



CAMBRIDGESHIRE
CRICKET

Cambridgeshire Cricket – Strategy Launch

Questions and Answers (from the session and on post-its)

Qu – What are you most looking forward to with this Strategic Plan?

Two things – firstly, it provides, probably for the first time, a clear plan and set of actions that the whole of the Cambridgeshire cricket network can get behind to achieve success. Secondly, that there are a number of `new` clubs doing to some great work with some great intentions, particularly in youth and women`s and girls` development that are challenging for recognition and success.

Qu - Is there any opportunity for the Board to put funding into Secondary Schools

While we don't currently have any coach led delivery in secondary schools, we do run indoor and outdoor soft ball competitions for girls in State Secondary Schools as well as organising the local rounds of the new Knight Stokes Cup and the local ESCA competitions which are open to boys. We also deliver teacher CPD for secondary schools to help support those delivering cricket in schools. To deliver coaching activity, funding would need to come from an outside investor in the form of commercial, a public body, or a donor as funding streams are currently focussed on Primary Schools.

Qu - What funding and grant support is there for clubs at the moment?

Please use the ECB funding page as a reference point – [England and Wales Cricket Board \(ECB\) - The Official Website of the ECB](#) - 2026 guidance on County Grants Funding is out soon but will have a clear focus on girls` and women`s cricket, and tackling climate change

Locally Cambridgeshire Community Foundation has supported a number of clubs - [Home - Cambridgeshire Community Foundation](#)

Nationally, Sport England provides some opportunities too – [Our funding | Sport England](#)

Qu - Is it a requirement for anyone in a county age group team to be affiliated to a club?

Not currently although the vast majority are or soon become as they progress through the system. We are considering it, particularly to support the sustainability of women`s and girls` club cricket.

Qu - What support is there for Clubs regarding unexpected costs for projects such as legal fees?

This is a real issue for completion of projects

There is no legal support available for clubs in terms of leases or other relevant support around facilities, Response from the room - There are lots of law firms that will offer pro-bono support. Ask at the big firms. Alternatively, please canvas your membership for anyone in the required profession.

Qu - With the above question in mind. Should we have a Cambridgeshire pool of resources? Could this be funded centrally/regionally? This is more of an option centrally where an approved list of suppliers could be assembled.

Qu - What support is there from the board to transition youth players into the adult game.

Creating the right environment at your club as well as the playing offer are important factors. Please consider every aspect and [canvas your player needs](#). If it is a playing offer, clubs are members of the leagues/associations, so please exercise your rights for change to a more appropriate offer.

Qu - Is there any national/local funding for kit provision for women?

Unfortunately not, but we encourage clubs to look at recycling kit, and let their members or prospective players know that this kit is available. Kit and clothing manufacturers are looking at improvements to their female offer with Lacuna Sports ([Lacuna Sports Women & Girls Cricket Clothing](#)) and Maiden Cricket ([Women & Girls Cricket Clothing & Equipment | Maiden Cricket Store](#)) leading the way at the moment.

Additional notes/discussions:

- ❖ There was a good point raised that women`s and girls` development needs to run alongside that of men`s and boys` and club sustainability may only be achieved this way. It is not about lowering participation rates in male cricket, it is about providing opportunities to raise female cricket higher and to at least the same level of opportunity. Future proofing clubs - women can be a sustaining factor by bringing families with them. Women in clubs bringing additional funds to make stronger healthier clubs
- ❖ Some clubs have seen the success of combining with others to pool player, volunteer and facility resources. These are not mergers but sensible conversations, agreed with the local organising association or league, to get more people playing. Please consider this approach.