



Gloucestershire  
Cricket Foundation

## Club Connect: Building the Future

Developing Stronger Cricket Clubs

9<sup>th</sup> February 2026

# Introductions



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Development Manager



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# *Thriving Clubs, Connected Communities*

## **ECB Recreational Club Strategy**

reimagine

Re-imagining clubs as thriving community hubs that nurture talent, foster belonging, and inspire lifelong engagement with the game.



# Session Overview

Creating the environment for club development

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ECB Thriving Clubs Strategy

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Establishing your purpose and vision

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The Four Pillars Approach

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What's your next step

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Questions

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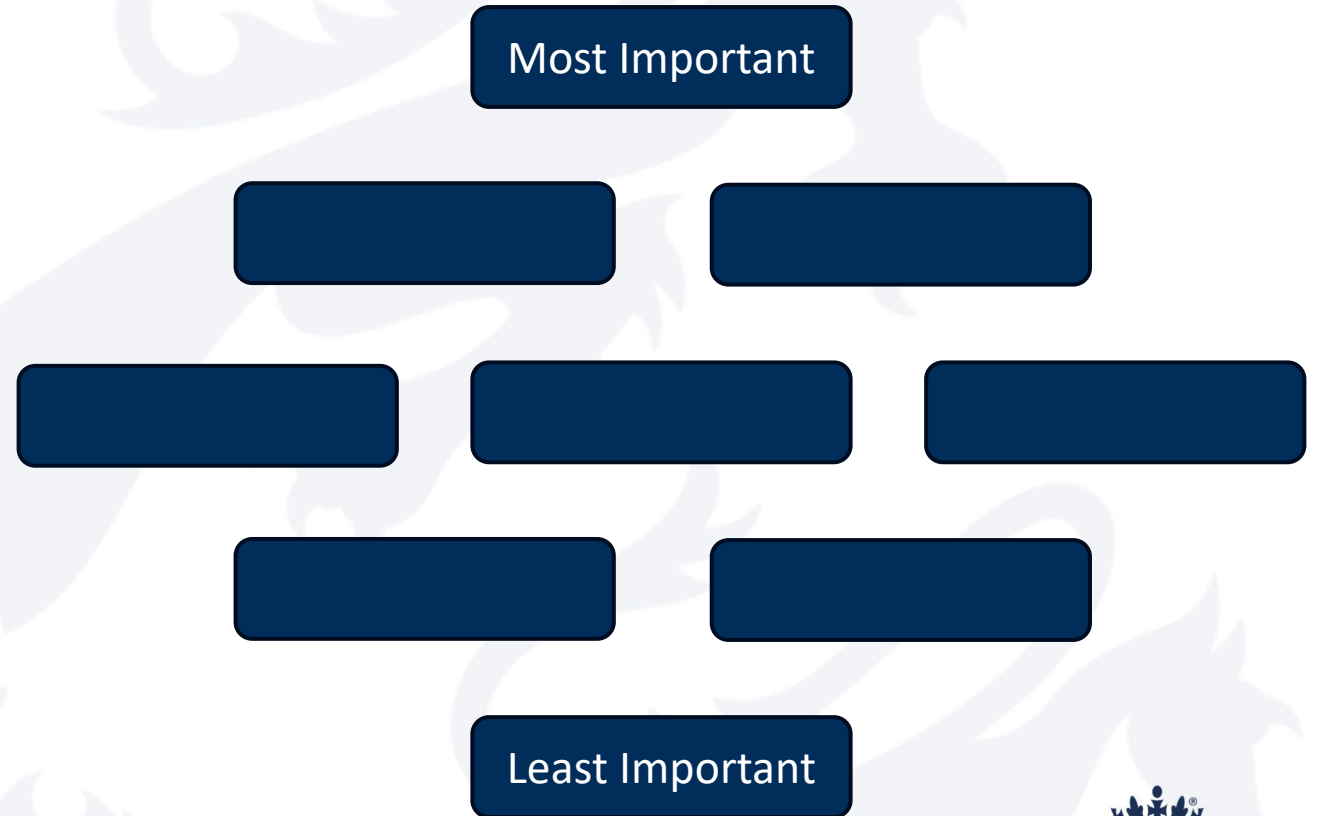
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# Creating the environment for club development



**What is the key thing a club must have to start developing?**

1. Discuss the statements
2. Arrange into your 'Diamond 9'
3. Be ready to share your most important



# ECB Thriving Clubs Strategy

This strategy has been shaped through engagement across the game:



952 clubs



167 leagues



38 RCBs



15 NGBs

Getting our governance right was essential

People give up their time for a purpose not a role

We are building a club where everyone can belong

# Three Key Areas of Focus



**1. Empower clubs to build strong, well governed foundations**

**Club Affiliation**

Being a safe, well-run, and well-governed club is necessary for sustainability and development.



**2. Enable clubs to define clear priorities and deliver with purpose**

**Club Development Pathway**

Access to support, guidance and resources needs to be easier to allow clubs to focus time on their development.



**3. Recognise and celebrate club progress – on and off the field**

**Club Recognition Programme**

Highlighting the impact of clubs not only celebrates their work but also paves the way for future opportunities.

# From Affiliation to Club Development

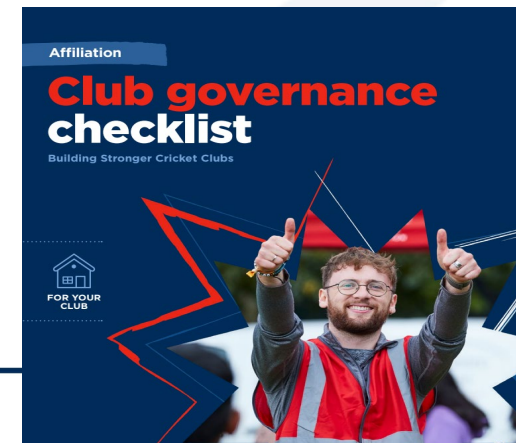
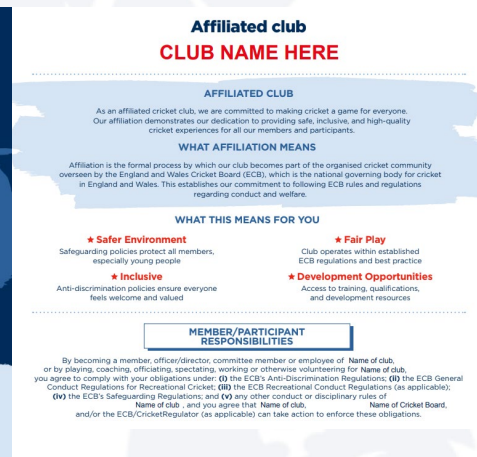


**Creating a coherent club journey focused on long-term sustainability and supported development**

# Empowering clubs to build strong, well governed foundations

## Club Affiliation Toolkit – The Cricket Collective

- Support clubs to embed conditions of affiliation
- Minimise the burden of club volunteers
- Extend governance standards
- Ensure **ALL** affiliated clubs can meet requirements to obtain ECB Accredited Club Status



# Enable clubs to define clear priorities and deliver with purpose

## Club Development Pathway

### Whole Club Development Workshop

#### CLUB DEVELOPMENT PLAN

#### EAST WEST CRICKET CLUB (Example)



WHY WE DO WHAT WE DO	Our Vision	To make our club a thriving community hub				
	Our Purpose	To inspire participation & build a community on & off the cricket field				
	Our Values	Collaboration	Development	Joy	Inclusion	Pride
WHO WE CONNECT WITH	Club Community					
		Club Members <i>Players, Coaches, Staff &amp; Volunteers</i>	Cricket Community <i>Officials, Opposition, Leagues &amp; RCBs</i>	Partners <i>Local Businesses, Sponsors or CSR Partners</i>	Local Community <i>Schools, Clubs, Community Groups</i>	
HOW WE DELIVER		1. Playing Offer	2. People	3. Places	4. Practices	
	Strategic Priorities	Develop & expand our Women's & Girls' Section	XX	XX	XX	
	Enablers	Coaches & Volunteers	Connections with schools	Updated changing facilities	Funding (coaches/facilities)	WBC's Sponsor

#GoWesties

## Club Development Guides



## Toolkits



## Club Leadership Programmes



## Club Case Studies



# What is our club really here for?

**Purpose**



**Why we  
exist today**

“To bring the local community together through fun, inclusive cricket activities and social events.”

**Vision**



**Why we  
exist today**

“To expand our reach and facilities, creating a vibrant cricket hub that nurtures talent and inspires lifelong participation in the sport.”



# Reflecting on your club purpose and vision

8 mins

*Work individually/in your club – jot down your thoughts:*

1. Why does our club exist beyond just playing the sport?
2. Who do we want to make a real difference for?
3. How well understood is our purpose amongst our members?
4. What kind of club do we want to be in 5 years?

## Why does it matter?



Guides decisions



Strengthens identity



Unites the club



Drives development



# The Four Pillars Approach



**There is no single path to becoming a thriving club, but achieving balance across these pillars puts clubs in the strongest position to develop sustainably.**

# Creating a focused action plan



1.

## Identify a Strategic Priority

- Review the club's operations and opportunities
- Chose **one** key priority that would allow the club to develop

3.

## Define Success Measures

- How will you know the action has worked?

2.

## Develop actions to deliver the priority



Playing Offer



People



Places



Practices

**One action for each pillar**

4.

## Prepare to Share

- Be ready to share your plan with another group.

# Reflect & Commit

5 mins



**One Key Insight** – What did you learn?



**One Takeaway** – What will you take back to your club?



**One Action** – What will you do first to apply this?



# Focusing on Club Development: 5 Key takeaways



**Clarify Purpose & Vision** – Make sure everyone knows why your club exists and what it wants to achieve.



**Pick a Strategic Priority** – Focus on the one thing that will make the biggest difference.



**Plan Across the Four Pillars** – have actions for Playing Offer, People, Places, and Practices to plan holistically.



**Measure and Celebrate Success** – Define how you'll know each action is working to know when you have achieved it.



**Use ECB & RCB Support** – Tap into guidance, training, and resources to help deliver your priorities.



Questions?





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Please return to  
the lecture  
theatre for the  
final part of the  
evening, starting  
at 8:40pm.