

# SURREY CRICKET FOUNDATION

## STRATEGIC PLAN 2020-2024



# OUR PURPOSE

*Through cricket we bring people together, inspire individuals and improve lives*

**In support of the ECB 2024 ambition to:**

*Inspire a generation to believe that **'CRICKET IS A GAME FOR ME'***



**SURREY  
CRICKET  
FOUNDATION**  
Registered Charity N° 1118770

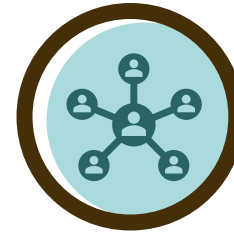
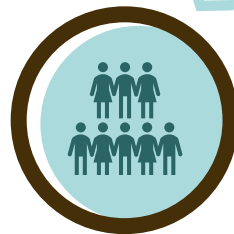
# OUR OBJECTIVES

## GROW & NURTURE THE CORE

- Support & improve all elements of club cricket
- Invest in club & local authority facilities
- Encourage leagues to innovate & improve their governance to support the growth of the game
- Provide cricket that meets our players needs

## SUPPORT OUR COMMUNITIES

- Utilise cricket for social good
- Continue to improve & increase access to disability cricket across the country
- Retain & increase the number of volunteers in the game
- Train & develop coaches, officials & groundstaff



## MAKE CRICKET ACCESSIBLE

- Identify opportunities to increase and improve non-traditional playing facilities in urban areas
- Develop, support and implement the diverse communities action plan
- Provide a diverse playing offer to tackle inequalities in our game

## ENGAGE CHILDREN & YOUNG PEOPLE

- Increase cricket participation in schools, colleges & universities
- Deliver a co-ordinated recreational playing offer for ages 5 & up
- Increased pro player engagement in the recreational game

## TRANSFORM WOMEN & GIRLS' CRICKET

- Provide a diverse & co-ordinated playing offer for ages 5 & up
- Develop a club structure to support the South East Stars
- Increased girls' representation in our junior participation programmes
- Develop a Girls Secondary School offer
- Increase the number of women and girls working and volunteering in cricket