



2023

**WORCESTERSHIRE CRICKET FOUNDATION
IMPACT REPORT**



**WORCESTERSHIRE
CRICKET FOUNDATION**

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SUPER 1's FESTIVAL



MEGA FEST 2023



RAMADAN FESTIVAL 2023

Executive Director Introduction



Craig Oakley
Executive Director

2023 was another exciting and action-packed year, with over 40,000 participants taking part across both our participation and growth and community programmes.

After rebranding, we officially launched as Worcestershire Cricket Foundation in September at our coveted Cricket Collective awards after becoming a registered Charity in January 2022.

Having a fresh brand and name will only add to the great work we have already undertaken over previous years.

Work in our community programmes allows us to reach people and communities throughout Worcestershire, who never previously had the opportunity to access cricket and the benefit to people's lives that our sport brings.

There were a couple of firsts for Worcestershire Cricket Foundation in 2023, and these are both highlights of the year for me.

Building on the success of our Walking Cricket Programme we hosted the first ever National Walking Cricket Festival at New Road in July. 16 teams from 7 different Counties saw over 130 participants take to the field for a day bringing the Country together with Walking Cricket.



In May, we formed the first-ever LGBTQ+ Worcestershire Cricket Foundation team, which saw members of the LGBTQ+ community and allies take part in a National festival at Sutton Coldfield Cricket Club. A couple of downpours couldn't dampen the spirit of the day, bringing the community together through Cricket.

I look forward to seeing both programmes grow further and flourish as we move into 2024.

All the results featured throughout the report wouldn't be possible without the hard work and dedication of the executive team and trustees at Worcestershire Cricket Foundation.

Thank you to all of our staff for their positivity and commitment to ensuring cricket for all.

Thank you to our new board of talented and driven trustees. We must not forget that you are all volunteers selflessly giving up your time to support and lead our business.

Finally, thank you to our partners, clubs, communities and volunteers throughout our County, without you cricket simply does not happen and people would not have the opportunity to take part in our great sport.



Meet the Team



Harry Kitchen
Participation & Growth Manager



Craig Oakley
Executive Director



Elsa-Marie Evans
Community Development Manager



Callum James
Club Development Officer



Alex Woods
Club Development Officer



Hannah Pettigrew
Disability Development Officer



Shozair Ali
Wicketz Development Officer



James Casey
Education Officer



Stuart Lampitt
Competitions Manager



James Deeprise
Social Media Executive



Sam Jones
Senior Community Coach



Jacob Ward
Community Coach



Jamie Watson
Community Coach



Nick Jones
Community Coach

Highlights of the Year

JANUARY



New Chance to Shine Street Hub

5 new street hubs started in 2023, spread across Worcestershire based in Bromley-Pensnett, Dudley, Worcester and Evesham as well as a Girls only Dudley hub. We have seen over 60 children attend these sessions in 2023.

Lady Taverners Indoor Finals

Lady taverners U13 and U15 competitions, saw 25 teams enter with The King's School, Worcester winning both competitions and progressed to the regional finals at Edgbaston.



FEBRUARY

APRIL



All Stars Schools Festival

7 Key Stage 1 All Stars festivals were delivered across April and early May. We had a total of over 800 children attend across these days to take part in fun and exciting drills and games.

Years 3 Indoor Dynamos Festival

In partnership with the University of Worcester we hosted our first ever Dynamos year 3 festival with 16 teams across the two dates. University cricket coaching and management students delivered drills and games of countdown bats to the schools.



MARCH

MAY



Schools Day at the Cricket

A total of 850 students from 18 primary, secondary, and SEND schools across the County attended the second day of the LV= Insurance County Championship match against Leicestershire.

Seated Cricket Programme

We delivered a total of 102 hours of Seated Cricket, funded by Active Herefordshire & Worcestershire. The hours were delivered in care homes, community centres and disability day centres.



JUNE

Highlights of the Year

Disability Talent ID Day

We held our first talent identification event at the University of Worcester, where 18 pan disability participants showcased their cricket skills to be selected for our new disability performance squad.



DECEMBER

NOVEMBER



Foundation Launch

Cricket For All, using cricket to provide opportunities for everyone in all communities across Worcestershire.

The Cricket Collective Awards Day

We acknowledged the individuals who have made significant contributions to cricket in Worcestershire and celebrate their achievements.



SEPTEMBER

OCTOBER



New Zealand Cricket Camp

Witnessing the New Zealand players training sessions throughout the week and forming a guard of honour for the match against Worcestershire was an unforgettable experience for the camp participants.

Girls National Street Finals

In August we sent the first ever girls street team into the Chance to Shine national finals. The 8 female participants had the chance to play 5 games and take part in a workshop on life skills and other activities. The girls won their first ever game topping off a great day for all!



AUGUST

JULY



National Walking Cricket Festival

Creating history, we hosted the first ever National Walking Cricket Festival at Worcestershire County Cricket Club with 130 participants from 7 counties and 16 teams.

NATIONAL WALKING CRICKET
FESTIVAL, NEW ROAD



Community

Elsa-Marie Evans Community Development Manager

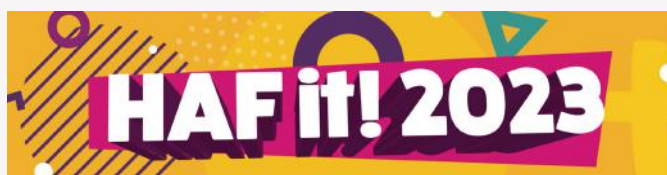
In 2023, our community cricket programmes witnessed remarkable growth in participation numbers and programme diversity. We collaborated with various groups including low-income families, refugees, and older adults. It was an amazing year for our cricket community.

563

Total Community Delivery Hours

2,875

Total Community Participants



1,808

Total HAF Participants

2,912

Meals Served to Children

Community

In 2023, we hosted the National Walking Cricket Festival, secured funding for the Seated Cricket programme and continued to grow Walking Cricket in the County.

Thanks to funding from Sport England and Active Herefordshire and Worcestershire, we were able to implement our Seated Cricket programme. We collaborated with various local partners including care homes, community centres, and adult disability day centres to provide fully funded seated cricket sessions. The project culminated with a day at Worcestershire County Cricket Club, bringing all participants together to celebrate the programme, take part in activities and watch the cricket!

177

Walking Cricket Participants

7

Walking Cricket Hubs

16

National Walking Cricket Festival Teams

120

National Walking Cricket Festival Participants



220

Seated Cricket Participants



Community

Jacob Ward Community Coach

The Memories Café is an excellent place that brings people together to share their experiences and happy memories of cricket. It is amazing to hear so many fond memories of cricket.

At Worcestershire Cricket Foundation, we would love to see the Memories Café grow and welcome more people to come and share their amazing stories with everyone.



23
Memories Cafe
Participants

From Glyn Harding - Memories Cafe Volunteer

“ The group has been up and running for around 5 years and meets in the closed season. Originally the group ran from 11-1 fortnightly but this year weekly sessions have been piloted. The basic idea is that cricket lovers keep in touch with one another in the winter months by reminiscing about past matches, players, and events from the past. ”

Harry Kitchen Participation & Growth Manager

In 2023, we expanded our street programme by an additional 5 hubs. These new hubs have allowed us to reach new communities across the County, deliver meaningful change through cricket.

We are excited about the upcoming year of 2024, as we will be opening a new hub in Malvern and continuing to expand the other 7 hubs.

7

**Chance to Shine
Street Hubs**

266

**Chance to Shine
Street Participants**



261

**Chance to Shine Street
Delivery Hours**

74

**Female
Participants**

92

**Male
Participants**



Shozair Ali Wicketz Development Officer

Last year was a great success for our programme, with increased participation and personal development of all our young people. Senior participants and volunteers achieved coaching badges to provide high-quality coaching, and we organised life skills workshops such as self-defence and knife crime awareness.

In 2023, Wicketz gave young people the chance to attend festivals around the Country. All four hubs in Worcestershire were represented, and the Kidderminster girls attended a festival in Glamorgan. We're proud of their achievements and excited to see them grow in 2024.

4

Lord Taverners
Wicketz Hubs

70

Lord Taverners
Wicketz Participants



248

Wicketz
Delivery Hours

6

Lord Taverners
Festivals

7

Lord Taverners
Workshops



Disability Cricket



LORD'S TAVERNERS
Empowering young people through cricket

Hannah Pettigrew Disability Development Officer

This year, the disability cricket programme in Worcestershire has achieved remarkable success. We take immense pride in delivering an outstanding SEND programme that ensures a seamless transition for students from schools to Super 1s. Furthermore, in 2023, we launched our performance pathway with a talent identification day, which saw the participation of 18 players.

5

Lord Taverners
Super 1's Hubs

75

Lord Taverners
Super 1's Participants



5

Lord Taverners
Festivals

15

Lord Taverners
Workshops



465

SEND School
Delivery Hours

5

SEND School
Festivals

58

Table Cricket
Sessions

**Super
1s**

DISABILITY TALENT ID DAY,
UNIVERSITY OF WORCESTER



Harry Kitchen Participation & Growth Manager

2023 proved to be another year of progress and success for our schools, with growth across all areas. Our first youth strategy was implemented, and we worked closely with schools that provided over 40% of free school meals.

The youth strategy proved successful with a number of participants transitioning from schools to community programmes such as Chance to Shine and our HAF multi-sports.

18,276

School Offer
Total Participants

1,302

Chance to Shine
Delivery Hours

11,892

Chance to Shine
Participants

500

Schools Day
at the Cricket



41

Dynamo's School
Competitions

326

Total School
Teams

162

Total
Schools

**GIRLS GLOW IN THE DARK
FESTIVAL, ST. JAMES ACADEMY**



Club Support

Callum James & Alex Woods Club Development Officers

We have 64 affiliated cricket clubs across Worcestershire and Dudley, offering cricket to all ages, abilities, genders and ethnicities. We support the clubs through club support visits, education courses, seminars, fundraising and grant applications.

In 2023, we distributed £71,000 of ECB County Grant Funding to 13 projects and supported clubs in developing Junior, Women & Girls, and Disability Cricket.

ECB County Grants Funding Awarded

£71,000



32

ClubMark
Accredited Clubs

64

Primary
Affiliated Clubs

100+

Club
Support Visits

Competitions

Stuart Lampitt Competitions Manager

We had another successful season of club competitions for both junior and open-aged players. In 2023, we introduced the Worcester Evening League for open-aged players, which added to our existing 34 outdoor competitions.

We witnessed a rise in the number of cricket teams participating in our competitions, which is a clear indication of the excellent work done by our staff.

2,474

No. Players

50

Clubs in
our Leagues

526

Outdoor
Competition Entries

58

Indoor
Competition Entries

2,116

Games Played
in 2023

40

Junior
Leagues

18

Womens
Leagues



National Programmes



Alex Woods
Club Development Officer

In 2023 we had a fantastic year of National Programmes including being ranked in the top 12 for female participants. There were 107 courses on offer across Worcestershire which was a 6% increase on the previous year.

To support the increased delivery of these programmes, we trained over 100 activators across the county.



1,835

All Stars
Participants

561

Female
Participants

57

All Stars
Centres

46

Dynamics
Centres

301

Female
Participants

896

Dynamics
Participants



764 ECB Funded
Places

100+ Activators
Trained

James Casey Education Officer

An increase in bursary funding from the ECB allowed a wide range of people to access coaching courses at a reduced rate in 2023.

For the second year running, we have supported over 50 female coaches to gain qualifications and become important role models to all in cricket throughout Worcestershire.

ECB Bursary Funding Awarded

£14,400

102

Funded
Places

168

Coaches Trained
in 2023

66

Female Coaches
Trained in 2023



35

Support
Coaches Trained

65

Foundation
Coaches Trained

71

Core
Coaches Trained



MEGA FEST 2023,
NEW ROAD

Women's & Girls



Callum James Club Development Officer

2023 was a successful year for women and girls' cricket across Worcestershire with a remarkable number of teams participating in the women's and girls' competitions and softball festivals.

We hosted the highly successful MEGAFEST event at New Road and achieved a new milestone with record-breaking participation of 275 individuals from teams across the UK.

17 Women's Indoor Teams

49 Women's Outdoor Teams



11
Softball
Cricket Festivals

275
MEGA FEST
Participants

24
MEGA FEST
Teams

Camps & 1-2-1's

James Casey Education Officer

In 2023, there were multiple chances for young cricketers to improve their skills at our 1-2-1 sessions, holiday cricket camps and development centre.

The most exciting event of the year was when our holiday cricket camp had the opportunity to attend the Worcestershire vs New Zealand T20 match, where they formed the Guard of Honour for the players entering the pitch!

960 Camp Bookings

9 Softball & Hardball Cricket Camps



210
Camp
Delivery Hours

117
1 - 1's
Delivery Hours

542
Club Coaching
Delivery Hours



**NEW ZEALAND CAMP,
NEW ROAD**



WORCESTERSHIRE
CRICKET FOUNDATION

#CRICKET FOR ALL

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 Info@worcestershirecricketfoundation.co.uk

Worcestershire Cricket Foundation

Worcestershire County Cricket Ground,

New Road, Worcester,

WR2 4QQ

www.worcestershirecricket.co.uk

Registered Charity No: 1197703