

CRICKET UNLEASHED

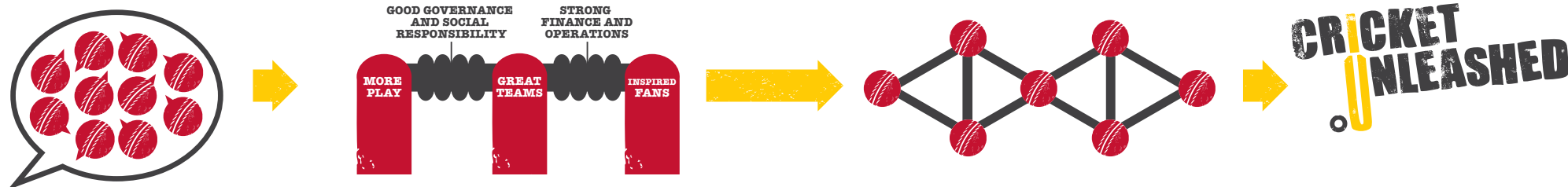




**THIS PLAN HAS
BEEN CREATED
BY THE GAME
FOR THE GAME**

OUR JOURNEY

Creating the right plan to move the game forward has not only taken careful thought and consideration, but also time and contributions from all organisations across the game of cricket.



10 functional groups with representation from across the game were set up to discuss and debate the future direction of cricket.

The outputs of this debate were then used to create a draft framework and plan that was shared with the wider game for feedback.

Detailed feedback on the draft strategy was received from cricket organisations, leagues, clubs and charities from across England and Wales.

The strategy was further enhanced with this feedback from the game to create Cricket Unleashed.



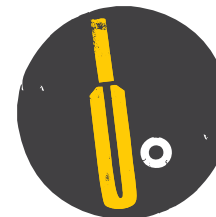
Together, we will get a bat and ball into more hands, introduce more people to the power of cricket and show a new generation how to get involved.

Each element is important.
Each is connected.
Combined, they will fuel growth.
As we deliver this, we will see **Cricket Unleashed.**

If we create **More Play, Great Teams** and **Inspired Fans**, then cricket will thrive.

This is our plan for the next five years – its success will be measured by the number of people who play, follow or support the whole game.

Guided by **Good Governance & Social Responsibilities**, all our decisions will be made for the good of the game.



WORKING AS ONE TEAM

Every part of cricket in England and Wales is connected. We need to work together to put a bat and ball into more hands, create great teams and inspire new and existing fans.

We will support everyone to **perform better** and be the best they can be

We will offer the right opportunities for **more people to take part** and stay involved with cricket



We will give people **great experiences** to enjoy the game and be entertained



THE STATE OF PLAY

Our plan is underpinned by research we have commissioned to determine how we can overcome the challenges facing the game.

PEOPLE

- We have opportunity to grow the number of clubs, cricketers, officials, coaches and volunteers
- We need to listen and create the right cricket opportunities for people with busy lives
- Cricket must find new ways to inspire the next generation

PERFORMANCE

- We can make a clearer path from first picking up a bat and a ball to playing professionally
- We can create support and performance programmes that are more consistent countrywide
- We need professional playing schedules that better support the development of world-class skills

95%
OF CURRENT
PLAYERS FIRST
PLAYED BEFORE
THE AGE
OF 16



ADULTS THAT
PLAY
CRICKET ARE
6X MORE
LIKELY TO
ATTEND



4/5
ADULT FANS
STARTED
CRICKET BY
16
YEARS OLD



APPEAL

- Our challenge is to change the perception that the game is complicated to appeal to new audiences
- To widen appeal we must look outside the traditional fan base
- We can show the game is adaptable to compete for a greater part of people's free time

ADMINISTRATION

- We have an opportunity to get cricketing organisations working together with one goal
- We can make planning more effective by reducing short-term commercial uncertainty
- We can increase the impact of volunteer time by reducing bureaucracy

THE PLAN

GOOD GOVERNANCE
AND SOCIAL
RESPONSIBILITY

STRONG
FINANCE AND
OPERATIONS

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MORE PLAY



OUR FOCUS

We will make the game more accessible and inspire the next generation of players, coaches, officials and volunteers.



CLUBS & LEAGUES

We will grow our clubs and leagues by providing outstanding experiences for all by listening to players with regard to the formats, competitions and league structures they want to play in. We will invest in support roles such as coaches, groundsmen and officials, and in tools that will simplify the management of clubs and leagues.



KIDS

We will provide more opportunities for kids to play by putting the bat and ball in more schools across the country and by engaging with teachers to integrate cricket more into the classroom curriculum. We will roll out an ability-based pathway for children that will foster skill development and player progression, but most importantly focus on just having fun.



COMMUNITIES

We will ensure that cricket is at the heart of the communities in which it is played through a game wide philosophy of inclusivity. We will diversify participation with particular focus on women, girls, multicultural groups, those with disabilities and inner city communities.



CASUAL

We will inspire stronger relationships with the game by breaking down barriers and improving accessibility. We will create opportunities for people to play the game anyhow, anytime and anywhere.

WE WILL MEASURE SUCCESS BY:



1

**The number of people
playing the game**



2

**The number of under-
16s playing the game**



**IT'S WHAT KICK
STARTS SUMMER**

GREAT TEAMS



OUR FOCUS

We will deliver winning teams that inspire and excite through on-field performance and off-field behaviour.



PATHWAY

Our pathway for talented boys and girls will be clear and will give every young player an equal chance of maximising their potential. Players will have the chance to join the player pathway at any point and will always be encouraged to do so.



SUPPORT

We will support great teams throughout the pathway by investing in an aligned approach to coaching, officiating and sports science & medicine. By harnessing digital technologies we will share best practice to drive and support improved performance across the game.



ELITE TEAMS

We will work with First Class Counties and elite teams to provide opportunities for players to match themselves against the highest possible standard of opponent. We will create heroes, inspire spectators and followers and prepare players for the challenges of Test Match and international limited overs cricket.



ENGLAND TEAMS

We will deliver winning England teams in both Test Match and limited overs cricket that connect and inspire through on-field performance and off-field behaviours. Guided by clear plans for success in all formats of the game we will develop a style of play, an identity and values that will enable our teams to deliver sustained success.

WE WILL MEASURE SUCCESS BY:



1

Our performances in World Cups on home soil and the number of International Series our England teams win home and abroad



2

Consistent and clearly defined county pathways that provide opportunities for all under-16s to play professional and elite cricket



**IT'S NOT SUMMER
WITHOUT IT**



INSPIRED FANS

OUR FOCUS

Put the fan at the heart of our game to improve and personalise the cricket experience for all.



FAN FOCUSED

We will improve the cricket experience for all and provide a consistently positive and welcoming experience, whether at an under-19s Twenty20 club match or an Ashes Test match. We will engage with our fans from our club members through to first-timers so we understand needs and deliver outstanding experiences for all.



NEW AUDIENCES

We will reach out and attract new fans. Twenty20 cricket provides the best opportunity to increase fan numbers and fan engagement. It reflects and celebrates the vibrant diversity that exists within our game and provides the perfect vehicle to change perceptions and attract new audiences.



GLOBAL STAGE

We will maximise the opportunities from hosting the ICC Women's World Cup and ICC Champions Trophy in 2017 and the ICC Cricket World Cup in 2019. We will take cricket to new communities and audiences by aligning the tournament plans with those of the game to deliver **More Play, Great Teams** and **Inspired Fans**.



BROADCAST & DIGITAL

We will work with our broadcast channels and partners to inspire new and existing fans. The game will also prioritise digital to deliver cutting edge cricket related content and products. This will enhance the experience for all cricket fans and open up the game to new audiences.

WE WILL MEASURE SUCCESS BY:



1

**The number of people
in England & Wales
who have an interest
in cricket**



2

**The number of
under-16s who
attend professional
cricket matches**



ESSENTIALLY SUMMER

**GOOD GOVERNANCE
& SOCIAL
RESPONSIBILITY**



OUR FOCUS

We will make decisions in the best interests of the game and use the power of cricket to make a positive difference.



INTEGRITY

We will promote and adopt best practice governance standards throughout the game to support cricket in making and implementing its decisions. We will be clear on each organisation's role and how we will work together to deliver this plan.



COMMUNITY PROGRAMMES

We will use the power of cricket to make a positive difference in people's lives. Through the sharing of existing best practice we will coordinate a national delivery of programmes that will build new and lasting relationships with our local communities.



OUR ENVIRONMENTS

We will work to promote environmental sustainability throughout the game. We recognise our role in society and the natural landscape and will work on reducing our impact on the environment and increasing environmental sustainability in our operations and supply chains.



ONE PLAN

We will connect **More Play, Great Teams** and **Inspired Fans** through collaboration at a local level to create strategies designed to deliver the national plan locally. All central funding for cricket in England and Wales will be aligned to the principles set out in this plan from 2017 onwards.

WE WILL MEASURE SUCCESS BY:



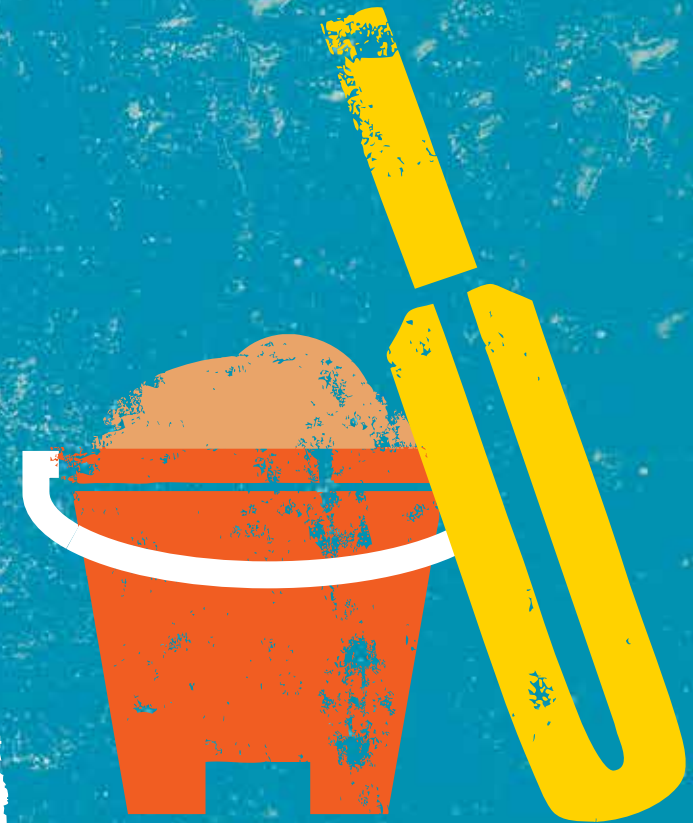
1

Coordinated local plans that align cricket organisations in each county to deliver this game-wide plan



2

The number of people that benefit from our community programmes



YOUR SUMMER COMPANION

**STRONG FINANCE
& OPERATIONS**



OUR FOCUS

We will increase the game's revenues, invest our resources wisely and administer responsibly to secure the growth of the game.



PEOPLE

We will support and recognise the role of volunteers and staff within the game and create an environment that attracts and welcomes new people into cricket. Our people are the game's greatest asset.



REVENUE & REACH

We will build stronger revenue streams and commercial partnerships to underpin our strategy and deliver a financially sustainable game for future generations.



INSIGHT

We will invest in improving our understanding of how people engage with cricket to improve decision-making across the game. Specific insight focus in 2016-20 will be placed on cricket opportunities for women, boys, girls and multicultural communities.



OPERATIONS

We will deliver efficient, effective and responsible administration to support the financial sustainability of our organisations.

WE WILL MEASURE SUCCESS BY:



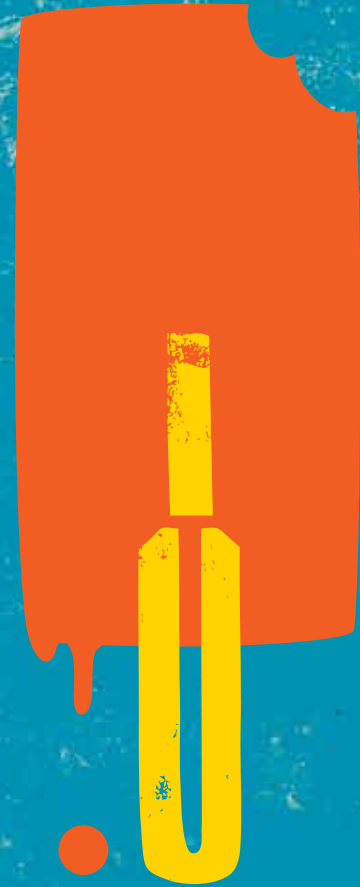
1

The financial sustainability of cricket organisations in England & Wales



2

The investment in More Play, Great Teams and Inspired Fans



**MAKES THE
SUMMER, SUMMER**



**CRICKET
UNLEASHED**