



Hampshire Cricket Board Breaking Boundaries

Strategic Plan 2025-2028



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Forward

As we look ahead to the next stage of the growth in cricket in Hampshire, the Hampshire Cricket Board (HCB) is pleased to present our strategic vision for 2025 to 2028: a bold, inclusive and forward-thinking plan to ensure cricket continues to thrive in every corner of our county. This strategy builds on a strong foundation of recent success and places our mission to grow, support, innovate and celebrate the game at the heart of everything we do.

In the past year, Hampshire Cricket Board has shown what is possible when community, investment, hard work and passion come together when we were honoured to win the Chance to Shine Delivery Partner of the Year Award at Lord's in March: a testament to our exceptional team, dedicated volunteers and the families and young players, who have embraced cricket with such enthusiasm. We have also seen over 20% growth in Junior cricket participation in Hampshire in 2024, the first year of the HCB bringing together the management of Junior cricket under one roof. These are great springboards from which to grow the game.

Our ambition is clear: to ensure that cricket is truly a game for all. From cities to rural villages, from schools to senior clubs, we are committed to building a sport that reflects the diversity of our communities and which offers opportunity to everyone, regardless of background, ability or gender. We are excited to work with an increasing number of partners to do so. We are very grateful, for example, to the Hampshire Cricket Foundation, which funded our introduction of Walking Cricket as part of our delivery in 2024. Inclusion is a principle we will embed across every part of our delivery of cricket.

A key pillar of our strategy will be continuing to develop women's and girls' cricket. We have seen great growth in this area in recent years and we are excited by our innovative plans to build on that momentum – expanding access, nurturing talent and championing the impact of female role models at every level of the game. At the same time, we recognise that long-term success for the game depends on creating

clear and sustainable pathways for all aspects of cricket. That's why our strategy recognises the importance and seeks to concentrate on supporting the core of cricket in Hampshire too: the clubs. As our junior numbers and women and girls' participation grows, it is vital we provide welcoming and sustainable clubs where young and new players can continue their development, deepen their love of the game and become the next generation of leaders, coaches and ambassadors. We are looking to develop new pathways to support that development. For example, we are excited to introduce our first cricket coaching apprenticeship in conjunction with Southampton Solent University to begin in May 2025.

This strategy sets out a roadmap for the next four years, founded on passion, powered by partnerships and fuelled by our shared belief in cricket's unique power to bring people together. By continuing to support and grow our clubs, school participation, diverse cricket offerings, our volunteer network and the wider cricket community, we are excited to see Hampshire remain at the forefront of cricket's evolution.

Alex Ehrmann

Chair - Hampshire Cricket Board



Our Strategy

Hampshire Cricket Board's ambition is to grow the number of people involved in the sport by working collaboratively with new and existing partners to expand cricket's reach to more communities. This strategy has been developed following consultation with our volunteer stakeholders. These include chairs, secretaries, junior coordinators and those organising the women's and girls' game in clubs and leagues across the county. Views of community groups and organisations not directly associated with the sport have also been considered and are critical to take the game to a much broader audience than ever before.

We recognise that our past successes and future ambitions rely on a strong club network with a thriving volunteer workforce. Over the next four years our focus will be on providing the best possible support to those that are willing to give up their time for the benefit of their communities, making it easier for them to play their part in growing the game.

Together, we aim to build a vibrant and dynamic future for recreational cricket, where everyone feels welcome and has the opportunity to participate and thrive.



Mission

Inspire, empower and connect communities through cricket

Vision

Cricket is at the heart of our communities where everyone belongs, thrives and grows

Purpose

To make cricket inclusive, inviting and accessible to all

Priorities	Strengthen clubs and leagues	Value volunteers	Accelerate growth in women's and girls' cricket	Make cricket accessible	Build partnerships
Ambition	Thriving, inclusive and sustainable clubs and leagues	Organisations have a strong volunteer workforce providing the best possible playing experience	Every junior club with a sustainable women's and girls' section	Individuals of all abilities and backgrounds, have equal opportunities to participate, enjoy, and excel	New partnerships which increase our reach, revenue and capacity
Objectives	<ul style="list-style-type: none"> • Create links with schools and community programmes to establish and sustain new junior sections • Participant centred playing offers, which inspire participation, aid retention and junior to adult transition to grow the game • Provide financial and technical assistance, while fostering connections to suppliers, to modernise club facilities with a strong focus on environmental sustainability • Clubs at the centre of their communities, providing opportunities for all 	<ul style="list-style-type: none"> • Inspire the next generation of volunteers and leaders • Recruit and train a voluntary workforce that represents our communities • Minimise administration for volunteers by maximising use of digital systems 	<ul style="list-style-type: none"> • Increase the transition of girls from schools and All Stars/Dynamos into new club teams and women from softball to hardball cricket • Enhance support to existing clubs to make W&G sections sustainable • Train inspiring new volunteers, leaders and role models • Promote equitable access to welcoming facilities 	<ul style="list-style-type: none"> • Deliver in primary and secondary schools in the most underserved communities • Establish and sustain inclusive and accessible playing pathways • Support the growth of ethnically diverse and disability champion clubs • Improve quality of and access to facilities for underserved communities 	<ul style="list-style-type: none"> • A strong partnership with Hampshire Cricket/ Utilita Bowl, which utilises data, events and elite players to inspire participation in cricket • A network of business partners, charities and foundations that delivers over one third of total income by 2028 • Established relationships with local authorities and facility owners which increase playing capacity and quality of opportunities • A shared vision for the sport in Hampshire, which is communicated with clarity and consistency through all partners

Hampshire Overview



1.8M
Total population

Most densely populated
SOUTHAMPTON
PORTSMOUTH

County population



2018 boys
per junior
section
(national
ave. 1963)



4,248 girls
per girls'
section
(national
ave. 5795)

of population
10% v 18%
ethnically diverse national average

17% IMD 1-3
of population

78% 
Urban population

13  Local Authorities



Schools

2 

Open age
weekend
leagues

397  Grass pitches

11 Evening leagues



Strategic Priorities

Our strategy focuses on five key priorities that will shape the future of the game in Hampshire: strengthening clubs and leagues, valuing and supporting our volunteers, accelerating growth in women's and girls' cricket, making cricket accessible to diverse communities, and building partnerships. Together, these priorities will drive the growth and development of cricket, ensuring the sport remains relevant, vibrant, and inclusive.

We have identified clear ambitions and the desired outcomes in each of the strategic areas, and the key actions we will take to get there.



Strengthen clubs and leagues



Value volunteers



Accelerate growth in women's and girls' cricket



Make cricket accessible



Build partnerships

Strengthen Clubs & Leagues

Clubs and leagues are central to a growing and inclusive game and are the key to 'Cricket being at the heart of our communities'. By strengthening the core of the game, we aim to increase player participation, provide more inclusive and welcoming environments, and ensure clubs are resilient and self-sustaining. This means not only focusing on the governance of existing clubs and leagues but also on expanding access to cricket for all individuals, regardless of background or experience.

Since 2021, the number of open age teams has remained static. With All Stars and Dynamos Cricket well established and providing an accessible 'entry point', together with the growing number of junior teams, our focus must be to provide formats and environments in open age cricket, which young people are compelled and inspired to transition into and pursue a lifelong love of the game.

£490_k ECB County Grant funding in 4 years



155 
Affiliated clubs

 **368**

Weekend open age teams


3400



All Stars & Dynamos per year



Primary schools
Engaged in cricket

 **84**
Junior clubs

596
Junior teams



+ 30%
Increase
since
2021



BATSMAN	TOTAL	BATSMAN
3	187	6
OVERS	WKTS	1ST INNS
43	9	302

sponsored by Visual

Our Ambition

Thriving, inclusive and sustainable clubs and leagues

Outcome

Exceed the national growth rate of open age teams

Measure

The number of weekend and midweek teams

Our Objectives	What we will do: 2025 - 2028
Create links with schools and community programmes to sustain and establish new club junior teams/sections	<ul style="list-style-type: none">• Provide coaching support to link schools and clubs and mentor new coaches• Increase the number of teams in the Serious Cricket Hampshire Junior Championships
Participant centred playing offers, which inspire participation, aid retention and junior to adult transition to grow the game	<ul style="list-style-type: none">• Work with partners to deliver insight-led, participant centred growth of senior open age cricket• Offer a range of competitions which aid transition of juniors into adult cricket• Introduce a new annual player and volunteer survey
Provide financial and technical assistance, while fostering connections to suppliers, to modernise club facilities with a strong focus on environmental sustainability	<ul style="list-style-type: none">• Deliver HCB Facilities Strategy to increase the capacity and quality of existing club provision and minimise the impact of climate change• Re-structure affiliation packages in line with ECB Club Development Framework, to deliver maximum benefit for affiliated clubs and organisations• Establish partnerships with credible suppliers that provide discounted products and services to affiliated clubs
Clubs at the centre of their communities, providing opportunities for all	<ul style="list-style-type: none">• Create club development groups based on geographical regions and specific sectors - diverse community clubs, 'at-risk' adult-only clubs• Implement programmes with clubs to reach a broader audience e.g. Walking cricket• Facilitate a kit exchange scheme at hub clubs


Valued Volunteers


Volunteers are the backbone of any recreational sport; they play a crucial role in the success and sustainability of local clubs and leagues. Their dedication and passion for cricket ensure that pitches are prepared, coaching sessions are planned, games are umpired, and teas are made, so everyone can enjoy the game.

Without exception, volunteer recruitment is one of the top priorities for clubs and leagues across the county. This strategy aims to address the challenge of recruiting new, young, and diverse

volunteers. As the demand for cricket grows, it is essential to attract fresh faces who bring varied perspectives and skills to committee tables. Engaging younger generations and individuals from diverse backgrounds will not only enrich the volunteer pool but also foster an inclusive and dynamic cricket community. By implementing targeted outreach programmes, offering training and development opportunities, creating a welcoming environment and recognising those who volunteer more often, we hope to inspire more people to contribute their time and energy to the sport.

323 
Coaches Association
members


15% 
Ethnically
diverse


18% 
Female

 **2** Average number
of roles per volunteer

between
2021  **700**
2024 Coaches
trained

297 
Hampshire ACO members

2% 
Ethnically
diverse

12% 
Female

25%
Under
55 years



The
Cricket
Collective

Awards 2024
Shortlisted Nominees

... and
... groups

...ng above and
...ames played

...at climate
...rganizations,
...cal community

... who are
...to played

...SIX

...ed

...ertes

...to your
...about

Our Ambition

Organisations have a strong volunteer workforce providing the best possible playing experience

Outcome

Increase the satisfaction rating of volunteers whilst reducing the number of vacant roles year on year

Measure

Satisfaction rating of volunteers

Our Objectives	What we will do: 2025 - 2028
Inspire the next generation of volunteers and leaders	<ul style="list-style-type: none">• Deliver a young leaders programme for 13 – 17-year-olds - Hampshire Champions• Host club conferences and Cricket 'Expo' events from 2026
Recruit, train and reward a voluntary workforce that represents our communities	<ul style="list-style-type: none">• Incentivise growth of volunteers via a single accreditation scheme in partnership with key stakeholders• Subsidised and accessible training opportunities for underrepresented groups• Celebrate volunteering through regular reward and recognition campaigns and events
Minimise administration for volunteers by maximising use of digital systems	<ul style="list-style-type: none">• 'Simplify and streamline the digital experience of participating in the game for players and volunteers' (ECB Inspiring Generations 2025 – 28 Strategy)• Create and promote engagement with consolidated CCB course finder and club 'roles wanted/available' webpages

Accelerate Growth in Women's & Girls' Cricket

Promoting the growth of women's and girls' cricket is essential for clubs to thrive in our communities. Significant progress has already been made in Hampshire, we now boast 126 girls' teams, reflecting an impressive 121% growth since 2020. However, only 43% of clubs offer girls' cricket, therefore this strategy aims to

support every junior club to have a sustainable women's and girls' section. By providing access to coaching and competitions in schools, training and supporting more volunteers, whilst improving facilities we can help clubs to provide an 'all-through' offer, allowing girls to progress from youth to women's cricket.



126
Girls' teams

51
Women's sections

69
Women's teams



+ 121%
Increase since 2021

between
2021
2024



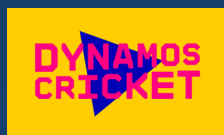
155
Female coaches trained

224
Female officials trained



34 Girls' sections
43% of junior clubs

30%



Girls All Stars & Dynamos participants



29 Clubs with both women and girls' sections



Our Ambition

Every junior club with a sustainable women's and girls' section

Outcome

By 2028 we will have a women's and girls' club, with an all through playing offer, within 7 miles of anyone wishing to participate

Measure

The number of clubs with a women's and girls' section

Our Objectives	What we will do: 2025 - 2028
Increase the transition of girls from schools and All Stars/Dynamos into new club teams and women from softball to hardball cricket	<ul style="list-style-type: none">• Introduce more girls to the game through a new Secondary School programme• Establish new clubs through fully funded winter Dynamos girls' programmes• Set up a W10 hardball pilot league for existing W10 (softball) teams to aid transition from softball to hardball• Utilise Women's England internationals and major matches at Utilita Bowl to showcase and inspire girls participation in recreational cricket
Enhance support to existing clubs to make women's and girls' sections sustainable	<ul style="list-style-type: none">• Increase opportunities and support for existing clubs through 7 new hub clubs across 4 regions (playing, CPD, mentoring and events)• Countywide Girls' Skills Development Programme, providing additional coaching opportunities for girls not in performance pathways
Train inspiring new volunteers, leaders and role models	<ul style="list-style-type: none">• Train more girls and inspire them to volunteer through the leadership programme- Hampshire Champions• Train and support female coaches through ECB's Metro Bank Girls in Cricket funding
Promote equitable access to welcoming facilities	<ul style="list-style-type: none">• Allocate a minimum of 20% of the ECB County Grants Fund each year to enhance playing facilities and opportunities for women and girls• Work in partnership with clubs and local authorities to implement HCB's Facilities Strategy, increasing facility provision to meet the growing demand of the female game

Make Cricket Accessible

Creating inclusive and accessible environments is essential for fostering participation among individuals from underrepresented communities, including diverse urban areas and those with disabilities. By implementing targeted programmes in schools, providing accessible community playing pathways and supporting inclusive clubs, we can break down barriers to entry and provide opportunities for everyone to engage with the sport.

We aim to create safe, welcoming spaces where people from all backgrounds can learn, enjoy, and excel in cricket, regardless of their socio-economic status or physical ability. This strategy focuses on reaching those who may have previously felt excluded, creating pathways for lasting engagement and growth in the sport at every level.

 **150** Participants in disability programmes

650  
free All Stars & Dynamos places

 **16%** of population with a disability

540  Participants in urban programmes

7  Disability champion cricket clubs

 School programmes where 20%+ receive free school meals



3

4

5

6

RSC
CLUB SPORT

Multisport
#motivation

Our Ambition

Individuals of all abilities and backgrounds, have equal opportunities to participate, enjoy, and excel

Outcome

Diversity of players and volunteers that reflect our communities

Measure

Number of participants on community and disability programmes

Our Objectives	What we will do: 2025 - 2028
Deliver in primary and secondary schools in the most underserved communities	<ul style="list-style-type: none">• Deliver Chance to Shine programmes to all primary schools within Index of Multiple Deprivation areas 1-3 and all SEND schools• Introduce a new Secondary School programme to encourage every school to have a cricket team (coaching, competition and teacher training)
Establish and sustain inclusive and accessible playing pathways	<p>Disability</p> <ul style="list-style-type: none">• Introduce new community-based participation programmes for people with a visual impairment and wheelchair users• Create more opportunities in the performance pathway by forming an additional D40 academy squad <p>Underserved Communities</p> <ul style="list-style-type: none">• Deliver community programmes in underserved communities beyond Southampton, Portsmouth and Basingstoke• Transition players from school and community programmes to the Hawks Academy and wider performance pathway• Host regular cricket and community events to unite communities, inspire aspirations, and engage more participants in the game
Support the growth of ethnically diverse and disability champion clubs	<ul style="list-style-type: none">• Increase the number of Disability Champion Clubs• Dedicated support for clubs from diverse communities to participate in leagues and develop facilities to progress up the league pyramid• Work with mainstream affiliated clubs to integrate people from diverse communities• Establish new junior sections in clubs in Southampton
Improve quality of and access to facilities for underserved communities	<ul style="list-style-type: none">• Lead projects to build new Covered Outdoor Cricket Facilities in urban areas• Install more non-turf match pitches• Conclude independent review of league accreditation schemes• Focus the Grass Pitch Improvement Fund investment on council owned facilities

Build Partnerships


Building new and long-lasting partnerships is key to expanding the reach, revenue, and capacity of recreational cricket. Our ambition is to establish a robust network with local businesses, community organisations, schools, and local authorities that will help drive the growth of the sport. By leveraging

the expertise, resources, and networks of our partners, we can create new opportunities for participation, enhance the quality of our programmes, and secure the funding needed for long-term success. These partnerships will also make the sport more visible and accessible to a wider audience.

12 
Commercial
& charity
partners



80%
of revenue
from ECB

9000+ 
Social media
followers 


47% 
of pitches
owned by local
authorities



Our Ambition

New partnerships which increase our reach, revenue and capacity

Outcome

A commercial or charitable partner for all HCB programmes

Measure

Revenue from non ECB sources

Our Objectives	What we will do: 2025 - 2028
A strong partnership with Hampshire Cricket/Utilita Bowl, which utilises data, events and elite players to inspire participation in cricket	<ul style="list-style-type: none">• Leverage existing data to expand reach, track engagement, and promote participation to diverse audiences• Host showcase recreational competitions and events at the Utilita Bowl
A network of business partners, charities and foundations that delivers over one third of total income by 2028	<ul style="list-style-type: none">• Devise and implement an income generation plan, to attract future funders and diversify revenue streams
Established relationships with local authorities and facility owners which increase playing capacity and quality of opportunities	<ul style="list-style-type: none">• Provide support and guidance to clubs, new Strategic and Unitary Authorities to reduce maintenance costs and optimise the use of public facilities• Deliver joint training and grass pitch investment into shared sport facilities with partners such as councils, ECB, Hampshire FA, Football Foundation and RFU
A shared vision for the sport in Hampshire, which is communicated with clarity and consistency through all partners	<ul style="list-style-type: none">• Create a new communications role focused on expanding the promotion of recreational cricket to a broader audience• Develop a new website that offers recreational cricket a clearer and more accessible online presence• Review HCB's company status to better support the fulfilment of our purpose and objectives

Enablers

Good Governance

Good governance is essential to achieving our ambitions. We will achieve the ECB 'Gold Accreditation', which will demonstrate to our stakeholders we have the appropriate culture and behaviours in place to deliver our strategy effectively

Marketing & Communications

Enhanced visibility and engagement in cricket, through innovative marketing and communications is fundamental to achieving our ambition. We intend to increase our resources in this area and improve our digital platforms to promote the game to a wider and more diverse audience.

Revenue Generation

Engaging a broader audience and maintaining good governance, will attract new partners that generate additional revenue streams. It will reduce our reliance on ECB funding, and enable HCB to further expand its operation and enhance its support.

Inspire, empower & connect communities through cricket

Inclusion

Everyone belongs.
Every voice matters.

We foster a culture where diverse perspectives are welcomed and respected, ensuring everyone feels seen, heard, and empowered to thrive.

Innovation

Driven to discover.
Bold enough to build.

We challenge the status quo with creativity and curiosity, embracing change to create better solutions for today—and tomorrow.

Impact

Purposeful actions.
Meaningful outcomes.

We work with intention and accountability, creating value that makes a difference for our participants, partners and communities

Values



Monitoring Progress

To ensure the successful implementation of the strategy, we will devise clear operational plans for each of our strategic priorities and a robust framework for monitoring and evaluating our progress. Regular tracking will allow us to assess the effectiveness of our initiatives, identify areas for improvement, celebrate successes and share best practice.

By consistently monitoring these indicators and seeking feedback, we will be able to refine and enhance our approach, ensuring that our strategy remains adaptable and effective in achieving our mission to **Inspire, empower and connect communities through cricket.**

The framework will include:

Outcomes

Under each of the 5 strategic priorities, we have identified what success looks like, by way of a measurable outcome. We will track our progress in pursuit of the outcome on an annual basis.

Key Performance Indicators (KPIs)

In addition, we will define KPIs to track our objectives. These will include both quantitative and qualitative metrics and will be reviewed on a quarterly basis.

Annual Surveys and Feedback

It is imperative we gather direct feedback from players, coaches, and volunteers through surveys and informal discussions. This will help us understand their experiences, challenges, and suggestions for improvement.

Annual Review and Reporting

At the end of each year, we will conduct a comprehensive review of our strategy's progress. A progress report will be produced and shared with key stakeholders, such as clubs, leagues and partners who support us to deliver. This will ensure transparency and accountability while highlighting successes and areas where further work is required.



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