



# WELCOME - Club Development Roadshows

## Building the Future



# THE PURPOSE OF THIS EVENING



**HELP AND SUPPORT OUR CLUBS**  
**HELP AND SUPPORT OUR VOLUNTEERS**

=

**GROW THE GAME**  
**PROVIDE EVEN BETTER EXPERIENCES**





Steve Silk  
Chief Executive  
Gloucestershire Cricket  
Foundation



Tom Raymond-Hill  
Head of Core Game  
England & Wales Cricket  
Board



# Tom Raymond-Hill

*ECB – Head of Core Game*



What you leave behind  
is not what is engraved on  
stone monuments, **but**  
**what is woven**  
**into the lives of others.**





# RECREATIONAL GAME LEADERSHIP CONFERENCE 2026

Leadership | Culture | Legacy

**MISSION: MOST INCLUSIVE TEAM SPORT**



**We're a sport in motion, but  
we need to prepare for the  
future...**

# The Future of Cricket Starts Here...

Every Club shapes the future of the game



# Why Culture Matters

Culture is what people feel,  
not what's written on a wall

***What would someone new say about your club after one visit?***



# Women and Girls: A Generational Opportunity

Growing women & girls' cricket is essential, not optional.



OVERS

WKTS

DLS  
1st INNS

**We've been thinking....**

# **What Great Clubs Do Differently**

**Leading clubs don't wait for the future—they build it.**



# Our Response...

## Make Club Development Simple...



Underpinned by the Club Development Pathway...

Self – Help Tools / Products

Digital Tools

RCB Support



# Leadership & Change Makers: Small Steps, Big Momentum

Change doesn't start with grand gestures; it starts with leaders taking small, intentional steps that inspire others to follow.



# INSPIRING GLOUCESTERSHIRE 2025–2029

Improving lives through the power of cricket

# STRATEGY BUILT FOR GLOUCESTERSHIRE BY GLOUCESTERSHIRE

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



# INSPIRING GLOUCESTERSHIRE OUR 4 YEAR OBJECTIVES



## SUPPORT COMMUNITIES THROUGH DIVERSE, INCLUSIVE AND ACCESSIBLE CRICKET

- Engage more children and young people from non-traditional cricket backgrounds into the game
- Grow 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 WOMENS AND GIRLS CRICKET

- Support and develop clubs to offer sustainable Girl's 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 Girl's 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.



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

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

Improving the player offer

Boost the Cricket Collective

Investing in facilities

Ensuring the safety of all





# ACCELERATE CHANGE IN WOMEN'S AND GIRLS' CRICKET

**Grow both the Women's & Girls' Game**

**Piggy-back on national momentum**

**Reach more girls in schools**

**Develop more female volunteers**

**Create Inspiring Facilities**





# ENGAGE MORE CHILDREN AND YOUNG PEOPLE



Provide opportunities so all young cricketers can access meaningful, competitive, organised open cricket

Grow and develop cricket in schools

Grow the number of clubs that offer National programmes or junior cricket





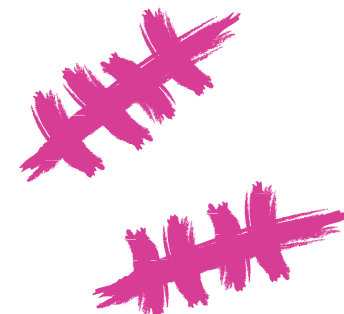
# SUPPORT COMMUNITIES THROUGH DIVERSE, INCLUSIVE AND ACCESSIBLE CRICKET

Bring cricket to as many people as possible

Expand our community reach

Develop sections in underserved communities

Strengthening our disability provision





# DELIVER SOCIAL IMPACT THROUGH THE POWER OF CRICKET

**Improve the lives of people that face the biggest challenges**

**Develop initiatives to improve physical health**

**Develop initiatives to improve mental wellbeing**





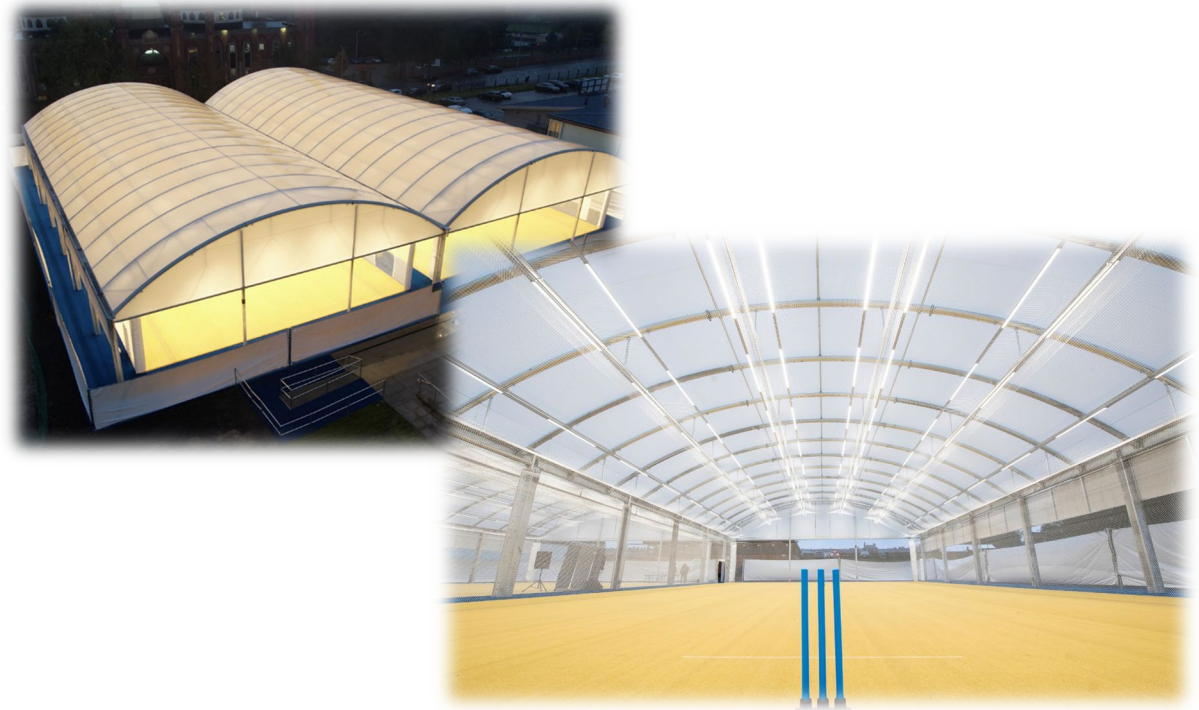
# SUPERCHARGE OUR ACTIVITIES AND IMPACT

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

**Diversifying income streams**

**Investing in our people**

**Building our brand and identity**



# WORKSHOPS

Title	Room Number	Host
Build your club, funding & facilities	OX-BG-019	Steve Silk
Diversify your Cricket offer	OX-BG-012	Chris Munden
Recruit, Reward and Retain your people	OX-BG-101	Nicky Clarke
Developing Stronger Cricket Clubs	OX-BG-135	Harry Watts
Creating a Safe & Inclusive Game	OX-BG-134	Crispin Shingler

