SURREY COUNTY CRICKET CLUB

SURREY CRICKET FOUNDATION

STRATEGIC PLAN 2025-2028

CONTENTS

CHAIR'S INTRODUCTION

2024 HEADLINES

OUR PURPOSE

OUR STRATEGIC GOALS

THE STRATEGY:

OBJECTIVE 1: We support the grassroots to keep cricket growing and thriving

- *Case Study 1: Pirbright CC*

OBJECTIVE 2: We are constantly driving more inclusivity and diversity

- *Case Study 2: SCF's Free Pathway to Success*

OBJECTIVE 3: We make a positive difference in individual lives

- *Case Study 3: Jacob's Story*

UNDERPINNING SUCCESS

CHAIR'S STATEMENT

Cricket possesses an incredible ability to inspire individuals, foster personal development, as well as to create and unite communities. Building upon our great track record of growth in recent years, the Surrey Cricket Foundation's strategy for 2025-2028 sets an ambitious course to maximise cricket's positive impact across Surrey and South London.

This strategy is driven by a clear purpose: *to make more happen: more games*, *more places, more inclusion, more opportunities to change lives*.

We see first-hand what having vibrant recreational and grass roots cricket can do for Surrey and South London. How it can bring new participants into enjoying and benefitting from our game whatever their gender, background or ability. Improving and occasionally transforming their lives, as well as contributing to the strength of their communities.

We have a vision for how cricket can evolve and develop. Our ambition is focused on the areas which we believe will have the most success in shaping the cricket we all want to see, thus helping to secure its future.

We have a clear strategy, and we will bring the passion, determination and creativity that we are known for, to achieving our goals. And, of course, we shall work collaboratively with all our partners to deliver impact and measurable results.

SURREY COUNTY CRICKET CLUB

SURREY CRICKET FOUNDATION

2024 HEADLINES

22,001
ADULT LEAGUE PLAYERS

18,660
PLAYERS IN THE SURREY JUNIOR CRICKET CHAMPIONSHIP (SJCC)

19,323
CHILDREN RECEIVED COACHING THROUGH OUR PARTNERSHIP WITH CHANCE TO SHINE

4,126
ALL STARS AND DYNAMOS CRICKET PARTICIPANTS

5,414
WOMEN AND GIRLS LEAGUE PLAYERS

1,400
CHILDREN REACHED ACROSS ALL DISABILITY PROGRAMMES

£232K
GRANT FUNDING AWARDED

433
CANDIDATES TRAINED ON COACHING COURSES

OUR PURPOSE

We make more happen

More Games, More Places, More Inclusion, More Opportunities to Change Lives

OUR STRATEGIC GOALS

KEEPING GRASSROOTS GROWING AND THRIVING

INCREASING DIVERSITY, INCLUSION AND THE EASE OF ACCESS TO CRICKET

MAKING A POSITIVE DIFFERENCE IN INDIVIDUAL LIVES

OUR OBJECTIVES

KEEPING GRASSROOTS GROWING AND THRIVING

- JUNIOR CRICKET
- ADULT CRICKET
- FACILITIES
- WORKFORCE

INCREASING DIVERSITY, INCLUSION AND THE EASE OF ACCESS TO CRICKET

- WOMEN AND GIRLS
- DIVERSITY
- DISABILITY

MAKING A POSITIVE DIFFERENCE IN INDIVIDUAL LIVES

- CRICKET AS A FORCE FOR GOOD
- BEING A GOOD NEIGHBOUR

JUNIOR CRICKET

REACH 20,000 PLAYERS IN THE SJCC

Ensuring that we have a thriving junior game in the county is absolutely paramount in securing the future of cricket. We want the game to be in a healthy, sustainable place not just during this strategy period, but in many years to come.

We recognise the profound impact cricket can have on young lives, and we are committed to fostering a love for cricket and creating a pathway that extends beyond primary education.

Ultimately, this plan aims to create more young cricketers regularly enjoying playing in the Surrey Junior Cricket Championship and growing what is already the biggest league structure in the country, thereby ensuring a pipeline of dedicated players who will strengthen and sustain thriving cricket clubs for generations to come.

- **Develop insight led playing offers in Surrey Junior Cricket Championship**
- **Double the number of primary schools we deliver in annually**
- **Facilitate 4000+ annual sign ups to All Stars and Dynamos, including at least 35% girls**
- **Grow and measure transition from schools to play on opportunities**
- **Launch a Secondary Schools focused delivery programme**
- **Review and deliver a comprehensive schools competition offer**
- **Develop a range of training courses and holiday camps to offer year-round playing opportunities**
- **Continue to develop and embed the Values and Behaviours Framework**
- **Ensure all clubs are signed up to the Safehands Management System**

ADULT CRICKET

SUPPORT AND ENABLE 750+ TEAMS TO TAKE PART LEAGUE CRICKET

We want to meet our strategic goals in the adult game too where we aim to provide a thriving and inclusive environment for players of all abilities and backgrounds. We are focused on making sure that our cricket that meets the demands of players, offering high quality and competitive games, local to where players live and playing formats that allow players to test their skills. Delivering the newly established Surrey Cricket Championship and embedding women's cricket within this will be a key focus for us.

At the heart of our adult cricket strategy is a focus on creating welcoming and inclusive environments at clubs. By working closely with clubs and providing tailored support, we aim to enable them to grow their playing numbers and become vibrant hubs of their local communities. Offering these players a varied playing offer that fits around their lives will be key to sustaining this growth and growing enjoyment in the game.

Deliver the new Surrey Cricket Championship League

Embed the Surrey Women's leagues into the Surrey Cricket Championship

Work with leagues to deliver player insight-led playing offers

Continue to deliver a broad playing offer including the Surrey Slam

Work with clubs to deliver welcoming and inclusive environments for all

Provide tailored support to clubs to deliver sustained growth in playing numbers

WORKFORCE

FACILITATE A WORKFORCE REPRESENTATIVE OF OUR COMMUNITY

We know that a diverse, skilled, and supported workforce is essential for the growth and vitality of cricket. Our strategy is focused on facilitating a workforce that is representative of our community, ensuring that individuals from all backgrounds can contribute to the game. We are firm believers that if you can't see it you can't feel you can be in it and having young players supported by a workforce representative of their communities will lead to a more enjoyable experience for all.

We are committed to developing coaches and continuing to reward and celebrate volunteers to recognise their immeasurable contribution to keeping the game thriving.

We will provide opportunities for the development of future leaders, ensuring the long-term sustainability of cricket administration and community engagement. To support the delivery of high-quality playing experiences, we will invest in grounds management at all levels.

Furthermore, we are dedicated to developing a coherent and structured pathway for umpires and scorers, enhancing the professionalism and integrity of the game. By investing in our workforce, we are building the capacity to deliver exceptional cricketing experiences, strengthen our clubs and communities, and ensure that cricket thrives across the county.

Train 400+ new coaches every year ensuring our coaches are representative of our playing community

Continue to reward and recognise volunteers through the Cricket Collective Awards and other recognition opportunities

Grow the Young Leaders in Cricket Programme to train 200 of the game's future leaders each year

Support grounds management at all levels to ensure players have the best possible facilities on which to play

Develop a coherent and structured pathway for umpires and scorers

FACILITIES

ENSURE FACILITIES ARE AN ENABLER OF PARTICIPATION, FOCUSING EFFORT ON INNER LONDON WHERE SUPPLY AND DEMAND ARE MOST OUT OF BALANCE.

We know from player survey data that access to quality facilities is the key factor in delivering an enjoyable playing experience. Our Facility Strategy also clearly outlines that availability of facilities is the main barrier for growing participation numbers and greater diversity, especially given the geographical disparities that exist between leafy Surrey and south London. We are committed to aiding the development of innovative facility solutions to enable more players from different backgrounds

Focus on supporting facility development where need is greatest

Maximise use/access to education facilities which are often underutilised by cricket

Encourage the use of Non-Turf Pitches to increase capacity on the existing squares and accommodate a greater breadth of cricket activity

By promoting and administering grant funding as well as actively protecting existing facilities at risk of being lost, we are working to create a network of modern, accessible, and sustainable cricket venues that will enable year-round play and mitigate the impact of inclement weather. A network that can serve the needs of all of the community for generations to come. Allowing more people to partake in cricket, more often, in better facilities.

Aid development of innovative cricket facilities, such as Cricket Domes

Improve Grass Pitches through the Grass Pitch Improvement Fund

Promote and administer the ECB County Grants Fund

Protect Cricket Facilities that are at risk of being lost

CASE STUDY: PIRBRIGHT CC

- Pirbright CC has emerged as a shining example of how a community-driven approach can revitalise a cricket club.
- Dedicated volunteer effort and crucial support from the Surrey Cricket Foundation, the club has experienced remarkable growth, expanding from just 26 members in 2019 to nearly 300 today.
- Flourishing includes thriving adult, junior, women and girls, and walking cricket sections, whilst also supporting disability cricket, making the club a truly inclusive hub within the village of Pirbright.
- The club's remarkable growth and development was supported by £17,000 in funding from both SCF and the ECB.
- This investment has enabled the club to strengthen, with our support and experitise its coaching, facility improvements, and enhanced playing surfaces to accommodate its burgeoning membership.
- An initial grant helped train parent coaches, empowering them to organically grow the junior section and fostering a strong sense of community ownership. This led to increased junior participation and a subsequent rise in adult membership.
- Further funding was provided to furnish the club's brand-new pavilion, creating a welcoming and inclusive environment for all members.

WOMEN & GIRLS CRICKET

REACH 100 GIRLS SECTIONS AND 50 CLUBS WITH AN ESTABLISHED WOMEN AND GIRLS OFFER

Equitable gender access to cricket is essential. We have made great strides but more needs to be done.

We recognise the immense potential of women's and girls' cricket to enrich the sport

Our strategy is looking to expand both the breadth (more club settings) and depth (more established club set ups) to enable women and girls to play locally in clubs that are focused on delivering a truly inclusive environment.

- **Deliver a full pathway of opportunities and programmes for women and girls in a range of settings, from picking up a bat for the first time to excelling at the sport**
- **Support our clubs to deliver an established playing offer* within a club setting**
- **Employ committed resource dedicated to driving new sustainable girls' sections, especially in clubs with existing junior sections**
- **Ensure equal playing opportunities and high-quality competition for women through a comprehensive league and festival playing offer**
- **Work with clubs to embed women's and girls' cricket into the culture of our club network**
- **Actively encourage women who have not grown up playing the game to try cricket**
- **Support the growth of women in the game - coaches, officials and administrators - inspiring them to become changemakers**

*1 entry level offering (All Stars, Dynamos or an U10 team or below, 2 age group teams from U11 and a women's team).

INCREASING DIVERSITY THROUGH PLACE AND NO COST CRICKET

PROVIDE A FREE CRICKET JUNIOR OFFER IN ALL LONDON BOROUGHS

We strongly believe that everyone, regardless of ethnicity background or financial circumstances, should have the opportunity to enjoy and benefit from cricket.

We recognise our sport's remarkable power to foster personal growth, promote social inclusion and unite communities.

By taking cricket to the places and areas where there are more diverse communities and by offering participation at no cost, we are demonstrating our commitment to increasing access to our sport.

We want to remove the barriers that have historically excluded certain groups from participating in cricket and provide accessible pathways for all.

We seek to build a cricketing community where everyone feels welcome, valued, and empowered to participate. Enriching the sport and society as a whole

- **Focused school delivery on schools with 40% of children receiving free school meals**
- **Deliver All Stars and Dynamos places at no charge to the participant**
- **Continue to deliver Street Stars and Chance to Shine Street to enable free, year-round play from aged 5 to 25**
- **Deliver a competitive Tapeball offer focused on engaging those from Diverse Communities**
- **Engage young black players, to increase their interest in cricket, in partnership with ACE and ACCA**
- **Support talent ID & player development through MCC Foundation Hubs and City Cup programmes to give more state school children the chance to progress in the cricketing pathway**
- **Encourage transition into the SCCC Sixth Form programme**
- **Support refugee cricket, offering the chance to belong to a community, learn valuable new skills and, often, maintain a love of the game**

DISABILITY CRICKET

EXPAND OUR DISABILITY PROGRAMMES TO REACH 2,000 PLAYERS ANNUALLY

The Surrey Cricket Foundation believes that cricket can profoundly enrich the lives of individuals with disabilities. We are committed to ensuring that everyone, regardless of ability, has the opportunity to experience the physical, social, and emotional benefits of the game.

Our strategy is rooted in the belief that providing accessible and inclusive cricket programs not only improves individual well-being but also fosters a more vibrant and integrated community, where lasting friendships are forged and a sense of belonging is strengthened.

- **Support clubs to expand our network of Disability Champion Clubs to cover all boroughs of Surrey and south London and create genuine communities for participants**
- **Embed all our Super 1s hubs in cricket clubs to allow players to be involved in a club from a young age, providing them with social and community links to last a lifetime**
- **Provide regular entry level cricket sessions across the county through the Lord's Taverners Super 1s programme**
- **Deliver a sustainable disability pathway from Super 1s through S9 to D40 or VI training and matches**
- **Continue to provide a fully funded, completely accessible and inclusive Disability Cricket Programme**
- **Introduce an intra-county Surrey Disability competition structure**
- **Deliver Disability Day annually to celebrate the work we do in disability cricket and encourage new participants**

LORD'S TAVERNERS
Empowering young people through cricket

CASE STUDY: SCF's FREE PATHWAY TO SUCCESS

Breaking Down Barriers, OPENING UP THE GAME

STREET STARS

ALL STARS

DYNAMOS CRICKET

STREET CRICKET

HARDBALL DEVELOPMENT

MCC FOUNDATION HUB

SCCC SIXTH FORM PROGRAMME

- Our aim is to create a financially accessible pathway for all aspiring cricketers.
- To ensure that finance is never a barrier to participation, we have developed a completely free pathway for junior players.
- By removing financial barriers, we've made cricket more accessible to ethnically diverse communities, people with disabilities, and those from lower socio-economic groups.
- The free pathway has significantly increased the number of young people engaging with cricket, fostering a love for the sport from a young age.
- MCC Foundation Hubs will provide high-quality coaching and opportunities for talented young players to develop their skills and potentially progress to elite levels.
- These free to access initiatives are bringing cricket to the heart of local communities, inspiring the next generation and promoting physical activity and social interaction.
- This aligns with our strategic goals by increasing accessibility, engagement, and participation for diverse groups, providing opportunities for the next generation to start their cricket journey, and fulfilling our commitment to being a good neighbour and benefiting our communities. By offering a clear and affordable pathway, we are breaking down barriers and ensuring that cricket is a sport for all.

CRICKET AS A FORCE FOR GOOD

CRICKET CAN MAKE A POSITIVE IMPACT ON SO MANY INDIVIDUAL LIVES IN SO MANY WAYS

Cricket can offer so much more than just the pure playing experience. We are committed to leveraging the sport to address social challenges, promote inclusion, and foster a stronger, more connected community.

This strategy is driven by the understanding that cricket can be a powerful tool for bringing people together, breaking down social barriers, and empowering individuals.

We will work with those who can benefit the most to open up opportunities to develop themselves while using great cricketing opportunities as the engagement tool.

- **Work with SCCC to provide opportunities for local community through work experience and employability schemes**
- **Encourage kids from all over London to integrate and connect. Dispelling the myth that children from different areas of London are unable to mix and be friends**
- **Develop a plan to deliver mass adoption of walking cricket within Surrey by 2028**
- **Promote case studies highlighting how cricket can make a positive impact in people's lives**
- **Engaging local communities to help combat isolation and improve mental health through physical activity**
- **Use cricket as a connector of communities and faiths**
- **Deliver cricket through trusted groups like Out4Cricket to Inspire the LGBTQ+ community, who have previously not felt welcomed by the game, to get involved**
- **Widen our support for the refugee community across south London, And helping them integrate into our society**
- **Upskill local community facilitators with qualifications to provide coaching and employment opportunities in cricket**

BEING A GOOD NEIGHBOUR

ENSURE THE RESIDENTS OF LAMBETH FEEL THE KIA OVAL IS PART OF THEIR COMMUNITY

We are privileged to have our Oval ground, and we recognize that we have a unique opportunity to make a positive contribution to our Lambeth community.

We are dedicated to ensuring that our presence actively contributes to the well-being of the area. Our strategy is driven by a desire to foster a strong sense of connection between ourselves and the community local to the Kia Oval, breaking down any perceived barriers and promoting social cohesion.

- **Continued delivery of projects such as the Vauxhall & London Loop – connecting children from local communities**
- **Giving local school children the opportunity to experience and enjoy the outfield of the Kia Oval**
- **Create more spaces for young kids to be active and get moving, attempting to offset the health inequalities in Lambeth**
- **Work with the London Cricket Trust and Lambeth council to improve and regenerate local parks and community spaces, providing more opportunities for people to play cricket in built up urban areas**
- **Support the local community and make the Kia Oval an accessible and inspiring hub for the community**
- **Engage with organisations with specialised knowledge of local communities, to access harder to reach groups in Lambeth and provide help / support**
- **Create a tour programme suitable for local schools to visit the Oval and learn about our history**

CASE STUDY: JACOB'S STORY

CRICKET FOR ALL, MORE THAN JUST A GAME

- Cricket has become a life-changing force for 11-year-old Jacob, who was born with Spina Bifida.
- Cricket has ignited a newfound confidence and opened doors he never thought possible. While Jacob's passion for sport has always been strong, his mobility challenges made organised cricket seem out of reach. He enjoyed backyard games with his brothers, but the chance to train, play, and truly belong to a team felt like a distant dream.
- This dream became a reality thanks to a chance encounter with former England captain, Andrew Strauss, who introduced Jacob to the Lord's Taverners Super 1s Disability Cricket Programme.
- From his very first session with the Valley End Rascals, Jacob found a sense of belonging he hadn't experienced before. He was finally part of something bigger, surrounded by other young people who shared his love for the game.
- The support Jacob receives from the coaches at Valley End, supported by the Foundation, has been invaluable. He now trains regularly, participates in matches against other Super 1s teams across Surrey, Hampshire, and Berkshire, and has even had the incredible opportunity to meet and train with professional cricketers like Nathan Lyon, Ben Foakes, Chris Jordan, Kemar Roach, Dan Worrall, and Sam Billings.
- Cricket has become so much more than just a sport for Jacob. He avidly watches matches on TV and enjoys attending live games as a Surrey Pride of Lions member. His passion was even evident in his end-of-year school review, where he proudly declared his ambition to play for the England Disability Cricket Team.
- With the continued support of his coaches, SCF, and the Lord's Taverners, Jacob's dream of representing his country on the cricket field is within reach. Super 1s has not only provided Jacob with an opportunity to play the sport he loves, but it has also fostered his confidence, built his community, and given him a pathway to achieve his full potential.

Underpinning Success

- Structure and organisation
- Team talent
- Commitment, Passion and Creativity
- Values and behaviours
- Safeguarding
- Good Governance
- Anti-discrimination vigilance
- Environmental Awareness
- Business Development
- High Quality Delivery
- Fundraising and Events
- Engaged Communication
- Monitoring, Evaluation and Insight

SURREY
COUNTY CRICKET CLUB

SURREY
CRICKET
FOUNDATION

Strategy Insights

Insight has been key in the design of the strategy

- Player Survey data – 2021 to present
- Annual club consultation
- Surrey Facility Strategy 2022
- Funded Partner consultation and insights
- Surrey Cricket Foundation Staff and Trustee consultation
- Surrey EDI Plan
- Schools Competition Review
- Cricket Club Development Plans
- Brand Strategy Consultation
- Participant and Partner Feedback
- Adult League Merger Insight