

CRICKET UNLEASHED

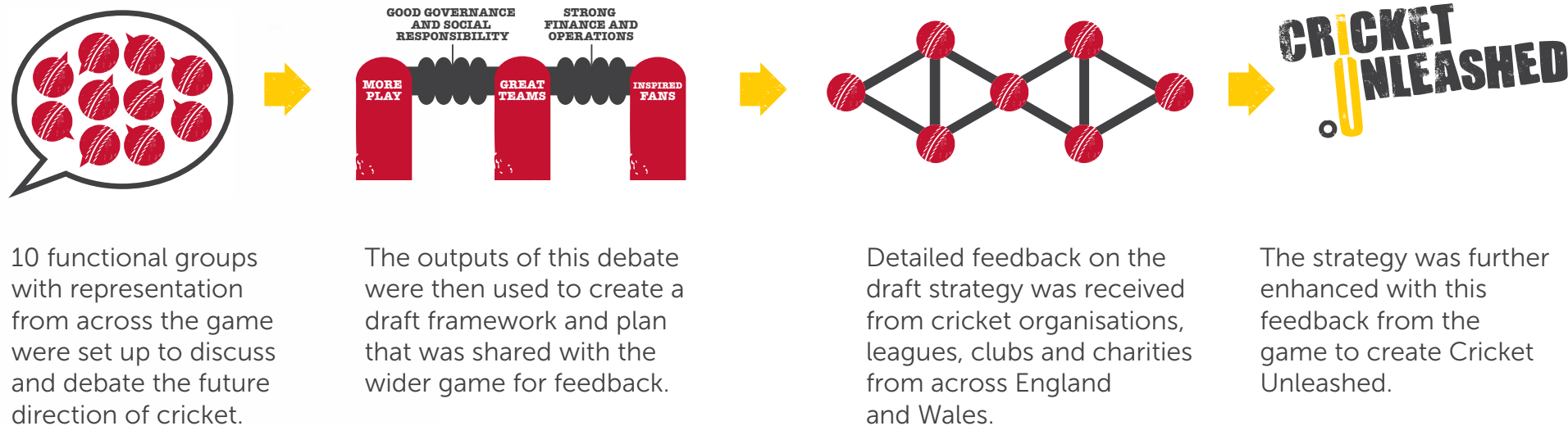




**THIS PLAN HAS BEEN
DESIGNED BY THE GAME,
FOR THE GAME.**

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.





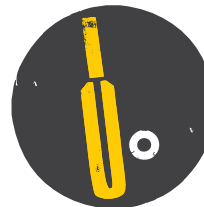
Together, we will get a bat and ball into more hands, introduce more people to the power of cricket and show a new generation how to get involved.

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 Responsibility** and **Strong Finance & Operations**, 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.

The **ENGAGE: EXCITE: IMPROVE** cycle is designed to challenge every organisation connected with the game.

We need to listen and engage to provide the experiences that our players, coaches, officials, volunteers and fans want and all take responsibility for delivering our shared vision for cricket.

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.

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



PEOPLE

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

PERFORMANCE

- We can make the path from first picking up a bat and a ball to playing professional cricket clearer
- Support and performance programmes could be delivered more consistently across the country
- Professional playing schedules can be introduced that better support the development of world-class skills

APPEAL

- The current perception that the game is complicated and confusing can be addressed to appeal to new audiences
- To widen its appeal cricket must look outside of the traditional fan base
- The game can adapt to compete harder for a greater part of people's free time

ADMINISTRATION

- We're stronger together - there is opportunity to get cricketing organisations working together with one common goal
- Medium and long-term planning would be more effective if we can reduce short-term commercial uncertainty
- The impact of volunteer time can be increased by finding ways to reduce bureaucracy

THE PLAN

GOOD GOVERNANCE
AND SOCIAL
RESPONSIBILITY

STRONG
FINANCE AND
OPERATIONS

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MORE PLAY:



MORE PLAY: OUR FOCUS

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



**CLUBS &
LEAGUES**



KIDS



COMMUNITIES



CASUAL



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. As well as investing in support roles such as coaches, groundsmen and officials, we will develop the tools that will simplify the management of clubs and leagues and continue to invest in the facilities to create the most welcoming of environments. This will be delivered through local delivery plans and more help for our people who support local cricket clubs.

FOCUS:

Players, Coaches, Officials, Groundsmen, Scorers and Volunteers

KEY LOCAL DELIVERY PARTNERS:

Sport England, EWCT, ECB Regional Teams, County Cricket Boards, FCCs, National Cricket Conference, Leagues and Clubs



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. The first stage of that pathway will be a national, entry-level programme delivered in schools, clubs and the community with a greater connection to the professional game.

FOCUS:

All boys and girls aged 5-16

KEY LOCAL DELIVERY PARTNERS:

Sport England, EWCT, ECB Regional teams, MCC, CCBs, FCCs, Chance to Shine, YST, Leagues, Clubs and Schools



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. We will actively drive a broader representation of society in all areas of the game.

FOCUS:

All players, but with focus on inner-city communities, girl's cricket, women's cricket, South-Asian communities and disability cricket

KEY LOCAL DELIVERY PARTNERS:

Sport England, Departments of Health and Education, DCMS, ECB, EWCT, MCC, FCCs, Lord's and Lady Taverne, Chance to Shine, National Asian Cricket Council, African Caribbean Cricket Association, Community Trusts and other cricketing charities, EFDS, CP Sport



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.

FOCUS:

Current, lapsed and new players

KEY LOCAL DELIVERY PARTNERS:

EWCT, ECB and commercial partners, indoor and urban cricket centres, FCCs, Local Authorities & The Third Sector, Lord's Taverners and Last Man Stands



CLUBS & LEAGUES

2016-20 PRIORITIES:

PEOPLE & PLAY:

- Put the player at the heart of our decision-making and promote player driven formats of the game in our leagues and clubs
- Review the amount of national competitions supported by ECB to provide more opportunities to play across the whole league structure
- Deliver a new club affiliation core offer
- Deliver new CPD opportunities for coaches, officials and groundsmen
- Deliver a volunteer offer to drive recruitment, retention and recognition

PLACES & PROCESSES:

- Invest in new and existing facilities that will deliver More Play opportunities for men and women
- Provide enhanced digital and hands-on support for clubs, leagues, coaches, officials and groundsmen
- Create better physical and digital signposting of how and where to play



KIDS

2016-20 PRIORITIES:

PEOPLE & PLAY:

- Develop an ability-based pathway, including a national, entry-level programme for children aged 5-12 for adoption in clubs, schools and youth organisations
- In partnership with Chance to Shine, expand the reach of the game into all schools across the country through a combination of bat and ball opportunities, a national teacher ambassador program and curriculum aligned classroom resources
- Create a seamless transition across the age groups and different formats to reduce the current drop out at key ages
- Promote shorter pitch lengths for younger age groups
- Inspire kids through closer links between kids cricket and the professional game

PLACES & PROCESSES:

- Support clubs to develop more opportunities for children to play and facilitate a greater recruitment from school based activities into more sustainable cricket participation
- Provide fun, safe and family friendly environments for all children playing cricket



COMMUNITIES

2016-20 PRIORITIES

PEOPLE & PLAY:

- Implement inclusion and engagement strategies to deliver welcoming environments and opportunities for players of diverse backgrounds
- Prioritise additional investment in coaches for women's, girl's, multi-cultural groups and disability cricket
- Increase the opportunities for people with a disability to take part and play cricket at all levels
- Maximise the impact of hosting ICC global events to inspire a more diverse participation base to Play
- Deliver and invest in cricket programmes that are specifically designed to bring communities together and improve physical and mental wellbeing

PLACES & PROCESSES:

- Develop new facilities in areas of strategic need to allow more people to play cricket more often
- Create a digital and social platform for Play
- Create the right opportunities to play for girls, boys, women and men



CASUAL

2016-20 PRIORITIES

PEOPLE & PLAY:

- Share best practice and use insight to deliver simple and enjoyable casual cricket offers
- Develop a 5 or 6-a-side version of cricket, played on artificial wickets to engage players at all ages and levels
- Support innovation such as Last Man Stands, Indoor, Tape-ball and Beach Cricket
- Create a 12 month participation programme using artificial wickets, indoor centres and other indoor spaces to allow all-year round play
- Drive availability of bats and balls for unstructured play

PLACES & PROCESSES:

- Create partnerships with local authorities to support the protection and improvement in facilities
- Work with Sport England and other NGBs to create multi-sport facilities with a focus on inner city areas

THE OUTCOME

MEASURE SUCCESS THROUGH:



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



GREAT TEAMS: OUR FOCUS

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



PATHWAY



SUPPORT



ELITE TEAMS



ENGLAND TEAMS



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. Each stage of our pathway will continually seek to develop talent and stretch the very best boys and girls to exceed expectations.

FOCUS:

Talented boys and girls from all over England and Wales

KEY LOCAL DELIVERY PARTNERS:

England Player Pathway staff, Performance Team, FCCs and county academies, Emerging Player Programmes in all counties, clubs and leagues



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 at all levels of the game.

FOCUS:

Teams and players throughout the game

KEY LOCAL DELIVERY PARTNERS:

UK Sport; CA, ACO, NCPC, PCA and Sports Science & medicine professionals



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 international cricket.

FOCUS:

Men's, Women's and Disability first class and elite teams

KEY LOCAL DELIVERY PARTNERS:

First Class Counties, Women's Super League Teams, Women's County Teams, PCA, Regional Disability Squads



ENGLAND TEAMS

We will deliver winning England teams 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.

FOCUS:

England Men's, Women's and Disability teams

KEY LOCAL DELIVERY PARTNERS:

International Teams and support staff, NCPC, FCC coaching teams



PATHWAY

2016-20 PRIORITIES:

PEOPLE & PLAY:

- Deliver great teams and great players at all levels to raise the standard for all
- Create a clear and equitable pathway for talented boys and girls from all counties to maximise their potential
- Challenge the most talented boys and girls throughout the pathway through competition, individualised training and touring opportunities
- Work collaboratively with the NCPC, counties, leagues and clubs to bridge the gap between recreational, domestic and international cricket
- Invest in the disability player pathway and ensure its regional delivery is fully supported by other talent structures

PLACES & PROCESSES:

- Continue to drive standards in county academies and throughout the pathway through national support and performance related funding
- Ring-fence funding for the most talented young cricketers through a robust identification system to ensure quality Talent Development Programmes across all counties



SUPPORT

2016-20 PRIORITIES:

PEOPLE & PLAY:

- Embed the new 'Principles for Coaches' and 'Principles of Player Development' at all levels and ensure appropriately skilled coaches work up and down the pathway
- Optimise availability of our players at every stage of the player pathway through exceptional sports science & medicine support
- Maximise the impact of best practice coaching and sports science & medicine behaviours by sharing throughout the pathway
- Support the development of high performance coaches from under-represented communities.

PLACES & PROCESSES:

- Develop and implement a Performance IT strategy across the game that will provide market leading digital support and apps for players, coaches and officials across the game and at each level of the pathway
- Support the National Cricket Performance Centre to remain at the forefront of technological innovation in cricket for the benefit of England Teams, the FCCs and the wider game



ELITE TEAMS

2016-20 PRIORITIES:

PEOPLE & PLAY:

- Deliver competitions that pitch the best players with and against each other more often and provide the right balance between match play, rest and practice
- Structure the men's professional season to maximise skill development, support players and to attract a strong pool of overseas talent
- Increase emphasis in the men's professional game towards white ball cricket in preparation for the 2017 Champions Trophy and 2019 World Cup
- Deliver a Women's Super League which provides aspirational training and competition opportunities to underpin the England Women's Programme
- Structure Women's County Cricket to ensure it is aspirational for club players and fit for purpose to underpin the Women's Super League
- Maintain investment in the disability talent programme alongside regional and domestic competitions to maximise the development opportunities for all impairment groups

PLACES & PROCESSES:

- Provide high performance environments and facilities that support teams and players to raise the standard on match day and in practice



ENGLAND TEAMS

2016-20 PRIORITIES:

PEOPLE & PLAY:

- Develop clear strategic plans for sustained success in Test, ODI and International Twenty20 cricket
- Establish and commit to a playing philosophy that will be replicated at all levels down the England Player Pathway
- Ensure 'balance' between formats by providing equal attention to each format, and encouraging more specialisation of players, staff and resources
- Protect, promote and pioneer the Test match game through inspired performances and by engaging fans
- Uncover and develop the 'identity' of English cricket to underpin a culture that connects those playing in and following the England Teams
- Host international disability series across all impairment groups to maximise all our players' potential and raise the profile of the disabled game

PLACES & PROCESSES:

- Develop a game leading data management system to aid player identification and development
- Deliver research and innovation projects that will impact on Global Tournament success for all our England teams.

THE OUTCOME

MEASURE SUCCESS THROUGH:



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

INSPIRED FANS: OUR FOCUS

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



**FAN
FOCUSED**



**NEW
AUDIENCES**



**GLOBAL
STAGE**



**BROADCAST &
DIGITAL**



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 their needs and deliver outstanding experiences for all.

FOCUS:

Our fans

KEY LOCAL DELIVERY PARTNERS:

All cricket organisations, leagues and clubs; broadcast, media and commercial partners



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.

FOCUS:

Anyone that currently doesn't follow or attend cricket

KEY LOCAL DELIVERY PARTNERS:

ECB, MCC, FCCs, Minor Counties, CCBs, leagues and clubs



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.

FOCUS:

The next generation of players and fans

KEY LOCAL DELIVERY PARTNERS:

ICC, ECB Local Organising Committee, MCC, FCCs, Minor Counties, CCBs & delivery partners



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.

FOCUS:

Our existing and potential fans

KEY LOCAL DELIVERY PARTNERS:

ECB, FCCs, MCC, broadcast and media partners



FAN FOCUSED

2016-20 PRIORITIES:

PEOPLE & PLAY:

- Boost the cricket experience for all – regardless of level, age or gender
- Engage with fans to improve every experience, from our local clubs through to our Test match venues
- Deliver a coordinated approach to communication and engagement with our fans across the recreational and professional game
- Challenge whether the existing cricket offer meets the needs of attendees and followers

PLACES & PROCESSES:

- Target investment to maintain high standards of customer experience in our venues and services
- Invest in game wide systems and processes to personalise the match day experience and reward loyal fans



NEW AUDIENCES

2016-20 PRIORITIES:

PEOPLE & PLAY:

- Develop a clear strategy for attracting new fans through Twenty20 cricket
- Deliver family focused Twenty20 competitions in the school summer holidays
- Develop partnerships with organisations outside cricket to access new audiences for the game
- Simplify the narrative around cricket so that our competitions are attractive and easily understood by everyone

PLACES & PROCESSES:

- Connect our professional players to the public through joined-up media and partner activity
- Invest in building strong competition brands that excite existing audiences and attract new fans to the game



GLOBAL STAGE

2016-20 PRIORITIES:

PEOPLE & PLAY:

- Create a festival of cricket around each global tournament that inspires the next generation of players and fans
- Introduce a new audience to our venues through accessible tournament ticket pricing (especially under-16s) and promotions aimed at first-timers
- Deliver a long-term plan that integrates ICC Tournaments into cricket's on going programmes to maximise their long-term impact
- Create content for new audiences to understand and access the game for the first time

PLACES & PROCESSES:

- Showcase the world's best teams by setting new standards for tournament administration, playing facilities and support
- Build awareness of cricket and the tournaments through partnerships with national and local government and the education sector



BROADCAST & DIGITAL

2016-20 PRIORITIES:

PEOPLE & PLAY:

- Work with broadcast and commercial partners to optimise the reach of cricket in England & Wales
- Introduce world-class digital products and content to support the growth of the game and maximise the reach of content
- Excite fans that cannot attend a game through exceptional smartphone and tablet experiences
- Provide access to statistics, footage and physical performance data to inspire fans

PLACES & PROCESSES:

- Invest in connectivity at our venues to improve match day experience

THE OUTCOME

MEASURE SUCCESS THROUGH:



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



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



**COMMUNITY
PROGRAMMES**



**OUR
ENVIRONMENTS**



ONE PLAN



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.

FOCUS:

Decision-making bodies throughout cricket

KEY LOCAL DELIVERY PARTNERS:

ECB, Sport England, FCCs, CCBs, PCA and cricketing charities



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.

FOCUS:

Those in need of support within our communities

KEY LOCAL DELIVERY PARTNERS:

ECB, EWCT, MCC, FCCs, Lord's and Lady's Taverners, Chance to Shine, Cricketing Trusts and Charities, NHS, Primary Care Trusts, Skills Funding Agency



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.

FOCUS:

Cricket organisations

KEY LOCAL DELIVERY PARTNERS:

ECB, Sport England, FCCs, CCBs and cricketing charities



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.

FOCUS:

ECB, the game's administrative leaders within each county

KEY LOCAL DELIVERY PARTNERS:

All cricket organisations within each county



INTEGRITY

2016-20 PRIORITIES:

- Deliver cricket through national and local governance structures that reflect the communities they serve
 - Provide a platform for young players and volunteers to ensure their opinions help to shape the development of campaigns, products, programmes and resources
 - Contribute to the global game at ICC level and show leadership to protect, promote and develop cricket
-



COMMUNITY PROGRAMMES

2016-20 PRIORITIES:

- Deliver a national employability programme that uses cricket's networks to support training, volunteering and apprentice opportunities for local communities
 - Coordinate a national programme that uses cricket to make a positive difference to the mental health, physical health and well-being of our communities
 - Ensure our community programmes connect where relevant with other expert local delivery agencies, reflecting and reinforcing our game-wide values and the spirit of cricket
-



OUR ENVIRONMENTS

2016-20 PRIORITIES:

- Coordinate cricket's plans for delivering environmental sustainability
 - Improve reporting of environmental sustainability policies supported by the positive impact of these actions
 - Support all our organisations to operate with minimal impact on the environment, and with the lowest practical running costs for energy, water and waste
-



ONE PLAN

2016-20 PRIORITIES:

- Deliver a simple framework to align priorities
 - Clarify roles, responsibilities & capabilities throughout the game to remove duplication and unnecessary administration
 - Develop local plans that join up cricket organisations in that county and align game-wide funding to the successful delivery of these plans
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THE OUTCOME

MEASURE SUCCESS THROUGH:



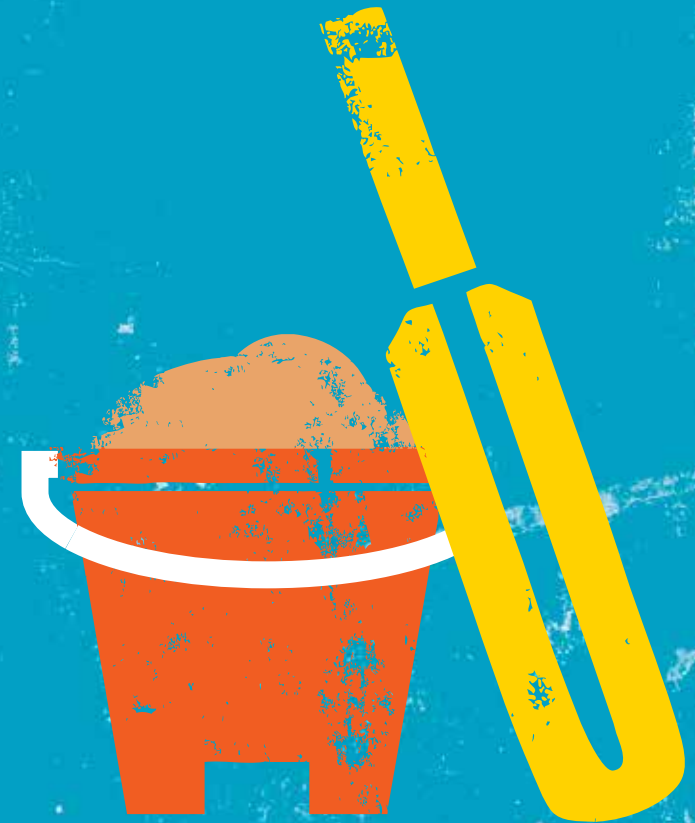
1

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



STRONG FINANCE & OPERATIONS: **OUR FOCUS**

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



PEOPLE



**REVENUE &
REACH**



INSIGHT



OPERATIONS



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.

FOCUS:

Everyone working in the game – both paid and volunteers

KEY LOCAL DELIVERY PARTNERS:

All cricket organisations



REVENUE & REACH

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

FOCUS:

Central funding and commercial partnerships

KEY LOCAL DELIVERY PARTNERS:

ECB, MCC, FCCs, CCBs, MCCA, clubs and leagues



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.

FOCUS:

Existing and potential players and fans

KEY LOCAL DELIVERY PARTNERS:

ECB, MCC, FCCs, CCBs and cricketing charities



OPERATIONS

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

FOCUS:

Administration within cricket organisations

KEY LOCAL DELIVERY PARTNERS:

ECB, MCC, FCCs and CCBs



PEOPLE

2016-20 PRIORITIES:

- Undertake a national workforce plan to support the game to deliver our vision
 - Invest in training, tools and support to underpin the national workforce plan
 - Attract, retain and develop high quality people at all levels of the game to build a valued and high performing employee and volunteer network
 - Provide talent and succession planning at all levels in all organisations to build career opportunities
-



REVENUE & REACH

2016-20 PRIORITIES:

- Deliver commercial partnerships that underpin the finances of our organisations
 - Award 2020-2022 major match fixtures at the earliest possible opportunity to support financial planning for international venues
 - Simplify funding of the game to provide increased financial certainty to cricket's network
 - Improve collective planning and promotion to maximise cricket's impact and reach
-



INSIGHT

2016-20 PRIORITIES:

- Deliver insight to the game as part of a coordinated strategy, supported by clear plans for game-wide IT and data management
 - Invest in information systems to provide insight to inform the game's decision making
 - Undertake research from inside and outside the game to deliver cricket experiences that inspire existing fans and attract new ones
 - Provide clubs and leagues with insight that assists them in providing the right formats and opportunities to attract and retain players
-



OPERATIONS

2016-20 PRIORITIES:

- Maximise the benefit of the game's reserves to support a sustainable game
 - Simplify and improve business processes by investing in game-wide tools & systems
 - Align national reporting requirements to eliminate duplication of administration
 - Invest in procurement management resource to deliver significant game-wide cost reductions and efficiencies
-

THE OUTCOME

MEASURE SUCCESS THROUGH:



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

GLOSSARY

ACO – ECB Association of Cricket Officials

CA – ECB Coaches Association

CCBs – County Cricket Boards

CP SPORT – Cerebral Palsy Sport

DCMS – Department of Culture, Media and Sport

ECB – England and Wales Cricket Board

EFDS – English Federation of Disability Sport

EWCT – England and Wales Cricket Trust

FCCs – First Class Counties

ICC – International Cricket Council

MCC – Marylebone Cricket Club

MCCA – Minor Counties Cricket Association

NCPC – ECB National Cricket Performance Centre

NHS – National Health Service

PCA – Professional Cricketers' Association

YST – Youth Sports Trust



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