



SURREY
CRICKET
FOUNDATION

IMPACT REPORT 2023



MESSAGE FROM THE DIRECTOR

I am very proud to have led the work of the Surrey Cricket Foundation in 2023. It's been another fantastic year for the charity, again delivering almost 15,000 games of cricket with much of the growth achieved in key focus areas such as juniors and women's and girls' cricket. We continue to be one of the leading counties in the country and I do hope you enjoy reading about our work in the report.

It is no doubt that the release of the ICEC report midway through the year shone a light on the sport as a whole and further focussed our work around making cricket as inclusive as possible, removing barriers where we can and continuing to increase diversity in our clubs and programmes.

I am delighted to say that in the past few years we have significantly increased our work on cricket for good programmes. This year saw the culmination of the Street Child United Programme, sponsored by Ayer Associates, which provided cricket and life development skills for all participants and led to the group forming Team England for the Street Child United World Cup in Chennai, India. A truly life changing experience for all the young players involved.

We also worked in partnership with Sky and the ECB to deliver our Sky Dynamos Intros programme. This gave those from housing estates in Lambeth the opportunity to pick up a bat and ball for the first time.

I am also delighted to say we have led the industry by launching the first ever Street Stars

programme aimed at providing year round free cricketing opportunities for 5 to 8 year olds in our boroughs of London. This was only possible from support received from Surrey CCC.

We have also invested almost £300,000 into clubs and projects in Surrey to help grow the game and improve the experience for everyone involved. Providing a lifelong experience in clubs is especially important to us and I have been delighted to see record number of All Stars, Dynamos and junior teams this year, including record numbers of girls engaging in all those areas. We also saw a record number of walking cricket programmes for those later in their playing careers too. A true end to end experience in the game!

In 2024, we will continue to focus not only on growing the game but ensuring all have the chance to both engage and succeed regardless of your background. This means we will strive to provide a free journey in the sport, for those who need it, from your first experience through All Stars all the way to the talent pathway and beyond.

I would like to thank all of the staff and trustees within the Foundation who have worked tirelessly to make all of what you see in the impact report possible. I would especially like to thank Simon Dyson, the departing Chair, who has dedicated 10 years to leading the Foundation through significant growth and change.

CHRIS COLEMAN



MESSAGE FROM THE CHAIR OF TRUSTEES

As the newly arrived Chair of the Surrey Cricket Foundation, I must firstly pay tribute to Simon Dyson who stepped down from the role of Chair in November. With his tireless energy and enthusiasm, Simon has helped bring new and diverse talent to the Board, attracted new funds and very importantly empowered and supported the Director of Participation, Chris Coleman, and his team to deliver impressive results. 2023 was yet another year of growth and success for the SCF.

Growth in cricket participation across Surrey has continued on its strong upward trajectory. Clubs across the County have benefited from the support of the SCF, be it with facility developments, pitch advice, coaches, training, a strong single structure Junior League and more beyond.

Particularly gratifying is our progress against our goals with women's and girl's cricket, Disability cricket and cricket in state schools as well as cricket out in the communities where it is not always necessarily been easy to access.

The focus on women and girl's cricket has kept Surrey ahead of any other Club in the country when it comes to the number of players and the growth in the number of teams and matches successfully played. Disability cricket in Surrey continues to lead the way for other counties to follow.

Our work with Chance to Shine in state schools and with the Street Programme continues to grow and result in many truly heartwarming stories of success.

Our Dynamos, All Stars and Vauxhall Loop programmes all successfully grew and contributed towards our aims.

We have strengthened our emphasis on the way that our cricket is played and the culture we want to embrace. A new Values and Behaviour framework has been introduced into the Surrey Junior Cricket Championship League and more training has been given and undertaken across the board.

With great encouragement from Surrey CCC, we continue to use our resources to pursue a 'cricket for good' agenda, helping to make a difference in young people's lives beyond only the playing of cricket.

We are fortunate in having terrific partnerships and collaborations such as those with Chance to Shine, Lord's Taverners, ACE and MCC Foundation to be able to deliver on our goals.

Naturally we also thank the ECB and Surrey CCC for their support, but it is to our corporate sponsors, First Sentier, AJ Sports, Ayer Associates, Coaching Centred Leadership and our individual donors and patrons to whom we are especially grateful.

We have strong ambitions for the coming year, and we shall be trying hard to attract more entities and individuals to join us in spreading participation in cricket and the significant good it can bring.

CAROL POTTER

CHILDREN & YOUNG PEOPLE

OBJECTIVES

- Develop and implement strategies and partnerships to increase the number of children and young people participating in cricket in Surrey and south London.
- Proactively engage with schools and communities to ensure equal opportunities for children and young people from all backgrounds to access and participate in cricket.
- Provide high-quality coaching and skill development opportunities to help children and young people improve their cricketing abilities.



20,457

children receiving regular coaching through Chance to Shine



1,765

children took part in a Pride of Lions coaching course



1,404

Dynamo participants aged 8-11
457 girls
60 programmes.



2,663

All Stars participants aged 5-8
744 girls
80 programmes.



SCHOOLS

OBJECTIVES

- Increase participation in cricket in schools across Surrey.
- Introduce children to cricket for the first time.
- Upskill teachers to deliver cricket sessions in schools.
- Provide competitive cricket opportunities for primary school children.

“
A lot of children prior to the sessions did not know what cricket was or thought it wasn't really a sport worth playing. I think many children have now changed their opinions of this through Coach Matt's enthusiasm.

Teacher at Goldfinch Primary

“
I found the quality of coaching excellent and the coaches had a great rapport with the children which made the engagement fantastic, especially for those children with SEN and those whose participation in sport/physical activity is not always easy to gain.

Teacher at Boutcher Primary



“
It was great that they were exposed to a sport that they wouldn't usually encounter and several children have asked me about local clubs they could join to continue playing.

Teacher at Boutcher Primary



“
The sessions upskilled me and the resources given to me will help when we re-visit Cricket in the summer term. It has made me more confident in teaching the sport.

Teacher at a Chance to Shine School



SURREY JUNIOR CRICKET CHAMPIONSHIP



OBJECTIVES

- Increase participation in junior cricket across Surrey.
- Offer a range of divisions and formats to cater for players of all abilities and experience levels.
- Develop and drive a positive culture that ensures a fantastic cricketing experience for our young players.
- Increase retention of older junior players within the competition by delivering inclusive and exciting playing formats.
- Organise a showcase finals day at the end of each season to celebrate the achievements of the teams and players.



328

Teams with players aged 15+



258

Girls teams



1,533

Teams



139

Clubs



18,139

Players



177,989

Website views



248

Divisions



17

Cups

CLUBS & LEAGUES

OBJECTIVES

- To create and maintain a strong and sustainable network of cricket clubs across Surrey that provide opportunities for everyone to enjoy the game.
- Offer advice and support on how to develop and grow specific areas of the game, such as junior cricket, disability cricket, and cricket for women and girls.
- Provide clubs with access to courses to train their workforce of coaches, officials and grounds people.
- Provide support, guidance and funding to deliver capital facility projects that will enhance club environments.

14,653

Games played in
2023

105

Teams in the Surrey Slam



2,159

Players in the Surrey Slam



48,700

Unique players

2,292

Responses to the
Player Survey

94%

Players who intend to play
the same or more cricket
next year

£227k

County Grants
Fund grants
awarded

£70k

SCF grants
awarded

97

No. ClubMark
accredited
clubs

140

Clubs actively using the
Safehands Management
System



WOMEN & GIRLS

OBJECTIVES

- Increase participation in women's and girls' cricket across Surrey.
- Support the development of women's and girls' cricket clubs.
- Provide opportunities for women and girls to play cricket in a variety of formats.
- Deliver women-specific coach education and other support to coaches and volunteers.
- Engage with communities across Surrey to promote women's and girls' cricket.



SECTIONS

58

Total Women's
Sections

65

Total Girls'
Sections

TEAMS

124

Women's teams

376

Girls teams

PLAYERS

849

Women
league players

2,714

Girls
league players

MATCHES

429

Women's matches
scheduled

1,396

Girls' matches
scheduled

SMASH IT FESTIVALS

408

Women
participating in
Smash IT festivals

888

Girls
participating in
Smash IT festivals

WORKFORCE

OBJECTIVES

- To create a pool of highly skilled and qualified cricket coaches and officials in Surrey, who can support the development of the game at all levels.
- Offer funding support through subsidies to encourage people from underrepresented groups to become cricket coaches.
- Increase the number of qualified female cricket coaches in Surrey.

Coaching candidates trained in 2023

142

Support Coach

195

Foundation Coach

112

Core Coach

135

Female Candidates

Bursaries Awarded in 2023

£1,150

Diverse
Communities

£1,150

Financial
Hardship

£850

Physical or
Learning Disability

£4,740

Female
Candidates

Scoring and Umpiring

204

Candidates fully qualified on
an Umpire Level 1, 2, 3, or
Young Officials course

50

Candidates fully
qualified on a
scorers course





SPOTLIGHT ON AN INDIVIDUAL MAKING A DIFFERENCE

Russell Carter, a dedicated cricket coach, is playing a pivotal role in the success of the Surrey Wheelchair Cricket Pilot Programme, which is funded in part by the Surrey Cricket Foundation. With his own personal experience of being a wheelchair user, Russ brings a unique perspective and unwavering commitment to ensuring that this initiative succeeds.

With a rich cricketing background, spanning from his early days with Surrey's youth programme to captaining league rep teams, Russ' expertise extends beyond the playing field. He holds a Level 2 Core Cricket Coach certification and is currently undertaking a R66T Academy Level 3 Diploma.

In 2002, Russ was diagnosed with Multiple Sclerosis (MS) but, despite the challenges, he refused to let his diagnosis define him and continued to pursue his love for cricket. His MS journey took an unexpected turn in 2020 when he suffered a severe relapse, leading to limited mobility and the need for a wheelchair. This personal experience has fuelled his desire to make wheelchair cricket more accessible and inclusive.





His involvement with Surrey Cricket Foundation's wheelchair cricket initiative stems from a genuine desire to make the sport accessible to all. He acknowledges the lack of awareness surrounding disability-inclusive cricket and is inspired by the enthusiasm and commitment of wheelchair cricket participants; "I was unaware of what was available for people with disability and, seeing the wider picture throughout Surrey, have been truly inspired."



Beyond his passion for the sport, Russ' motivation stems from the positive impact wheelchair cricket has on individuals and families. He emphasises the importance of creating an inclusive environment where participants can focus on the joys of cricket, momentarily setting aside their disabilities and worries.

"Each time I see them practice or play, they amaze me - Not just the players, the families too are so fantastic and I hope that we create an environment that makes all feel welcome."

Russ' dedication to wheelchair cricket is evident in his efforts to expand the programme and reach out to more individuals. He envisions a future where wheelchair cricket thrives alongside other cricket formats, offering a platform for individuals with disabilities to showcase their skills and passion for the sport.



VOLUNTEERS

OBJECTIVES

- To create a strong and valued volunteer workforce that supports the delivery of cricket across Surrey.
- Deliver a range of volunteer training and development programmes.
- Recognise the impact of our network of volunteers at the Cricket Collective Awards, hosted at the Kia Oval
- Engage a new, younger, audience in volunteering through the Young Leaders in Cricket Programme.



163

Nominations received for **143 individual nominees**

19

Nominations received for female volunteers.

72

Clubs had at least one nominee

**YOUNG LEADERS
IN CRICKET**



133

Participants including **37 female**

2,049

Volunteer hours worked by participants

£7,990

Raised by YLIC participants in 2023





DISABILITY CRICKET

OBJECTIVES

- Provide opportunities for people with disabilities to enjoy the physical and social benefits of playing cricket at different levels.
- Increase participation in disability cricket across south London, suburban and rural Surrey.
- Support the development of specialist disability cricket clubs.
- Develop new and innovative disability cricket programmes and initiatives.
- Improve the quality of life and life chances of participants through workshops and other activities.



9
**Lord's
 Taverners
 Super 1's Hubs**

10
**Disability
 Champion
 Cricket Clubs**

1,350
**Children reached
 across all
 Disability
 Programmes**

38
**Special needs schools/
 schools with a SEND
 dept where coaching is
 delivered**



LORD'S TAVERNERS
 Empowering young people through cricket





SCF Employability Programme a Huge Success for Young Cricketers with Disabilities

The Surrey Cricket Foundation and disability cricket sponsors, First Sentier Investors, organised an employability programme for young people with disabilities from our Lord's Taverners Super 1s Hubs.

The initiative provided training on CV writing and interview skills, as well as the opportunity to tour the Kia Oval and participate in mock interviews. This was followed with work experience opportunities for the participants at the Surrey vs. Middlesex match and the Disability Day event.

The participants were very pleased with the project and expressed a desire to work full-time at the Kia Oval.

They found the training to be helpful and the work experience to be valuable. They also appreciated the opportunity to meet new people and make connections.

The Surrey Cricket Foundation Employability Programme is a great example of how sport can be used to help people with disabilities develop the skills they need to find employment. The initiative is also a testament to the commitment of the Surrey Cricket Foundation and First Sentier Investors to making a difference in the lives of young people.



CRICKET FOR GOOD

OBJECTIVES

- To use the power of cricket to build stronger and more inclusive communities across south London.
- Bring young people to the Kia Oval to experience the game of cricket and all that it has to offer.
- Provide cricketing and personal development opportunities to young people from disadvantaged and marginalised communities.



1335

Free All Stars and Dynamos places provided



80

Local children involved in the Vauxhall Loop Programme



618

Chance to Shine Street sessions delivered across 18 hubs



577

Street participants reached across all sessions

DYNAMOS INTROS

FUNDED BY SKY



Throughout 2023, the Surrey Cricket Foundation has been running the Dynamos Intros pilot programme, which was funded by Sky and the England and Wales Cricket Board (ECB). This initiative aims to provide more opportunities for children aged 8-11 in under served communities to engage in alternative cricket offerings. Specifically, there is a focus on children from lower socioeconomic backgrounds and children receiving free school meals.

The primary goal of the programme is to have in place a dedicated participation officer driving sign-ups and organising sessions in areas that haven't previously been targeted.

Sessions took place in various locations, including housing estates, community halls, local parks, Multi Use Games Areas, and mosques. During the first 9 months, there has been an excellent response, with over 600 participants registered.

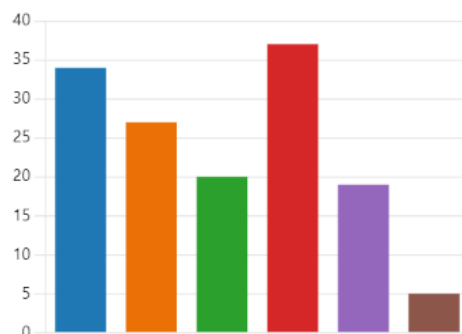
In its inaugural year, the Dynamos Intros project has proven to be a great success by providing a valuable opportunity for children from hard-to-reach communities to engage in cricket and other physical activities. Additionally, the initiative has raised awareness of cricket in these areas and encouraged more children to get involved in the sport.

Based on the success of the programme, we are delighted to say that it will continue into 2024, after a funding extension from Sky.



Have you noticed any changes since your child became involved in cricket?

- Confidence has risen
- Wanting to be outdoors more
- Looking to connect more with children locally
- Wants to play more cricket in their own time
- Higher self esteem, energy levels have risen
- Other



Would your child like to continue their cricketing experience?

- Yes 53
- No 0
- Maybe 6





STREET DEVELOPMENT PROGRAMME



Throughout 2023, the Surrey Cricket Foundation Street Development Programme has actively sought out and supported 15 talented tape-ball cricketers across Surrey, providing them with the necessary resources and opportunities to develop their skills and progress towards playing hardball cricket, at no cost to the players. The programme has offered comprehensive support, including kit and equipment kindly donated by Gray Nicolls, mentoring, development opportunities, and both group and 1-on-1 coaching.

This multifaceted approach has enabled participants to enhance their cricketing abilities and make the transition to the structured and competitive world of hardball cricket.

The ultimate aim of the programme is to link tape-ball cricketers up with established cricket clubs within Surrey, providing them with the platforms and opportunities to showcase their talents in organised hardball cricket leagues and tournaments. By connecting with clubs, participants gain access to experienced coaches, further develop their skills in a competitive environment, and build valuable networks within the cricket community.

The Surrey Cricket Foundation Street Development Programme is committed to fostering the growth of talented young tape-ball cricketers and empowering them to achieve their cricketing aspirations, all free of charge.





STREET CHILD UNITED CRICKET WORLD CUP

Following a comprehensive training and mentorship programme, the Surrey Cricket Foundation took Team England to the Street Child United Cricket World Cup in Chennai, India, in September 2023.

The programme, sponsored by Ayer Associates, was a resounding success, providing eight young people with a life-changing experience that extended far beyond the cricket field.

Not only did they develop their cricketing skills and compete against

nations from around the world, but they also participated in arts sessions, cultural exchange opportunities, and the Street Child United Congress and General Assembly.

Through these experiences, the young people gained confidence, creativity, and a platform to advocate for their rights. The programme has had a profound impact on the participants and they will continue to promote positive change for young people throughout England.



FUNDRAISING

OBJECTIVES

- To secure the financial resources necessary to support Surrey Cricket Foundation's mission to make cricket accessible and inclusive for all.
- Raise the profile of the Foundation to a new audience.

2023 has been a very busy year of cricket at The Kia Oval and across Surrey, bringing with it many fundraising opportunities for the Surrey Cricket Foundation.

Over an expanded year of events, we were joined by stars from the past and present – Gavin Hastings, Rob Andrew, Chris Hollins, Reece Topley, Adam Hoolioake, Aatif Nawaz, Rhianna Southby, Nathan Barnwell, Toby Tarrant, Dan Norcross, and Ricky Ponting. These events helped to raise over £90,000 for the recreational game in Surrey.

We partnered with a number of charities to fundraise over £80,000 during domestic and international matchdays held at The Kia Oval. Of this figure, over £40,000 was donated by spectators using the charity cup collection bins at the ground.

On matchdays we also fundraise in partnership with Chance to Shine, ACE, Professional Cricketer's Trust, Lambeth Food Bank Fund, Lord's Taverners, LGBTHero, and Cricket Builds Hope. In 2023 we raised over £64,000 for these charities.

£235K+

Raised in
Total

£90K+

Raised at events

£80K+

Raised on match days

£40K+

Raised from charity
cup donations



2024 STRATEGIC PRIORITIES



Continue to provide critical support to cricket clubs, leagues and competitions throughout the county allowing them to evolve and innovate to grow participation.



Increase accessibility, engagement and participation for ethnically diverse communities, people with disabilities and those from lower socio-economic groups.



Increase the opportunities for the next generation to start their lifelong journey in the game.



Pursue with energy being a good neighbour and bringing benefit to our communities.



Maintain our leading position and momentum in the growth of women's and girls' cricket.



Raise the profile of SCF and attract more funds to deliver our strategic objectives.

SUPPORT THE FOUNDATION

DONATE

You can make a one off donation or set up a regular donation to the Surrey Cricket Foundation via JustGiving.

To donate to the Surrey Cricket Foundation follow this QR code



JOIN OUR £2 WEEKLY LOTTERY

For just £2 per week, you'll have the chance to win a fantastic cash prize of up to £5,000. But that's not all! Every participant will also be automatically entered into a monthly prize draw for exciting cricket-related prizes like tickets, memorabilia, and unique experiences.

Scan here to sign up to the Surrey Cricket Foundation weekly lottery.



BECOME A MEMBER OF THE PATRONS' CLUB

Join an engaged group of Surrey Cricket Foundation Supporters by becoming a Patron. Patrons pay £1,000 per year and enjoy many exclusive benefits such as an invite to the annual Patrons' Lunch and the opportunity to collaborate on fundraising efforts.

LEAVE A LEGACY






Did you know you can make a lasting contribution to cricket in the county by making a gift in your will to the Surrey Cricket Foundation?

FIND OUT MORE

To find out more about the Patrons' club, how to leave a legacy or other ways to donate, please email foundation@surreyccricket.com or visit our website:

<https://tinyurl.com/SCFSupportUs>

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