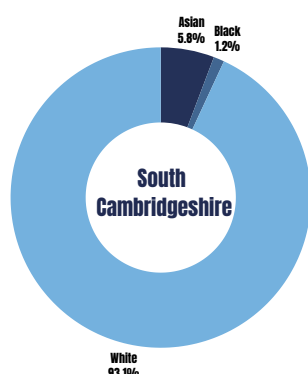
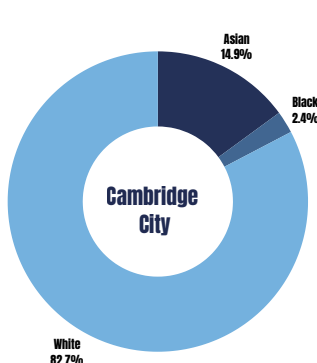
Cambridge City - 126,382
South Cambridgeshire - 160,792
East Cambridgeshire - 87,000
Fenland - 101,057
(2021 census)



ETHNIC DIVERSITY (2021 census)

8% of Cambridgeshire is ethnically diverse

Cambridge City has the largest ethnic diversity of the 4 local authority areas in Cambridgeshire



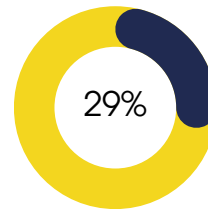
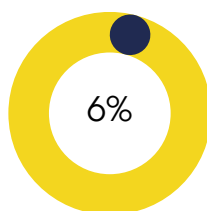
SCHOOLS

8 primary schools are above 40% FSM*

41 primary schools are above National Average of 24.1% FSM*



Total Schools - 178
State Primary - 138
State Secondary - 28
Independent Schools - 12



*FSM = Free School Meals

FACILITIES

80%

of South Cambridgeshire cricket pitches are owned by a Parish or Town Council

90%

of Cambridge City cricket pitches are on education or 'unsecured' ground





Michael O'Toole
Cambridgeshire Cricket Board - Chair

At Cambridgeshire Cricket we passionately believe in the power of sport to unite communities and foster personal growth.

Our vision is to create a vibrant and inclusive environment where everyone, regardless of background or ability, can safely enjoy and be involved in cricket. By championing a game that thrives on respect, enjoyment, belonging and excellence, we aim to inspire people in Cambridgeshire to feel **“Cricket is a game for me”**

We are committed to delivering a game that reflects the diverse communities of Cambridgeshire. Cricket in Cambridgeshire in many ways faces a unique opportunity. Our county is one of the fastest growing, most vibrant and forward-thinking. Continuing to grow our effective relationship with ECB can unlock more of this huge potential.

Integrity, collaboration, and responsibility guide how we work. With a focus on inclusivity and strategic objectives, we are dedicated to introducing new people to cricket, especially empowering women and girls, while working with partners to provide pathways for players, coaches, officials and volunteers to develop their skills and achieve their goals.

Our aim is simple, yet profound: to make a positive, lasting difference in people's lives through cricket, ensuring our wonderful game continues to thrive for generations to come.

Integrity, collaboration and responsibility guide how we work. With a focus on inclusivity...we are dedicated to introducing new people to cricket



Health of Cricket in Cambridgeshire

2024 figures



CAMBRIDGESHIRE
CRICKET

Expanding Opportunities



68 Primary Affiliated Clubs

31 Junior Sections

907 National Programme attendees

566 ALL STARS & 341 DYNAMOS

25% Increase to
3,500+ participants

Chance to Shine schools
programme



Women's & girls' cricket is growing

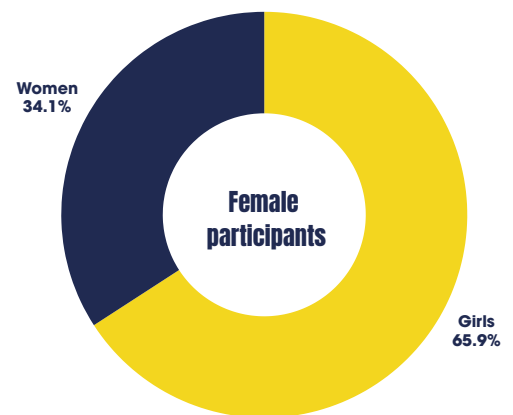


12 Girls' only sections

1 Dedicated Women's & Girls' cricket league

560 Women & girls registered to play in 2024

41 Female only teams



Connecting Communities



34% of participants

in the boys' County age groups
from ethnically diverse
backgrounds



27 Schools

represented across
Cambridgeshire in the girls'
County age groups

21%
of all new coaches

from ethnically diverse
communities



We have ambitious targets to improve the lives of people through cricket in Cambridgeshire AND to protect and improve cricketing standards.



**CAMBRIDGESHIRE
CRICKET**

EXECUTIVE SUMMARY

This Countywide Plan sets out an exciting journey over the next 4 years both in terms of cricket development and the impact that cricket can have on other aspects of life. It contains ambitious targets to improve the lives of people through cricket in Cambridgeshire AND to protect and improve the standard of cricket.

Much has changed in cricket and in life since the Cambridgeshire Cricket Board was established in 1997 including population growth across all local authority areas, with further increases planned. Traditional adult weekend participation has seen a slight decline recently, counteracted by an increase in demand to play from junior players, particularly from girls. The playing base is also becoming more ethnically diverse. Cambridgeshire Cricket is not immune to wider social and financial challenges that are occurring such as cost of living and across the board price rises. We strive to work together with partners, both within and outside of cricket, to grow participation levels and protect and enhance the facilities where the game can be enjoyed.

In writing the Plan, we considered the following:

- How do we make cricket appealing and understandable?
- How do we let people know what we do and how they can be a part of it?
- How do we improve playing standards and playing experience?
- How do we address current known challenges such as player behaviour, lack of volunteer time, the cost of cricket, and facility ownership?

This Countywide Plan is complemented by a number of more detailed plans across areas such as women`s and girls`, equity, diversity and inclusion, talent pathway and facilities that enable us to hopefully put the right resources in the right areas for success. It also fundamentally aligns itself to the ECB National Strategy, `Inspiring Generations`, with a clear 2028 vision of becoming the `Most Inclusive Team Sport`.

We have a small team of paid permanent staff members and a larger group of casual coaches who coach in their volunteer time from other roles or responsibilities.

Russell Doel
Head of Cricket Operations



Further investment into the business is required to realise our ambitions over and above the £585,000 annually that is currently invested. Our investment streams are made up from 65% ECB investment (including Chance to Shine and Lord`s Taverners), a small amount in sponsorship and donations, participant fees, and from our reserves.

In reading the Countywide Plan I hope that you are able to clearly see what we are looking to achieve and ideally can identify where you may be able to help.

Thank You!



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CAMBRIDGESHIRE CRICKET

VISION



CAMBRIDGESHIRE
CRICKET CHAMPIONS A
VIBRANT ENVIRONMENT,
EMPOWERING EVERY
LOCAL COMMUNITY TO
SAFELY AND INCLUSIVELY
ENGAGE AND PROGRESS
IN CRICKET

MISSION



FOR PEOPLE IN
CAMBRIDGESHIRE TO
SAY;

“ **CRICKET IS A
GAME FOR ME** ”



Six Key Strategic objectives



CAMBRIDGESHIRE
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1. INTRODUCE NEW PEOPLE TO THE GAME - MAKE IT A 'GAME FOR THEM'



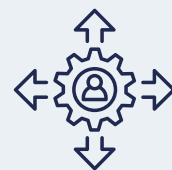
2. CONTINUE TO TRANSFORM THE GAME & OPPORTUNITIES FOR WOMEN AND GIRLS



3. WORK IN PARTNERSHIP TO ENABLE PEOPLE TO PLAY



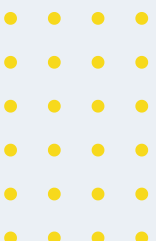
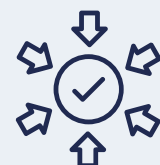
4. ENSURE THERE IS STRONG & ROBUST DECISION-MAKING SUPPORTING & SAFEGUARDING THE NEEDS OF THE CAMBRIDGESHIRE CRICKET COMMUNITY



5. OFFER A COHERENT INCLUSIVE PATHWAY FOR PLAYERS AND PEOPLE TO DEVELOP AND ACHIEVE



6. MAKING A POSITIVE DIFFERENCE TO PEOPLE'S LIVES



A CASE STUDY - Eddie



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The benefits to Eddie have been numerous. Prior to joining the Super 1's Eddie had never been part of a sports team, and had found team sports very difficult to access. Eddie loves the social aspect of Super 1's, and being part of a team.

As a parent it's fantastic to see your son having fun, working and playing collaboratively with a range of other young people.

There is a great team spirit at the Super 1's sessions which Eddie loves being part of. Eddie finds peer social interactions and relationships challenging, Super 1's serves as a great mechanism to support him to develop these skills, whilst having a lot of fun.



Eddie's cricket skills have developed at such a rapid rate, prior to starting he found catching a ball or holding a bat very difficult, now he is taking catches, hitting some great shots and developing his bowling skills. He is keen to learn and listen to his coaches and peers advice.

Eddie says that the sessions are 'good and fun' he likes 'being with friends' and is enjoying playing cricket.

Eddie loves the sessions, he is active, developing skills, developing friendships and having fun. It has led to Eddie wanting to play cricket at home on a regular basis and also is leading onto him exploring other sports such as tennis.

“ Eddie's enthusiasm for Super 1's sessions is second to none. He has been attending Super 1's sessions for a year & it's great to see the joy & excitement when he plays a great shot ”

Stuart (Eddie's Super 1's coach)

“ As parents we are so happy that Eddie attends these sessions, and really appreciate the support of the Lords Taverners and the fantastic coaches, to allow Eddie to access them ”

Andrew (Eddie's Dad)



CAMBRIDGESHIRE
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Strategic Objective 1

INTRODUCE NEW PEOPLE TO THE GAME -
MAKE IT A 'GAME FOR THEM'



| AREA OF FOCUS | CREATE OPPORTUNITIES & REMOVE BARRIERS TO ENTRY AS MUCH AS POSSIBLE | BE VISIBLE WITH RELEVANT, TARGETED, INSPIRATIONAL PROGRAMMES IN SCHOOLS, COMMUNITIES, AND IN SUPPORT OF CLUBS | BUILD DIVERSE REPRESENTATION AND A DIVERSE, INCLUSIVE OFFER |
|--|---|---|--|
| ACTIONS | ESTABLISH A KIT RECYCLING SCHEME | ENHANCE BRAND AWARENESS & VISIBILITY OF CAMBRIDGESHIRE CRICKET | ENSURE ALL OF CAMBRIDGESHIRE HAS OPPORTUNITIES |
| | SEEK INVESTMENT INTO AN EXPANDED PRIMARY SCHOOLS' PROGRAMME | ENHANCE MARKETING & COMMUNICATION OF OPPORTUNITIES & SUCCESS | CHAMPION & SUPPORT DIVERSITY IN THE WORKFORCE - COACHES, SCORERS & UMPIRES |
| | EXPAND THE SEND SCHOOLS PROGRAMME & SUPER 1'S | DRIVE OFFER ADOPTION THROUGH INTERNAL ADVOCATES (E.G. PLAYERS, TEACHERS & STUDENTS) | STRENGTHEN THE CRICKET OFFER IN FENLAND |
| | FURTHER DEVELOP LEAGUES AND THEIR FLEXIBILITY OF OFFER | CLEARLY & VISIBLY ARTICULATE 'HOW TO GET INTO' CRICKET IN CAMBRIDGESHIRE | |
| | | DEMISTIFY THE GAME FOR PEOPLE | |
| | KPI'S & TARGETS | INCREASE CRICKET ACTIVITY IN PRIMARY SCHOOLS FROM 25% TO 50% OF SCHOOLS BY 2028 | |
| BE ACTIVE IN ALL SEND SCHOOLS BY SUMMER 2026 | | | |
| HAVE 20 CLUBS WITH A VISIBLE KIT GIVING/RECYCLING SCHEME BY 2027 | | | |
| HAVE A MINIMUM OF 1,000 NATIONAL PROGRAMME (ALL STARS & DYNAMOS) ATTENDEES IN CAMBRIDGESHIRE EVERY YEAR UP TO 2028 | | | |



A CASE STUDY

MARCH TOWN CC - March Marvels



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Women's & Girls' Cricket

The committee at March Town Cricket Club decided once pandemic restrictions were lifted in 2021 the club needed to broaden its appeal and applied for an "Inspired to Play" grant from the ECB with the purpose of running a Women's Soft Ball session.

The founders understood there may be doubters in the Club who would see the creation of the Women's section as a fad, so it was important to make sure the project was sustainable as a section that brought income to the Club.

A 'Cricket & Prosecco' taster session was planned which was really well attended, at the end of the session all 21 said they wanted to come back the following week. Initially the aim was for Soft Ball, but for some accelerating a move to Hard Ball cricket was important! The Club wanted to make sure that the new Women's section should have their own identity and the 'March Marvels' were formed.

They have weekly training sessions for both Soft Ball & Hard Ball, social events, guest speakers, and now compete in the newly formed Cambridgeshire Cricket competitive league.

In 2022 the March Marvels won the Cambridgeshire Cricket Women's Soft Ball League, and after a grant from Mick George in 2023 to fund equipment, the team could play their first full season in the Hard Ball league.

The success of March Marvels Women's team has provided visibility & motivation for girls to get involved and try the game. This can be seen with the development of girls only opportunities at the club, creating a really inclusive offer for the whole family.



“A Game for Everyone - The game does not discriminate against ages, shapes, or sizes”

Emma P - March Marvels

“Continues promotion and inclusion that women & girls can play a traditionally male sport”

Felicity M - March Marvels

“The Marvels now run a successful Soft Ball team as it's important to offer cricket for everyone”

Lois H - March Marvels Captain

“I decided cricket is the game for me because it combines strategy, teamwork, & skill in a way that challenges me both mentally & physically. The thrill of the game & the camaraderie with teammates make it a sport I truly enjoy”

Jasna - March Marvels

Strategic Objective 2



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CONTINUE TO TRANSFORM THE GAME & OPPORTUNITIES FOR WOMEN AND GIRLS

| AREA OF FOCUS | ESTABLISH MORE GIRLS' AND WOMEN'S TEAMS AT CLUBS | ENSURE MORE FEMALE VOICES IN CLUBS | CHANGE THE CULTURE AND ATTITUDE TOWARDS FEMALE CRICKET |
|---------------|---|---|--|
| ACTIONS | ENSURE A PIPELINE OF PLAYERS THROUGH CONTINUED & IMPROVED SCHOOLS COACHING & COMPETITIONS, AND CLUB 'TASTER' SESSIONS | ESTABLISH A CAMBRIDGESHIRE WOMEN IN CRICKET NETWORK, ALONGSIDE EVENTS TO SUPPORT ITS MEMBERSHIP | DRIVE FORWARD THE PROMOTION & CELEBRATION ('SEE IT, BE IT') OF FEMALE ROLE MODELS - PLAYERS, COACHES, UMPIRES, SCORERS, STAFF, CHAIRS ETC. |
| | IDENTIFY, DEVELOP & SUPPORT COACHES OF GIRLS AND FEMALE COACH DEVELOPERS, UTILISING THE METROBANK PROGRAMME | CHALLENGE EXISTING CULTURES | CEMENT THE BOARD AS STRONG ADVOCATES OF WOMEN'S AND GIRLS' CRICKET |
| | EDUCATE & SUPPORT CLUBS TO DEVELOP IMPROVED FACILITIES FOR WOMEN & GIRLS | INCREASE AND EMPOWER WOMEN INTO LEADERSHIP AND COMMITTEE ROLES IN CLUBS | DEVELOP LOCAL CLUB CASE STUDIES TO REINFORCE THE 'WHY' IN TERMS OF WOMEN'S AND GIRLS' CRICKET |
| | RUN AN INSPIRATIONAL & RELEVANT LEAGUE, CUP & FESTIVAL OFFER | PROMOTE MALE ALLYSHIP | CONTINUE TO DRIVE THE IMPORTANCE OF SOFT BALL CRICKET, AND THE TRANSITION FROM SOFT BALL TO HARD BALL PROGRAMME |
| | IDENTIFY AND EXPLOIT NEW RECRUITMENT CHANNELS (EG. GIRL GUIDES) | | DRIVE THE EQUALITY OF ACCESS AND OFFER FOR GIRLS IN SCHOOLS & CLUBS |

| KPI'S & TARGETS | INCREASE GIRLS' TEAMS FROM 21 IN 2024 TO 70 IN 2028 |
|-----------------|--|
| | INCREASE THE WOMEN'S TEAMS FROM 16 IN 2024 TO 37 IN 2028 |
| | INCREASE NO OF MATCHES PLAYED FROM 4 TO 8 A SEASON BY 2026 |
| | 2 WOMEN ON MAIN CLUB COMMITTEE WHERE WOMEN'S AND/OR GIRLS' CRICKET IS PLAYED |



CAMBRIDGESHIRE CRICKET

DELIVERY PARTNERS

CAMBRIDGESHIRE CRICKET





CAMBRIDGESHIRE CRICKET

Strategic Objective 3

WORK IN PARTNERSHIP TO ENABLE PEOPLE TO PLAY



| AREA OF FOCUS | PROTECT & GROW CRICKET FACILITY ASSETS THROUGH STRONG AND UNDERSTANDING PARTNERSHIPS | UNIFY ALL COMPETITION PROVIDERS AND CLUBS UNDER A CLEAR AND CONSISTENT SET OF RULES & REGULATIONS | SEEK EXTERNAL FUNDING TO PROMOTE MORE PARTICIPATION OPPORTUNITIES AND MAKE CRICKET MORE ACCESSIBLE | RECOGNISE AND CHAMPION THE VITAL ROLE OF CLUBS |
|-----------------|--|--|--|--|
| ACTIONS | <p>RISK ASSESS PARISH/TOWN COUNCIL (& OTHER EXTERNALLY OWNED) CLUB FACILITIES</p> <p>ENGAGE & NEGOTIATE WITH EXTERNAL FACILITY OWNERS, ESPECIALLY EDUCATIONAL ESTABLISHMENTS AND PARISH/TOWN COUNCILS</p> <p>CONTINUED SUPPORT AND NEGOTIATION WITH NEW FACILITY DEVELOPERS</p> | <p>ALL COMPETITIONS TO ADOPT & IMPLEMENT GCR* AND ITS PROCESS</p> <p>CAMBRIDGESHIRE CRICKET TO PROVIDE REQUIRED SUPPORT TO THE PROCESS IN TERMS OF SAFEGUARDING, DISCIPLINE, AND DISCRIMINATION</p> <p>COMMUNICATE AND ROLL OUT CRICKET'S CORE VALUES</p> <p>ALL CLUBS TO ADOPT AFFILIATION TERMS AND CONDITIONS</p> | <p>IDENTIFY AND PRIORITISE PROGRAMMES FOR EXTERNAL FUNDING</p> <p>CREATE, AND KEEP UPDATED, AN INVENTORY OF FUNDING OPPORTUNITIES FOR LOCAL CLUBS</p> <p>DEVELOP A SERIES OF 'COMMUNITY PARTNERS' FOR CAMBRIDGESHIRE CRICKET</p> | <p>WORK WITH CRICKET PARTNERS (EG. LEAGUES) TO CAPTURE AND MONITOR APPROPRIATE DATA TO CELEBRATE SUCCESS AND MANAGE RISKS</p> <p>EMBED A SAFEGUARDING AND LISTENING CULTURE ACROSS CLUBS AND LEAGUES</p> <p>SHOWCASE LOCAL CLUBS FOR WHAT THEY HAVE ACHIEVED</p> <p>ENSURE A BOARD 'POINT OF CONTACT' WITH EVERY PRIMARY AFFILIATED CLUB</p> |
| KPI'S & TARGETS | <p>NEW CRICKET GROUNDS BUILT & IN USE AT NORTHSTOWE AND NORTH ELY BY SUMMER 2027</p> <p>ALL LEAGUE COMPETITIONS ADOPT AND ARE EFFECTIVELY IMPLEMENTING GCR'S BY SUMMER 2026</p> <p>INTRODUCE A SYSTEM OF SHARED DATA AND INTELLIGENCE ON CLUBS BY 2027 - TO SUPPORT & CELEBRATE</p> <p>INCREASE FINANCIAL INPUT FROM COMMERCIAL SPONSORS BY 300% BY 2027</p> | | | |





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Strategic Objective 4



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ENSURE THERE IS STRONG & ROBUST DECISION-
MAKING SUPPORTING & SAFEGUARDING THE
NEEDS OF THE CAMBRIDGESHIRE CRICKET
COMMUNITY

| AREA OF FOCUS | ESTABLISH A STRONG & DIVERSE IDENTITY FOR CAMBRIDGESHIRE CRICKET THAT IS ATTRACTIVE AND UNDERSTANDABLE FOR EXTERNAL INVESTMENT AND ENGAGEMENT | IMPLEMENT AN APPROPRIATE BOARD STRUCTURE, INCLUDING SUB-STRUCTURE AND STAFF, TO RUN THE BUSINESS AND IN PARTICULAR MEET LEGAL AND COMPLIANCE STANDARDS | ENSURE FINANCIAL STABILITY AND MAINTAIN AN INVESTIBLE ORGANISATION | PRIORITISED INVESTMENT STREAMS, ALLOCATED AGAINST STRATEGY, SUPPORTING INCLUSIVE PARTICIPATION AND PERFORMANCE OPPORTUNITIES |
|--------------------|---|--|---|--|
| ACTIONS | DRIVE A STRONG BRAND IDENTITY WITH ALL ORGANISATIONS BEHIND IT | ENSURE THE SKILL SET & TIME COMMITMENT OF DIRECTORS IS APPROPRIATE TO MEET COMPANY NEEDS | CREATE A FINANCIAL BUSINESS PLAN SUPPORTING STRATEGY | CONFIRM AND REGULARLY REVIEW THE STRATEGIC DIRECTION OF THE COMPANY |
| | CELEBRATE AND HIGHLIGHT IMPACT AND ACHIEVEMENTS THROUGH EFFECTIVE MARKETING AND COMMUNICATION | COMMIT TO A SUB-STRUCTURE MEETING ECB AND LEGAL STANDARDS | ESTABLISH A FUNDRAISING PLAN | ESTABLISH ANNUAL DELIVERY PLANS ACROSS ALL AREAS, COSTED AND PRIORITISED |
| | PROVIDE CLEAR AND MOTIVATING STRUCTURE FOR OPEN AGED CRICKET | ESTABLISH AND COMMIT TO CROSS-COMPANY TRAINING PROGRAMME ALIGNED TO AMBITIONS AND COMPLIANCE | ESTABLISH, MONITOR AND MAINTAIN A RESERVES POLICY AND INVESTMENT PLAN | ENSURE RELATIONSHIPS, MONITORING AND DATA SYSTEMS ARE ALL IN PLACE TO REPORT BACK |
| | | ESTABLISH APPROPRIATE BOARD-STAFF CONNECTIONS TO STRENGTHEN THE BUSINESS | | ALIGN THE STRATEGIC DIRECTION TO ECB'S 'INSPIRING GENERATIONS' |
| KPI'S & TARGETS | ACHIEVE GOLD CPA* GOVERNANCE STANDARDS BY MARCH 2026 | | | |
| | ACHIEVE 40% GENDER DIVERSITY ON BOARD BY MAY 2026 | | | |
| | ACHIEVE 'INVESTIBLE COUNTY' STATUS WITH ECB BY AUGUST 2025 | | | |
| | INVESTIGATE AND DRIVE ONE OPEN AGE SATURDAY LEAGUE STRUCTURE ACROSS CAMBRIDGESHIRE (INCL. HUNTS) BY 2027 | | | |



CAMBRIDGESHIRE
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A CASE STUDY - Noah Thain

"I played Cambs from the age of U10's through to age group of U13's when I then moved onto Essex. Since I have played Cambs first team from the age of 16/17 up until this day. I have played at Thriplow CC, St Giles CC and Sawston and Babraham CC up until this year I decided it was time to move on. I signed my first rookie contract in 2023 at Essex CCC and I have just signed a two year deal until the end of 2026"



"I started cricket from playing in the back garden with my two brothers. I tried to play all sports when I was younger as it's important to enjoy different sports until it was time to engage full time in cricket at the age of 17/18.

Still playing with Cambs now is great fun as it gives me the chance to play with mates I play club cricket with at a high standard".

"Cambridgeshire gave me the platform to develop and has given me opportunity to enjoy playing whilst trying to achieve higher standards, allowing me to move onto Essex. The relationship Cambridgeshire and Essex have is a bonus and has been the path that other professionals have taken, showing that Cambs allows cricketers to develop and succeed!"



“Cambridgeshire allows cricketers to develop and succeed!”

Noah Thain (England U19's,)



CAMBRIDGESHIRE CRICKET



Strategic Objective 5

OFFER A COHERENT, INCLUSIVE PATHWAY FOR PLAYERS AND PEOPLE TO DEVELOP AND ACHIEVE

| AREA OF FOCUS | <p>PROVIDE A CLEAR PATHWAY CONNECTING BROAD PARTICIPATION OPPORTUNITIES AND APPROPRIATE TALENT IDENTIFICATION, INTO A HIGH QUALITY COACHING & COMPETITION PROGRAMME</p> | <p>RECRUIT, TRAIN, CONVERT AND SUPPORT PEOPLE TO REALISTICALLY ACHIEVE THEIR AMBITIONS</p> | <p>ENSURE THE VERY BEST GET ELEVATED AND NOTICED</p> | <p>LEAGUE DEVELOPMENT, PARTICULARLY WOMEN AND GIRLS</p> |
|--|---|--|---|--|
| ACTIONS | <p>CONFIRM & COMMUNICATE A TRANSPARENT PATHWAY STRUCTURE</p> | <p>DELIVER AND EXPAND YOUNG LEADERS PROGRAMME</p> | <p>CONTINUE TO COMMIT TO AN EPP* FOR GIRLS AND BOYS</p> | <p>WORK IN PARTNERSHIP TO IMPROVE THE STANDARD OF LOCAL LEAGUE CRICKET</p> |
| | <p>FULLY ESTABLISH EEP* FOR UNDER 10-12S, INTEGRATING WITH JUNIOR LEAGUE, MCC HUB AND CTS* OPPORTUNITIES</p> | <p>ESTABLISH A WOMEN IN CRICKET NETWORK ACROSS CAMBRIDGESHIRE</p> | <p>ENSURE STRONG AND TRANSPARENT LINKS WITH PROFESSIONAL COUNTY CLUBS</p> | <p>ESTABLISH HIGH PERFORMING COUNTY MEN'S & WOMEN'S SIDE AS REPRESENTATIVE OF CLUB CRICKET LOCALLY</p> |
| | <p>DEFINE & COMMUNICATE THE TALENT IDENTIFICATION PROCESS & CRITERIA ALONG THE PATHWAY</p> | <p>CHACO DO ALL APPOINTMENTS FOR UMPIRES AND SCORERS</p> | <p>SUPPORT PLAYERS WITH APPROPRIATE S&C, PSYCHOLOGY, NUTRITION AND REHAB SERVICES</p> | <p>IMPROVE THE ACCESSIBILITY & ATTRACTION OF REGIONAL PREMIER LEAGUE CRICKET FOR MEN & WOMEN</p> |
| | <p>RECRUIT, TRAIN, DEPLOY AND SUPPORT APPROPRIATE COACHES ALIGNED TO PATHWAY NEEDS</p> | <p>HIGHLIGHT AND DRIVE OPPORTUNITIES FOR PEOPLE TO GET INVOLVED AND PROGRESS</p> | <p>ENSURE CLEAR PROGRESSION CRITERIA AND SELECTION METHODS FOR WORKFORCE</p> | <p>CONSIDER MOTIVATIONAL FIXTURES TO RAISE STANDARD WITHIN LEAGUE STRUCTURE (MCC, INTER-COUNTY)</p> |
| | <p>IMPROVE REPRESENTATIVE OPPORTUNITIES FOR PLAYERS</p> | <p>DRIVE DIVERSITY OF REPRESENTATION ACROSS ALL WORKFORCE AREAS</p> | <p>PROGRESS PLAYERS ABOVE THEIR OWN AGE GROUP AS APPROPRIATE</p> | <p>RAISE AWARENESS OF THE PATHWAY WITH PARENTS, CLUBS, CYCA*</p> |
| | <p>CONTINUE TO OPEN UP & ACCESS THE MOST APPROPRIATE FACILITIES FOR PATHWAY STAGES</p> | | | |
| | <p>FROM 2026 CAG GIRLS' AND BOYS' TEAMS AT U13, U14, U15 (BOYS ONLY), U16 AND U18 LEVEL</p> | | | |
| | <p>MAINTAIN TIER 3, 1ST DIVISION STATUS, FOR WOMEN'S COUNTY TEAM THROUGHOUT 2025-2028</p> | | | |
| | <p>HAVE 2 EAPL CLUBS BY 2028, ALONGSIDE 2 CLUBS IN IWPL DIVISION 1</p> | | | |
| | <p>BY 2028 PROGRESS 2 CURRENT MALE AND 2 CURRENT FEMALE CAG PLAYERS INTO THE PROFESSIONAL GAME</p> | | | |
| <p>ESTABLISH A PERMANENT BASE FOR TALENT PATHWAY TRAINING OUTSIDE OF CAMBRIDGE CITY BY AUTUMN 2027</p> | | | | |
| <p>HAVE 30 UNIQUE CAMBRIDGESHIRE ATTENDEES OF GROUNDS ASSOCIATION SEMINARS BY 2026</p> | | | | |
| <p>EVERY GIRLS' CAG MATCH TO HAVE A QUALIFIED FEMALE UMPIRE STANDING BY SUMMER 2027</p> | | | | |
| KPI'S & TARGETS | | | | |



CAMBRIDGESHIRE
CRICKET

A CASE STUDY - Jacob

Jacob has 'Global Developmental Delay' and a learning disability. As a younger child we were keen for him to be involved in a team sport. As the teams grew, they wanted to be more competitive playing in league games. Jacob was excluded from taking part as he just didn't have the cognitive ability to play at such a fast pace.

Gradually he wanted to go to the sessions less and less as he found them too intimidating. As Jacob has got older, the gap between him and his peers has increased, and he has become more isolated from social groups and clubs.



I saw Super 1's advertised and encouraged Jacob to give it a go. He had never really played cricket before except maybe in PE at school. He was very apprehensive at first, but Stuart (Cambridgeshire Super 1's Development Officer) welcomed Jacob with kindness and sensitivity, he now looks forward to the sessions each week.

Stuart's patience is second to none and he works hard to include the diverse needs and the abilities of the group.

Over the last couple of months there have been a core group of attendees. They are a great group who are inclusive and accepting of all, irrespective of ability.

The fact Jacob wants to return each week is a testament to Super 1 success.

“ We are very grateful to have been given the opportunity to join such an amazing group which has given Jacob a new lease of life ”

Clare, Jacob's Mum

Strategic Objective 6



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MAKE A POSITIVE DIFFERENCE TO PEOPLE'S LIVES



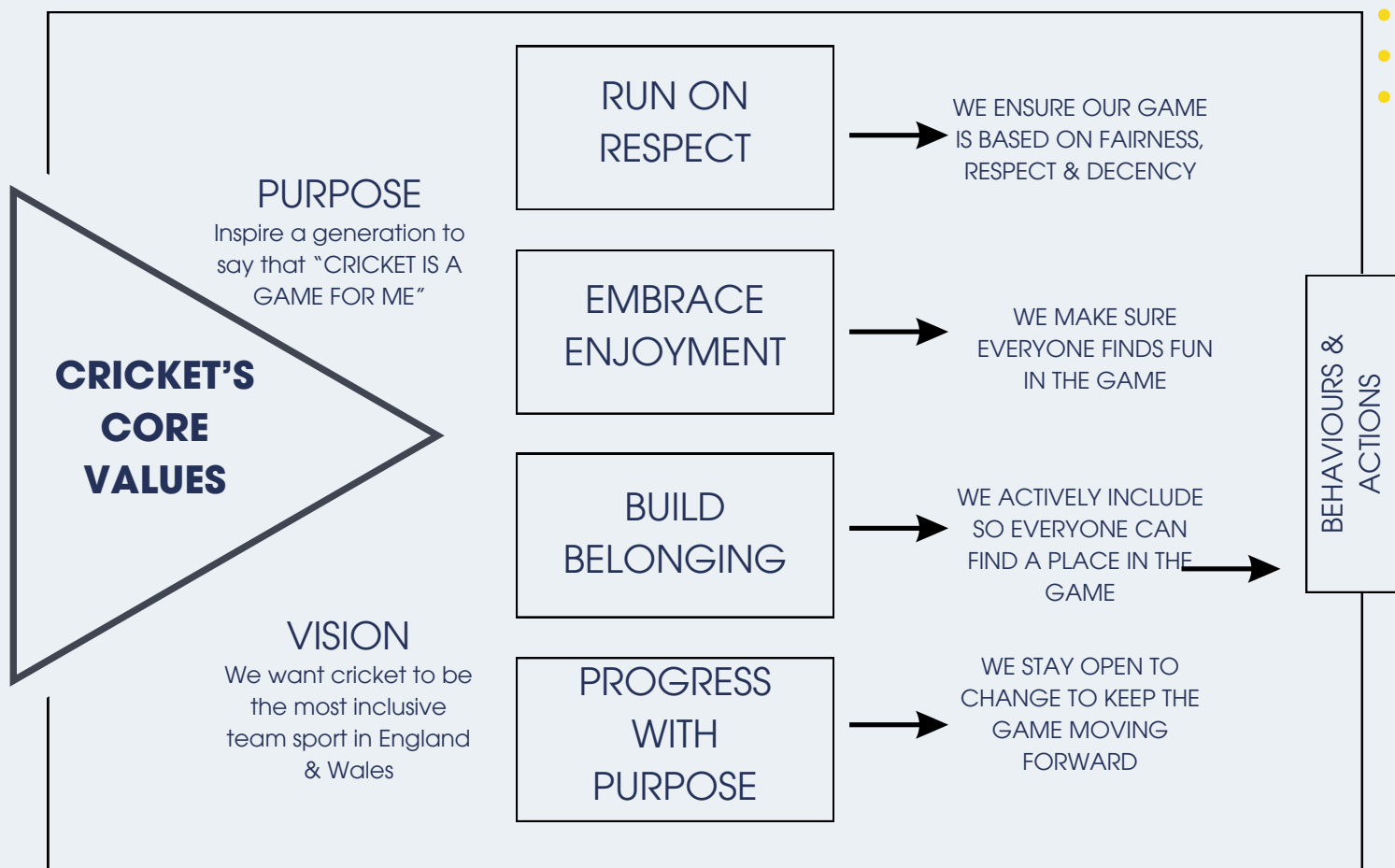
| AREA OF FOCUS | PROMOTE, MEASURE AND CELEBRATE THE WIDER IMPACT CRICKET HAS - ON PHYSICAL, MENTAL HEALTH, WELLBEING AND SOCIAL AND COMMUNITY COHESION | IDENTIFY AND PLAN | GATHER INFORMATION AND MONITOR THROUGH SYSTEMS AND PROCESSES | CELEBRATE ACHIEVEMENTS AND SEEK ONGOING INVESTMENT |
|-----------------|---|--|---|---|
| ACTIONS | UNDERSTAND WHAT WIDER SOCIETAL ISSUES OCCUR ACROSS CAMBRIDGESHIRE COMMUNITIES | IDENTIFY SPECIALIST SUPPORT/GUIDERS AND PARTNERS TO WORK WITH | UNDERSTAND WHAT INFORMATION AND DATA NEEDS COLLECTING | COMPILE ANNUAL IMPACT REPORT HIGHLIGHTING DATA AND STORIES |
| | RECOGNISE WHERE CRICKET IS CURRENTLY HAVING AN IMPACT LOCALLY | CONSIDER THE BEST ORGANISATIONAL MAKE UP TO ACCESS OPPORTUNITIES | CONFIRM SYSTEM REQUIREMENTS - USE CURRENT OR CREATE NEW | RECOGNISE AD HOC OPPORTUNITIES TO PROMOTE ACROSS COMMUNICATION CHANNELS |
| | IDENTIFY WHERE CRICKET CAN HAVE AN IMPACT | RECRUIT BOARD LEAD DIRECTOR TO DRIVE FORWARD THIS AREA | ESTABLISH TRAINING PROGRAMME FOR STAFF TO USE THE RIGHT NARRATIVE WITH PARTNERS | USE APPROPRIATE AND CAPTIVATING LANGUAGE TO CELEBRATE (WELLBEING, PERSONAL GROWTH, COMMUNITY INCLUSION) |
| | PREPARE THE ORGANISATION FOR A MIND AND OPERATIONAL SHIFT | ESTABLISH A WORKING GROUP FOCUSED ON 'CRICKET FOR GOOD' | ESTABLISH A RANGE OF COLLECTION METHODS FOR QUALITATIVE IMPACT | |
| | | | | |
| KPI'S & TARGETS | ATTRACT AT LEAST 2 EXTERNAL INVESTORS FOR 'CRICKET FOR GOOD' BY SPRING 2027 | | | |
| | APPOINT A 'SOCIAL AND COMMUNITY IMPACT' BOARD DIRECTOR CHAMPION BY APRIL 2026 | | | |
| | ESTABLISH A SOCIAL AND COMMUNITY ADVISORY GROUP BY JUNE 2026 | | | |



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GAME WIDE CORE VALUES

In 2024 the ECB surveyed and consulted with all aspects of the cricketing network in England and Wales to establish a set of Game Wide Core Values. Cambridgeshire Cricket have signed up to these values which resonate strongly across the local playing landscape.





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CAMBRIDGESHIRE CRICKET VALUES

The directors and staff members of Cambridgeshire Cricket have established a set of values that they will operate against, and a set of behaviours that should be expected of them.

INCLUSION



OUR PROGRAMMES & BEHAVIOURS WILL BE REFLECTIVE AND ACCESSIBLE TO COMMUNITIES AND PEOPLE ACROSS CAMBRIDGESHIRE. WE WILL BE STRONGER TOGETHER THROUGH DIVERSE DECISION MAKING AND BEING AS INCLUSIVE AS POSSIBLE

INTEGRITY



WE WILL OPERATE TO THE HIGHEST STANDARDS AND BEHAVIOURS IN EVERYTHING THAT WE DO AS THE TRUSTED AND RESPECTED DELIVERER OF CRICKET LOCALLY

COLLABORATION



WE WILL WORK TOGETHER WITH PARTNERS TO ACHIEVE AND TO ADD VALUE TO THE WORK THAT WE, AND THEY, UNDERTAKE

RESPONSIBLE



WE RECOGNISE THAT WE ARE GUARDIANS OF THE GAME LOCALLY AND HENCE HAVE A DUTY TO SUPPORT AND GROW IT FOR GENERATIONS TO COME

INSPIRATIONAL



OUR ACTIONS, PROGRAMMES AND WORK MUST BRING PEOPLE WITH US, ATTRACT NEW PEOPLE TO THE GAME, AND ENABLE ALL TO ACHIEVE THEIR POTENTIAL





**CAMBRIDGESHIRE
CRICKET**



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