

Gloucestershire Cricket Foundation

INSPIRING GLOUCESTERSHIRE 2025–2029

Improving lives through the power of cricket

gloucestershirecricketfoundation.org



CONTENTS

A Strong Foundation	4
Successes of Inspiring Gloucestershire 2020-2024	6
2025–29 will be a pivotal period for cricket	8
The GCF purpose, mission & values	9
For Gloucestershire, by Gloucestershire	10
ECB Strategy	12
Our 4-Year Objectives	14
1. Support communities through diverse, inclusive and accessible cricket	16
2. Accelerate change in Womens and Girls cricket	18
3. Deliver social impact through the power of cricket	20
4. Engage more Children and Young people	22
5. Develop a thriving, sustainable, safe and inclusive, recreational game	24
6. Supercharge our activities and impact	26
Enablers/Priority Projects	28
Gloucestershire County Cricket Club Objectives	30

SHAPING THE FUTURE OF RECREATIONAL CRICKET IN GLOUCESTERSHIRE

We've come a long way in the last 15 years. As an organisation, we've grown from a one-man support hub to a nationally recognised, gold-standard charity that creates a meaningful impact across the clubs and communities in our county.

We can be particularly proud of the progress we've made since we outlined our Inspiring Gloucestershire Strategy for 2020-24. Despite having to navigate the Covid pandemic and the cost-of-living crisis, we made significant progress in many areas, including growing women's and girls' cricket, increasing junior participation, supporting the volunteer workforce and investing in the club infrastructure.

But we've also extended our reach further into non-traditional spaces, making cricket more accessible through programmes like Chance to Shine Street, Wicketz, Super 1s, ACE, Walking Cricket and refugee initiatives – all of which have taken the game to new people.

This has all been fuelled by a growing team, a passionate group of volunteers and a very supportive set of partners who helped us to scale up our activity and impact.

As we head into 2025-29, we face a period of unprecedented change and investment in the game, so we fully intend to make the most of that opportunity for Gloucestershire. This document outlines how we're going to build on the ECB 2025-29 strategy with a tailored approach to the increasingly diverse set of challenges and opportunities we specifically face in Gloucestershire.

Today, we're a dedicated team of 18 staff and 10 trustees – all passionate about putting bats and balls into more people's hands and improving lives through cricket.

I couldn't be prouder of what we've built together so far – but I'm so much more excited about the even bigger opportunities to come.

Steve Silk
CEO, Gloucestershire Cricket Foundation



A STRONG FOUNDATION





Becoming a charity in 2022 was a pivotal moment for the organisation as we transitioned from the Gloucestershire Cricket Board into the Gloucestershire Cricket Foundation. That triggered a significant change in governance, but was also the catalyst for much wider transformation.

As part of the change, we recruited eight exceptional new trustees who now form a committed, diverse and forward-thinking board. Working alongside our talented team of employees, we have a very strong and diverse team that lives and breathes the game and is united by one goal: to get more bats and balls into more people's hands.

Realising all our key ambitions

This momentum enabled us to successfully achieve all our core targets, ensuring the Foundation and recreational cricket in Gloucestershire is in a stronger place now than it was 4 years ago. Some of the highlights include...

- Increasing **Women's & Girls'** teams from 36 to 63
- Increasing **junior participation** in All Stars and Dynamos by over 80% since 2019
- Increasing **coaching in schools** by over 80%
- Increasing **investment in clubs** to £2.1m, supporting 71 projects
- Increasing **volunteer support** – including our new 'Get into Cricket' programme, resulting in 144 trainees and over 2000 volunteer hours
- Increasing **our team** to diversify our offering, including an ACE Development Officer, a Workforce Development Officer, an Urban Development Officer, and greater resource to develop the Women's & Girls' game.

Reaching new communities

During this period, the Foundation also increased its work in non-traditional communities and used 'Cricket for Good' to make a huge difference to people's lives.

This was delivered through an increasing range of initiatives that reached more people than ever before e.g.

- Supporting the Chance to Shine **Street** programme
- Delivering more Lord Taverners' **Wicketz** and **Super 1** programmes
- Expanding the **ACE** programme
- Introducing **Walking Cricket** into urban areas
- Launching both **Refugee** and Unaccompanied **Asylum Seekers** programmes
- Broadening our **disability programmes**
- The ground-breaking and over-subscribed **South Asian Muslim Girls Cricket Programme**

Recognised as gold-standard

Behind the scenes we've also put new safeguarding, finance, EDI and governance programmes in place and became the first county in the country to receive Gold Accreditation for completing the ECB County Governance Framework. Another very proud moment!



SUCCESSES OF INSPIRING GLOUCESTERSHIRE

2020–24

SUPPORT COMMUNITIES THROUGH DIVERSE, INCLUSIVE, AND ACCESSIBLE CRICKET

200% increase
in community hubs. 9 in 2020 to 27 at the end of 2024, 12 of which were outside of Bristol

2 Ramadan Cricket Celebrations
took place with over 40 people attending

196 children
have accessed the ACE programme through ACE Hubs or the ACE Academy, following its launch in Bristol in 2022

ACCELERATE CHANGE IN WOMENS & GIRLS CRICKET

71% increase
in clubs with women's sections (28 to 48)

Number of fixtures played in the W&G leagues
219 in 2019, 589 in 2024

51% increase
in girls' teams at clubs (57 to 86)

DELIVER SOCIAL IMPACT THROUGH THE POWER OF CRICKET

400% increase
in **Walking Cricket** hubs

4
NEET (Not in Education, Employment or Training) Apprentices completed their NVQ Level 2 Community Activator Coach qualification

372
ACE Holiday Activity Fund participants, across 2022-2024, have received hot meals as part of their camp

ENGAGE MORE CHILDREN & YOUNG PEOPLE

Teams accessing junior mixed competitions has grown from
352 to 470

Growth from 70 to 141 National programme centres

81%
We have increased engagement in State Secondary Schools to 81%

DEVELOP A THRIVING, SUSTAINABLE, SAFE AND INCLUSIVE, RECREATIONAL GAME

38% growth
in the number of clubs with Clubmark accreditation (50 to 69)

Teams accessing adult open competitions has grown from
465 to 523

900% growth
in the number of clubs saving money through the use of Solar Panels

SUPERCHARGE OUR ACTIVITIES AND IMPACT

13 incredible sponsors/partners
have supported us each year for the last 4 years (thank you)

149,000
unique users on the website since launch in Feb 2022

£1m
Annual turnover has increased by 49% since October 2019, breaking £1million for the first time in 2024

2025–29 WILL BE A PIVOTAL PERIOD FOR CRICKET



The next four years provide a unique opportunity for generational change in cricket.

At an international level, each year is a blockbuster, with the India tour in 2025, the ICC Women's T20 World Cup in England and Wales in 2026, the Ashes in 2027 and cricket's return to the Olympics in 2028.

In addition, the ECB have a new broadcasting deal which will increase investment into the county network by 31% over the four years (£512m) and there will be a further boost from the sale of a share of the Hundred (>£50m).

We are ideally placed to make the most of this opportunity to further grow the game in Gloucestershire and leave a lasting legacy for generations to come.

IMPROVING THE FUTURE OF CRICKET FOR EVERYONE



The ECB's ambition is to make cricket the nation's most inclusive team sport. To help steer that vision, they've launched Inspiring Generations: 2025–2028—a four-year strategy to grow the game.

In Gloucestershire, we share that ambition. We want more people picking up bats and balls and for every generation and community to feel they belong in cricket. So, we'll align with the ECB's national direction but shape it to reflect the local needs of people of Gloucestershire.

Instead of starting afresh, we'll build on the best of Inspiring Gloucestershire 2020–2024, using feedback from our community consultation to really focus in on the key priorities.

- ✔ We will invest more in our GRACE campaign and make cricket the sport of choice for young people – regardless of background.
- ✔ Our 184 clubs and volunteers remain the backbone of our game. We will boost our support for them whilst also expanding into more communities, creating new formats and better facilities for all.
- ✔ We'll collaborate with local authorities, funders, charities, commercial partners and strengthen ties with Gloucestershire County Cricket Club to better connect recreational and professional cricket.
- ✔ We'll raise cricket's profile across the county, so more people see it as a game for them

In delivering all these ambitions, we intend to remain a 'leading organisation', building on a rock-solid foundation and pushing the boundaries further.

We're ready, energised, and excited to make the next four years even more impactful than the last.

THE GCF PURPOSE, MISSION & VALUES

Purpose: To improve lives through the power of cricket

We want to inspire Gloucestershire to say 'Cricket is a game for everyone. We believe cricket is uniquely placed to bring communities together, inspire lifelong friendships, improve health & wellbeing and deliver social impact.

Mission: To put bats and balls in more people's hands

We want cricket to become the most inclusive sport in Gloucestershire by inspiring every generation and community to feel they belong in the game.

Values

How we approach our work – the principles and behaviour we collectively believe are important.

We are inspiring

- ✔ We show infectious enthusiasm
- ✔ We bring the best out in people
- ✔ We set the example – individually and collectively

We value everyone

- ✔ We take cricket to anyone and everyone
- ✔ We embrace different perspectives
- ✔ We are one team – win together, lose together

We care

- ✔ We care about each other
- ✔ We care about the communities we serve
- ✔ We care about our work

We strive to improve

- ✔ We are curious to explore new ideas
- ✔ We are brave and prepared to fail
- ✔ We celebrate creativity and change



FOR GLOUCESTERSHIRE, BY GLOUCESTERSHIRE

Every four years, the ECB launches a new broadcast cycle, accompanied by a refreshed strategy and a County Partnership Agreement (CPA). This legal agreement sets the direction for counties to follow, from both a professional and recreational perspective.

As part of the 2025–2029 cycle, each county is tasked with developing its own local strategy.

To ensure the new plan reflects the needs of recreational cricket in our county, we launched a thorough consultation process designed to listen and learn from local voices.

Three phases of consultation with over 400 stakeholders

- August 2024 – leagues, associations, and cricketing bodies shared their vision for the game in 2030.
- October 2024 – Foundation staff and trustees, with external facilitation, reviewed priorities and how to align with the ECB's "Inspiring Generations" pillars.
- January 2025 – a strategy framework was shared with clubs, local authorities, and partners via a survey, inviting feedback on six key areas.

More than 400 stakeholders took part in the process and we'd like to thank you for your time and support in shaping recreational cricket across Gloucestershire.

A locally-driven set of priorities

Inspired by your ideas and priorities, we have developed a localised strategy that belongs to our clubs, communities and partners. It blends proven, established initiatives with fresh thinking to build a stronger, more inclusive future for cricket in Gloucestershire.

And in setting our sights on 2030, we've already started turning some of those ideas into action, creating new roles to support their delivery.



INFORMED BY CLUBS, COMMUNITIES AND PARTNERS TO BUILD A STRONGER, MORE INCLUSIVE FUTURE FOR RECREATIONAL CRICKET IN OUR COUNTY



ECB STRATEGY

OUR PURPOSE

Inspire a generation to say

"CRICKET IS A GAME FOR ME"

OUR 2028 VISION

1. To become the most inclusive team sport
2. To grow and unite the game
3. Lead the game through global transformation



OUR SIX OBJECTIVES | OUR 2028 TARGET | OUR AREAS OF FOCUS | CRICKET'S CORE VALUES | ENABLERS

MAKE CRICKET DIVERSE, INCLUSIVE AND ACCESSIBLE	TRANSFORM WOMEN'S & GIRLS' CRICKET	CONNECT COMMUNITIES THROUGH PLAY
EDI DASHBOARD GRADE **D+ > B***	INCREASE PERCEPTION OF CRICKET AS GENDER EQUAL TO **65% 600K**	**600K** U16s PLAYING EACH WEEK
• Ensure cricket's culture is welcoming to all • Strive for diverse representation in every part of the game • Remove barriers for aspiring cricketers of all backgrounds • Tackle discrimination and inequalities	• Grow the visibility of women's professional cricket • Grow the appeal of women's professional cricket • Progress towards a commercially viable women's game • Grow the number of clubs with a girls' section	• Develop a participant centred club & league network • Provide access to young people who are missing out • Engage and support ethnically diverse communities • Leverage the impact of cricket through Trusts and Foundations and charity partners

INSPIRE THROUGH WINNING ENGLAND TEAMS	THRIVING AND SUSTAINABLE MEN'S AND WOMEN'S PROFESSIONAL GAME	WIN THE BATTLE FOR ATTENTION
ENGLAND MEN AND WOMEN EACH WIN AT LEAST ONE **ASHES** SERIES AND ONE **WORLD CUP**	**18** HIGH-PERFORMING, INCLUSIVE AND FINANCIALLY SUSTAINABLE PROFESSIONAL COUNTIES BY 2028	**14M** PEOPLE ENGAGING WITH CRICKET
• Entertain fans through a positive brand of England cricket • Win the big series and events • Support talent pathways to produce future England stars	• Make The Hundred the #1 challenger to the IPL • Grow audiences through high quality domestic competitions • Foster effective player pathways in all formats • Support high performing & financially sustainable clubs • Deliver the domestic & international season	• Continue to deliver the "Road to 4m" attendees • Get more people watching cricket more often on TV • Grow the marketable UK digital audience to 2m

RUN ON RESPECT | **EMBRACE ENJOYMENT** | **BUILD BELONGING** | **PROGRESS WITH PURPOSE**

FACILITIES | **ENVIRONMENTAL SUSTAINABILITY** | **VOLUNTEERS** | **SAFEGUARDING** | **THE CRICKET REGULATOR**

* This is the ECB's internal system for monitoring progress across key metrics.

INSPIRING GLOUCESTERSHIRE
OUR 4-YEAR OBJECTIVES

These are the 6 key priorities identified by our local consultation, which also align with the ambitions of the ECB. The Gloucestershire Cricket Foundation will build its team and focus its resources on delivering in these key areas.



SUPPORT COMMUNITIES THROUGH DIVERSE, INCLUSIVE AND ACCESSIBLE CRICKET

- Engage more children and young people from non-traditional cricket backgrounds into the game
- Grow and develop our junior community offer so it is accessible across all corners of the county
- Grow and develop our adult community offer so it is accessible to all corners of the county
- Develop the club urban offer by supporting ethnically diverse communities
- Develop our disability pathway for people with any impairment to enjoy and progress through the game

ACCELERATE CHANGE IN WOMEN'S AND GIRLS' CRICKET

- Support and develop clubs to offer sustainable Girls' cricket in all corners of the county
- Create positive playing opportunities for Girls that provide both social and developmental outcomes
- Create positive playing opportunities for Women that provide both social and developmental outcomes
- Develop female-friendly facilities to provide a welcoming environment for the growth of the game
- Develop a playing offer that enables Girls in schools to access more meaningful and organised cricket

DELIVER SOCIAL IMPACT THROUGH THE POWER OF CRICKET

- Support and develop clubs to offer sustainable Girls' cricket in all corners of the county
- Develop initiatives to improve physical health
- Improve the lives of children and young people that face the biggest challenges
- Develop initiatives to improve mental wellbeing
- Support volunteers and community organisations to facilitate projects



ENGAGE MORE CHILDREN AND YOUNG PEOPLE

- Provide opportunities so all young cricketers can access meaningful, competitive, organised open cricket, led, managed, and administered by the GCF.
- Work with more Secondary Schools to make cricket the sport of choice.
- Deliver to more Primary Schools to increase participation and to provide local competitive competitions.
- Inspire teachers and support staff so they are 'ready' to deliver cricket.
- Empower and support clubs to deliver excellent national programmes.

DEVELOP A THRIVING, SUSTAINABLE, SAFE AND INCLUSIVE, RECREATIONAL GAME

- Develop, support and grow the number of club & league volunteers.
- Develop, support and grow the number of qualified coaches.
- Enhance club facilities, to produce welcoming environments and high-quality grounds.
- Safeguard the game by ensuring cricket grounds are not lost, by working with land owners.
- Develop better indoor facilities, to support all areas of cricket in Gloucestershire.

SUPERCHARGE OUR ACTIVITIES AND IMPACT

- Make cricket more visible across Gloucestershire.
- Set the Gloucestershire Cricket Foundation up for long term success.
- Develop a strong working partnership between Gloucestershire Cricket Foundation and Gloucestershire County Cricket Club.
- Create strong partnerships with organisations/people that will ensure the stock of indoor and outdoor facilities will improve.
- Make cricket a safe and inclusive environment for all to be involved.

We have created a strong foundation with a proven formula for success in which to build.

SUPPORT COMMUNITIES THROUGH DIVERSE, INCLUSIVE AND ACCESSIBLE CRICKET

We are committed to bringing cricket to as many people as possible, supporting our ambition to make cricket the most inclusive team sport in Gloucestershire.

Despite the growth of several new community programmes, we know there's more to do and many communities remain underserved.

Expanding our community reach

In 2020, we ran 9 free Chance to Shine Street and the Lord's Taverners Wicketz programmes in Bristol. By the end of 2024, that had grown to 27 hubs, including 11 outside Bristol, alongside new programmes like Super 1s and the African Caribbean Engagement Programme (ACE), all of which increased access by 200%.

Going forward, we will build on our proven formulas for success and increase resources in these areas. We will also embrace any new formats and programmes that will help us to boost the opportunities for people of all backgrounds to get involved.

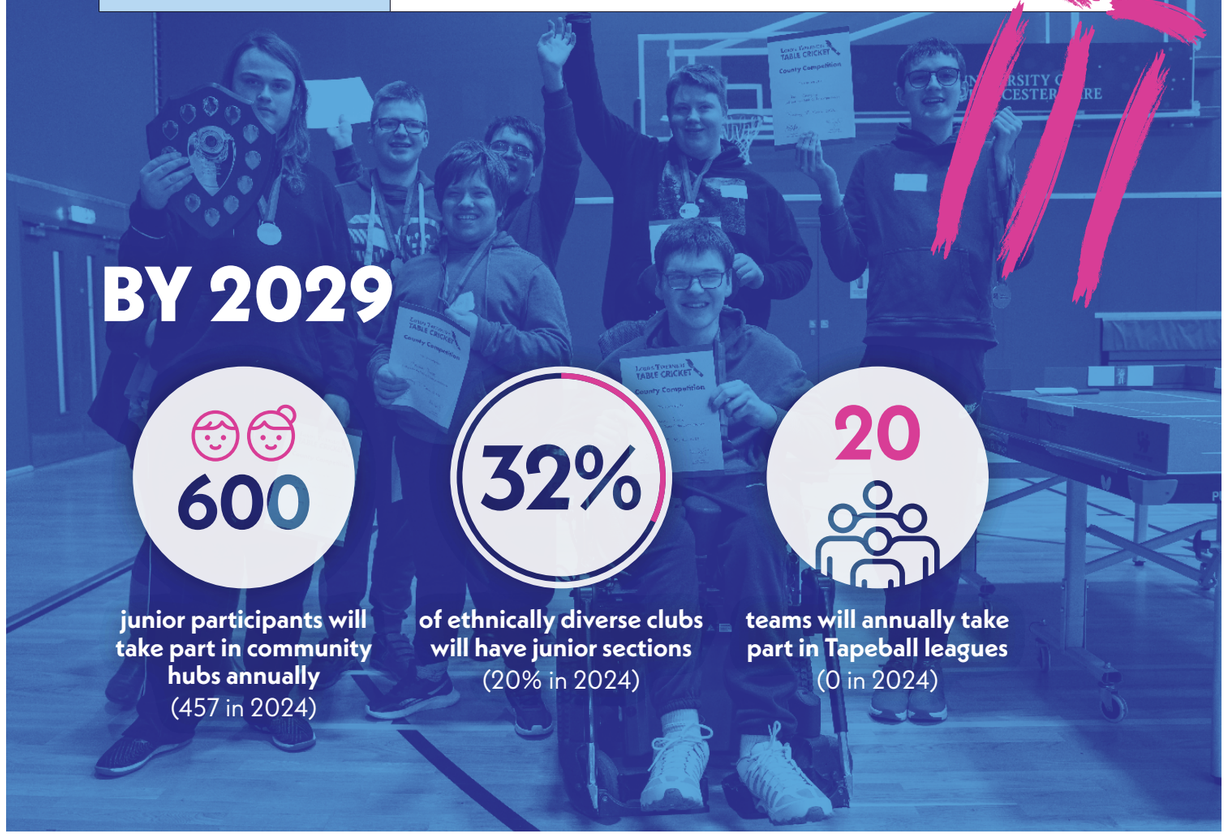
Strengthening our disability provision

In the last 4 years, our Disability Pathway has expanded to include Super 1s, SEND school delivery and management of Disability County Teams. The next step is to help more clubs become Disability Champion Cricket Clubs and develop a community offer for adults over 25 years old with any impairment to access the game and be confident to play in a club setting.

Extending club sections

We will be helping clubs expand through new sections, supported by schools' delivery and an enhanced community offer. In particular, ethnically diverse clubs offer huge growth potential, especially in developing youth, women's, and girls' sections.

AREA OF FOCUS	AMBITIONS
Engage more children and young people from non-traditional cricket backgrounds into the game	• Increase school delivery in areas of current and intended community hubs • Develop impactful partnerships with community organisations to provide cricket in their offer • Establish an annual cricket festival for people of all impairments
Grow and develop our junior community offer so it is accessible across all corners of the county	• Increase the number of community hubs delivered across the county • Increase our girls only community offer • Utilise National Programmes bursaries to provide regular holiday camps
Grow and develop our adult community offer so it is accessible to all corners of the county	• Create a community offer for women • Create a community offer for people with any impairment aged over 25 • Creation of a Women's and Men's adult Tapeball League
Develop the club urban offer by supporting ethnically diverse communities	• Increase the number of ethnically diverse clubs that have junior sections • Increase the number of ethnically diverse coaches and officials from Bristol • Create and deliver community cricket festivals
Develop our disability pathway for people with any impairment to enjoy and progress through the game	• Support cricket clubs to become Disability Champion Cricket Clubs • Increase competitive opportunities for Super 1s participants • Strengthen the County Disability set up



This is such a great time for the female game, and we must be positioned well to take advantage of it.

ACCELERATE CHANGE IN WOMEN'S AND GIRLS' CRICKET

The women's and girls' game has come a long way in the last four years following significant ambition and investment from the national governing body, along with localised delivery across counties.

Transformational impact

In 2019, there were 36 clubs with Women's and/or Girls sections. By 2024, this number had increased to 63 (36%), showing a brilliant rise in the number of our clubs investing in this exciting part of the game.

While acknowledging what we've already reached, we recognise there is still much more room for growth and we have significant plans to increase activity further over the next four years.

Expanding club support

A real focus for us is to help clubs increase the number of female resources at club level – volunteers, coaches, officials – as well as improving female facilities.

To drive this growth, the Foundation will recruit more staff so we can put bats and balls into more Women's and Girls' hands and give them a cricket offering that meets their needs.

Reaching more girls in schools

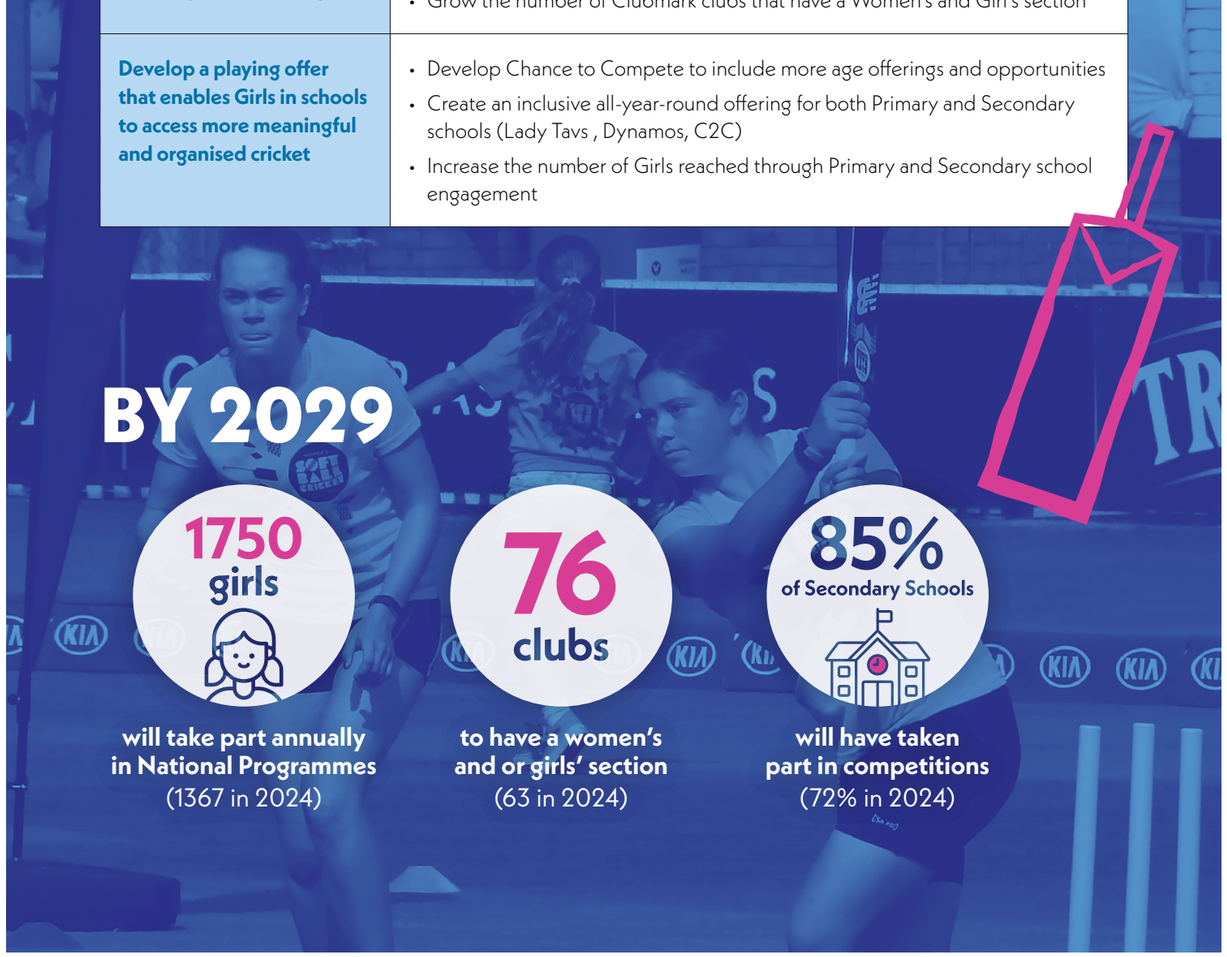
We will also focus more investment on engaging girls in schools. In particular, we will work with our partners to try and create an inclusive all-year-round offering in both Primary and Secondary schools.

Piggy-backing national momentum

In addition, we will build on some of the wider momentum that will be created in the Women's game. In 2025, we will see professional county women's teams for the first time, in 2026 we will host the Women's World T20 and in 2028 we will see Women's Cricket at the Olympics. We will generate momentum at a local level around these moments to help to inspire even more female involvement in Gloucestershire.

In everything we do, we will endeavour to create positive playing opportunities for Women and Girls that provide both social and developmental outcomes, striving to reach all corners of our county.

AREA OF FOCUS	ACTION PLAN
Support and develop clubs to offer sustainable Girls' cricket in all corners of the county	• Ensure that the number of clubs with at least two girls' teams is increased. • Support ethnically diverse cricket clubs to develop the number of Girls' sections • Increase the number of clubs with a Girls section
Create positive playing opportunities for Girls that provide both social and developmental outcomes	• Create active, thriving Girls' club networks and pathways • Ensure all areas of the county can access the different formats of cricket (indoor/outdoor & hardball/softball) • Bring all girls' league cricket in-house, under the management of the GCF
Create positive playing opportunities for Women that provide both social and developmental outcomes	• Increase the opportunities for Women to access cricket • Ensure that all hardball and softball leagues are accessible to teams within all areas of the county • Develop a working group to shape and support women's cricket playing opportunities
Develop female-friendly facilities to provide a welcoming environment for the growth of the game	• Utilise club and community spaces that are not used for other formats of cricket, to help manage the impact of the growth of cricket • Support clubs so they are ready for any funding opportunities that arrive • Grow the number of Clubmark clubs that have a Women's and Girl's section
Develop a playing offer that enables Girls in schools to access more meaningful and organised cricket	• Develop Chance to Compete to include more age offerings and opportunities • Create an inclusive all-year-round offering for both Primary and Secondary schools (Lady Tavs , Dynamos, C2C) • Increase the number of Girls reached through Primary and Secondary school engagement



Children and young people are experiencing more anxiety and mental health conditions than in past years, with Bristol experiencing higher than national rates.

DELIVER SOCIAL IMPACT THROUGH THE POWER OF CRICKET

Cricket is uniquely placed to bring communities together, inspire lifelong friendships, improve people's physical health, support positive mental wellbeing and deliver social impact. This pillar of our strategy allows us to put our words into action and improve lives through the power of cricket.

Population pressures

Gloucestershire has an ageing population. In 2024, almost 22% of the population were aged 65 or older, with projections estimating that will increase by 38% over the next 20 years. Studies suggest this will escalate demands on health services, adding pressure on the NHS and local GP practices, whilst increasing social isolation rates.

Young people too are facing their own challenges, with reports indicating that children and young people are experiencing more anxiety and mental health conditions, with Bristol experiencing higher than national rates, in part attributed to the cost-of-living crisis, societal pressures and the ongoing impacts of COVID.

Improving physical and mental wellbeing

However, studies show physical activity plays a crucial role in countering the pressures of an ageing population by improving health outcomes, reducing healthcare costs, and enhancing overall quality of life. For young people, studies show sport reduces stress and anxiety, builds confidence and encourages social connection while offering opportunities into employment and education.

Cricket as a force for good

This is where the Gloucestershire Cricket Foundation can utilise the power of cricket to deliver social good. Over the next four years, we want to collaborate further with councils, local health services, community organisations, and cricket clubs to increase our offer and build bespoke programmes that will enable all people to flourish. This will be done by growing the Community Team of the Foundation and delivering meaningful programmes that have real impact.

AREA OF FOCUS	AMBITIONS
Ensure funding security to create and sustain programmes and projects	• Develop a fundraising strategy • Ensure robust data collection for Monitoring and Evaluation • Annually produce Impact Reports highlighting the work, reach, and impact of the Foundation
Develop initiatives to improve physical health	• Employ at least one Community Development Officer • Increase our Walking Cricket offer • Collaborate with health services and community groups to devise targeted and impactful programmes
Improve the lives of children and young people that face the biggest challenges	• Develop free community cricket hubs for young people in areas where the GCF is not reaching • Deliver sustainable community hubs for Unaccompanied Accompanied Asylum Seeking Children • Collaborate with community organisations to create a programme for young people Not in Education Employment or Training
Develop initiatives to improve mental wellbeing	• Connect our urban community offer to our rural communities • Create cricket festivals that bring people together • Encourage cricket clubs to open their facilities to community groups who support local people with mental health programmes
Support volunteers and community organisations to facilitate projects	• Identify Health and Wellbeing Cricket Ambassadors • Provide the necessary training to upskill volunteers • Create a mentoring programme for volunteers where they can learn from and support each other

BY 2029

170 older adults will take part in Walking Cricket annually (83 in 2024)

20 Community Hubs will be available to support wellbeing and health initiatives (5 in 2024)

16 grant providers will have supported additional community activity (4 grant providers in 2024)



To empower clubs and community settings to offer and deliver inspiring opportunities.

ENGAGE MORE CHILDREN AND YOUNG PEOPLE

More children are coming into the game than ever before, thanks largely to both the National Programmes of All Stars and Dynamos and the birth of The Hundred. These initiatives have made families realise what a great and accessible game it is for young people, and how it can help them develop so many life skills.

Empowering our clubs and communities

In Gloucestershire we see it as our number one priority to empower clubs and community settings to offer and deliver inspiring opportunities for young people, so more children can say that "cricket is a game for me".

In the last four years we have seen the number of junior teams grow from 352 to 470, a staggering 34% increase. We strongly believe this trend is going to continue as we are only now seeing the early adopters of All Stars progress through to being U11 and U13.

Whilst this is incredible for the game, along with the growth of Women's and Girls' cricket, it's also causing growing challenges for clubs who have the same number of pitches and facilities to support their activities.

To ensure cricket continues to thrive in Gloucestershire, we will ensure our club network is well supported and empowered to tackle these challenges, so they can nurture and develop the next generation of cricket lovers.

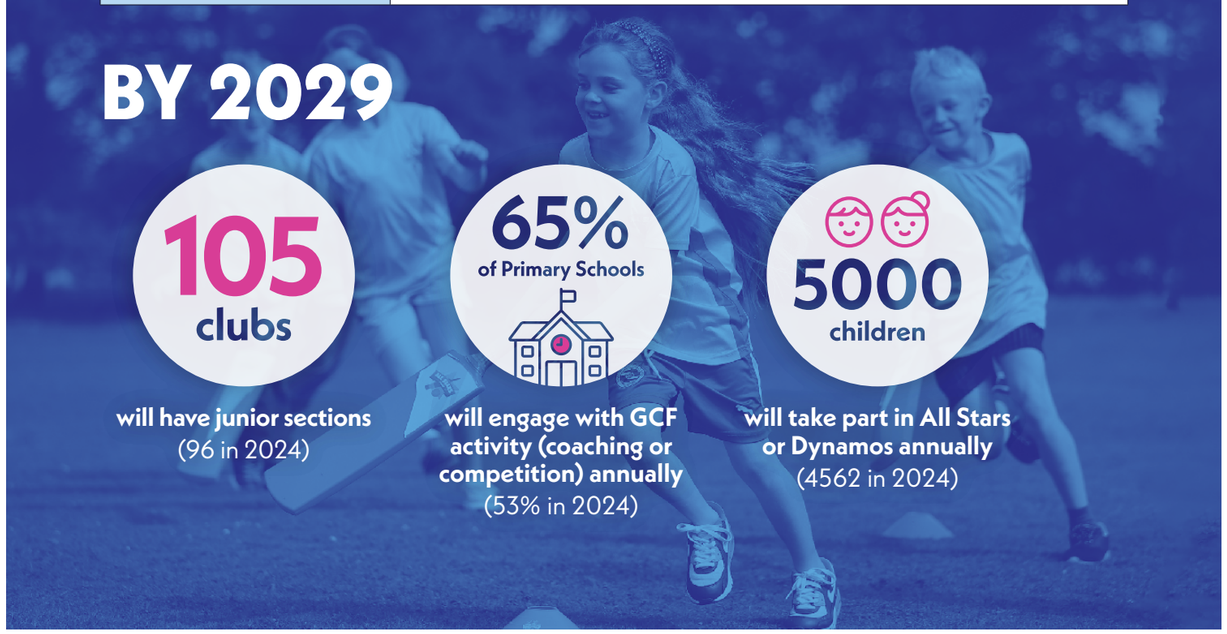
To support this, the Foundation will also be working hard to identify the next tranche of clubs that can host and develop junior sections.

Growing cricket in schools

We don't want to leave anyone behind! So our school's programme will continue to deliver cricket sessions that inspire and enthuse the next generation to choose cricket.

We want to spread our net wider across the whole county, reaching thousands of young people in schools and make sure we're providing opportunities for as many children as possible, across both primary and secondary stages.

AREA OF FOCUS	AMBITIONS
Provide opportunities so all young cricketers can access meaningful, competitive, organised open cricket, led, managed, and administered by the GCF	• Bring all junior league cricket in house, under the management of the GCF • Employ a Leagues/ Competitions Officer • Create an under 7s offer that will bring club teams together through festival days
Work with more Secondary Schools to make cricket the sport of choice	• Produce a Secondary boys coaching offer • Complete 'Secondary School Cricket Audit', to understand the cricket offer at every school • Increase the number of unique Secondary schools who engage with us through coaching programmes
Deliver to more Primary Schools to increase participation and to provide local competitive competitions	• Increase the GCF's delivery resource so enabling greater reach • Increase the number of unique primary schools who engage with us through coaching programmes • Diversify the competition offer, introducing new venues, therefore widening the opportunities.
Inspire teachers and support staff so they are 'ready' to deliver cricket	• Develop a bespoke cricket teacher CPD offer that targets both Primary and Secondary school teachers • Increase the number of teachers/ TA's that receive cricket specific cricket CPD opportunities • Increase the number of teachers that go on to complete a Foundation One or Core Coach qualification
Empower and support clubs to deliver excellent national programmes	• Align GCF staff to support new clubs on a one to one basis • Have even greater countywide coverage of National Programmes enabling easier access for parents • Train and develop more Activators so club activities become more sustainable



Supporting Gloucestershire clubs and leagues to thrive is the true heartbeat of our work.

DEVELOP A THRIVING, SUSTAINABLE, SAFE AND INCLUSIVE, RECREATIONAL GAME

Helping our clubs and leagues to thrive is one of our core roles. By offering the right blend of playing formats, volunteer support and good facilities, club cricket enables us to reach new audiences and retain more players.

Improving the player offer

The great news is that open-age teams in Gloucestershire have grown from 465 to 523 in the last four years, to an all-time high. But there's more to do. As people's free time becomes more limited, we need a wider range of competitive and social formats to meet modern lifestyles and player needs.

In addition, two of our biggest challenges remain people and facilities – and we intend to address them both over the next 4 years, supported by extra club-facing GCF officers.

Boosting the Cricket Collective

Recruiting new volunteers is a challenge that all clubs face and puts additional pressure on existing volunteers who are being asked to do more and more. The Foundation's new young volunteer initiative, 'Get into Cricket', will help to grow the volunteer base, but we also need to find new digital solutions to make the game easier for volunteers to be part of.

Investing in facilities

Our 2023 strategy, Improving Lives Through Inspiring Facilities, highlighted some major issues. Indoor and outdoor facilities are stretched as we try to accommodate the growing demand for cricket. Many clubs still lack a ground they can call home, with some travelling over 30 minutes to host matches. And climate change and increasing maintenance costs are all putting further strain on our infrastructure.

By working with clubs, the ECB, local authorities and partners, we are determined to find innovative solutions that create greater access to better facilities throughout Gloucestershire.

Ensuring the safety of all

All our activities are underpinned by robust safeguarding procedures across all our clubs and community programmes to meet our ambition of being the safest and most inclusive team sport in Gloucestershire.

AREA OF FOCUS	AMBITIONS
Enhance club facilities, to produce welcoming environments and high-quality grounds	• Increase the number of clubs supported with the County Grant Fund and other capital projects • Support more sustainability projects, helping to save clubs money and reduce the impact of climate change • Grow the amount of fully accessible, inclusive and family-friendly cricket pavilions
Develop, support and grow the number of club & league volunteers	• Expand the 'Get Into Cricket' programme, to accommodate different age-groups and reach more young people • Showcase more case studies from club volunteers, to inspire more people to support their local club • Create a volunteer action plan, to get more volunteers at clubs and leagues
Develop, support and grow the number of qualified coaches	• Run a variety of coach education courses in different sections of the county, to make these opportunities more accessible • Run CPD masterclass events across the county, to upskill existing coaches • Employ a Club & Workforce Officer to ensure that adequate resource is aligned to the support and development of the games people
Safeguard the game by ensuring cricket grounds are not lost, by working with land owners	• Work with cricket leagues to ensure that league facility criteria is appropriate and inclusive • Proactively engage with landowners when cricket clubs are identified as being at risk of losing their ground • Work closely with local authorities, to support the future of at-risk grounds
Develop better indoor facilities, to support all areas of cricket in Gloucestershire	• Work with the ECB and local authorities to get a covered outdoor cricket facility in Gloucestershire • Seek partnerships to develop improved indoor cricket facilities • Engage with schools and leisure centres, to improve the standard of indoor facilities

BY 2029

£1 million
of investment will be awarded to clubs by the Foundation to improve their facilities
(£184k in 2024)

1000 coaches
will be actively supporting club activity
(833 in 2024)

A Covered Outdoor Cricket Facility will be built in Bristol

This strategy is about growing the game even further, but with sustainability at the core of all conversations.

SUPERCHARGE OUR ACTIVITIES AND IMPACT

The Foundation is seen by the ECB as a 'leading organisation' in 6 areas of the game, more than any other county in the country – and we're currently working towards being the first county to be gold-accredited for governance.

But to deliver all our challenging ambitions over the next 4 years, we need to ensure the Foundation continues to be structurally, financially and culturally set up to succeed.

Building on our successes, the Foundation continues to see significant room for improvement if we're to provide cricket to even more people. So this part of the strategy is all about ensuring we're set up for sustainable growth.

Diversifying income streams

The Foundation grew its turnover by 49% in the last 4 years, accessing more grants and partnerships than ever before.

To achieve all our new aims we will need to grow that further – so a key ambition for 2025-29 is to significantly diversify the income streams available to the Foundation to further expand our role and impact.

Investing in our people

Not only has our name changed in the last 4 years, so has the make-up of the Board/ Trustees – providing greater diversity and a stronger mix of different skillsets. We've also expanded our delivery team from 13 to 18 and maintained a very positive and progressive culture.

So we head into 2025-29 with a team that is second to none, and we will continue to invest in our people and increase headcount in line with financial resources and delivery requirements.

Building the brand

During 2025-29, we will be allocating more resource to making our brand more visible and meaningful. We want to make sure we're known for recreational cricket in all its guises and better showcase the range of great opportunities there are to get involved in cricket in Gloucestershire.

A growth mindset

In 2029 we aim to look back and see growth in a lot of different ways; increased turnover, increased headcount, improved staff satisfaction levels, increased number of partners and sponsors, significantly increased followers via social media platforms, etc. all of which will happen as a consequence of the game in Gloucestershire being more accessible, inclusive and safe for all.

AREA OF FOCUS	AMBITIONS
Make cricket more visible across Gloucestershire.	• Employ a Marketing & Communications Manager • Produce a Marketing & Communications strategy for the Foundation • Grow all aspects of the game by reaching more people across all platforms
Set the Gloucestershire Cricket Foundation up for long term success	• Be seen by the ECB as 'Ready to Invest' in, so enabling greater grant support • Achieve the ECB Gold Accreditation Scheme for Governance • Develop a staffing structure, greater in number, aligned to meeting the aspirations of the strategy
Develop a strong working partnership between Gloucestershire Cricket Foundation and Gloucestershire County Cricket Club	• Set up a Working Group that sees Directors and Lead Officers from both the GCCC and the GCF come together regularly • Create stronger links between the GCCC and recreational cricket clubs • Explore community, and how the Club, the Trust and the Foundation, can work better in this space.
Create strong partnerships with organisations/people that will ensure the stock of indoor and outdoor facilities will improve.	• Develop strong partnerships with all 8 Local Authorities of Gloucestershire • Develop and build relationships with other professional sports and sporting charities across the county • Identify key individuals who can help and support the development of land and space
Make cricket a safe and inclusive environment for all to be involved.	• Create a safe and inclusive environment where negative behaviours are identified and managed robustly • Actively listen to and engage with participants to understand what is needed to make everyone feel safe and welcome • Create a proactive culture where processes are understood and communicated, and best practice is embedded and shared.



Enablers/Priority Projects



Places

Build it and they will come!

The consultation for this strategy highlighted facility improvement—both new and upgraded—as the game's top priority. As cricket grows, facilities development must keep pace – but currently, it isn't.

There's no magic solution or endless funding, but with proper resourcing, GCF can dedicate more time to lobbying for support, securing grants, and influencing councils to improve existing facilities.

This includes countywide efforts to maintain grounds and pitches, and working with Bristol City Council to develop new sites for displaced clubs. Indoor provision is especially poor – no facility in the county currently meets the standards of a high-quality indoor centre with proper lighting, flooring and size – which is unacceptable for a first-class county.

Facilities inspire participation, so improving them must be a priority.

People

Strengthening the backbone of our sport

Four years ago, we stated that cricket cannot function without volunteers, officials, ground staff, and coaches. Despite new initiatives like Get into Cricket and more Support Coach courses, the same challenges remain.

Our volunteer workforce is vital, yet their numbers are declining. Clubs and leagues across the country are fragile, often run by just a few individuals who are being asked to do more and more.

Without ground staff, we have no pitches; without officials, no games. Coaches are essential -especially with the growth of junior, women and girls' cricket – to attract, inspire, and retain players. Simply put, without volunteers, cricket cannot survive.

In 2025-29 we will re-commit to supporting them through a dedicated team providing around the clock support and providing opportunities for volunteers to grow and develop.





Promotion

Creating great visibility

We want to grow all parts of the recreational game – but if people can't see or hear about it, they can't get involved. For too long, recreational cricket in Gloucestershire has lacked dedicated Marketing and Communications support and despite strong results, we feel we could achieve more with the right resource.

That's why we'll be investing more in promoting the Foundation's work, turning our best-kept secrets into widely known success stories. We want to showcase our impact, thank our incredible partners more visibly and develop new partner relationships.

Growing the game means reaching more households with cricket content that's timely, engaging and high-quality. It means telling real stories of people whose lives have been changed through cricket – stories that show cricket is for everyone. Stronger communications will help us meet many of our strategic goals and take the game even further.

Partnerships

Together we achieve more

Whatever part of this strategy matters most to you, partnerships will be key to its success.

Maintaining our excellent relationship with the ECB is crucial to unlocking funding and opportunities, while support from Lord's Taverners, Chance to Shine, the MCC and ACE will continue to deliver vital work across Gloucestershire and Bristol.

A closer link with Gloucestershire County Cricket Club will help grow lifelong fans and deepen engagement with local clubs – and more commercial sponsors means more staff, more delivery and more participation.

We'll also work with councils to influence Playing Pitch Strategies and improve facilities – especially for clubs on short leases or pay-to-play grounds. Health trusts, grant providers and local authorities will also be key to taking cricket to underrepresented communities.

Our strategy goes beyond cricket development and aims to create real social impact. This will only be achieved through strong collaboration with the right partners.



ONE GLOUCESTERSHIRE:

Inspiring our county under the banner of One Gloucestershire, the GCF and GCCC continue to build towards a shared vision to grow the game of cricket and engage communities across the region. With a collaborative approach, we will introduce more people to the game, welcome a wider audience to our venues and deepen engagement with the network of clubs that the GCF proudly oversees.

Through our men's and women's players serving as role models, we will encourage participation across all formats, using cricket as an educational tool and a pathway to employment. Our united approach will ensure a greater understanding of both organisations' work, amplifying cricket's impact at grassroots and professional levels.

Together, we will spread the power of the game, making it more accessible and inclusive, inspiring future generations.



OUR OBJECTIVES:

1. *Make Gloucestershire Cricket diverse, inclusive and accessible to all.*
2. *Produce homegrown talented players to thrive at the elite level.*
3. *Deliver cricketing excellence across all formats in men's cricket.*
4. *Accelerate the growth of Women's and Girls' cricket to a professional era.*
5. *Elevate the Club's profile as a leading sports and events venue.*
6. *Drive revenue growth to underpin financial sustainability.*

WHO WE ARE:

Formed in 1870, Gloucestershire County Cricket Club has a proud and historic legacy at the heart of English cricket. The great WG Grace, one of the sport's most iconic figures, was instrumental in shaping our early years, laying the foundations for a Club renowned for producing exceptional talent. From past legends like Mike Procter and David 'Syd' Lawrence to modern stars such as David Payne and James Bracey, Gloucestershire continues to strive for success at the highest level of the domestic game.

These Glos legends adorn the walls around our home, the Seat Unique Stadium in Bristol, a venue that has been transformed into a top-tier cricketing destination.

Now hosting international matches and offering state-of-the-art facilities for year-round events, our stadium stands as a symbol of our growth and ambition.

Our Men's team, winners of the Vitality Blast in 2024, has built on past white-ball successes, including an era of dominance under the captaincy of current Head Coach Mark Alleyne, who led us to six trophies in six seasons.

The introduction of the Tier system in the women's game saw the Club take full ownership of Gloucestershire Women from the Gloucestershire Cricket Foundation for the first time in 2025, marking an exciting new chapter.

Beyond Bristol, Gloucestershire is home to one of the country's most historic cricketing traditions—our annual outground festival at Cheltenham College, which has been running since 1872. The country's longest-standing festival, set against the stunning backdrop of the college, reflects the scale and passion for cricket across the county.

The Club remains committed to developing talent through both Boys' and Girls' Pathway cricket, with homegrown stars like Jack Taylor and Miles Hammond emerging from our system.

Beyond the boundary, we are deeply embedded in the community. Working alongside the GCF as One Gloucestershire, we are dedicated to growing the game, inspiring the next generation, and using cricket as a force for social good.

Unity. Passion. Excellence.









Gloucestershire
Cricket Foundation



