



Making Cricket A Game For Everyone:

**ENGAGING**

**SOUTH ASIAN**

**COMMUNITIES**

An ECB Action Plan 2018  
**Executive Summary**



# EXECUTIVE SUMMARY

## We, England & Wales Cricket Board (ECB), have created a comprehensive and ambitious 11-point action plan to better engage with South Asian communities.

It is our responsibility to grow the game and make cricket a game for everyone.

We know there are approximately 1m South Asian cricket fans across England and Wales, and South Asian communities represent a third of the recreational playing base. However, there are a number of barriers that currently prevent these communities fully engaging with all the game has to offer. We know we must improve engagement with South Asian communities, doing so is 'core business' to achieving our ambition.

To address these challenges we have created an 11-point action plan. The plan has been developed through rigorous analysis and wide-ranging consultation over the last 15 months to ensure it was created in collaboration with the community. The plan addresses the areas of the game that will have the greatest and most sustainable impact.

### The aims of the strategy are to:

- **Create more opportunities** for South Asian communities to engage with cricket, whether playing, supporting or working in the game
- **Remove the barriers** to involvement and participation in cricket for South Asian players and fans
- **Build strong relationships** between South Asian communities, ECB, Counties, clubs and the cricket network
- **Use cricket to make a positive difference to communities**

The action plan covers all of cricket; the recreational game, elite pathway & coaching, attendance, media & communications, administration & culture. An overview of the action plan is outlined on the following page.

This is not a quick fix; it will involve a mix of short term actions alongside medium and long-term ambitions that will combine to ensure that we are fully supporting and engaging with South Asian communities across the game. It will evolve in collaboration with the communities it supports, and will be delivered in conjunction with key partners.

While this strategy focuses on South Asian communities, we believe much of our action plan will impact the entire game, and all who are involved in it.

For more detailed information and to download the action plan in full, please visit [www.ecb.co.uk/southasiancricket](http://www.ecb.co.uk/southasiancricket) or email us via [SouthAsianCricket@ecb.co.uk](mailto:SouthAsianCricket@ecb.co.uk)

# THE ACTION PLAN

PRIORITY	SHORT TERM ACTIONS (2018 & 2019)	LONG TERM AMBITIONS (2020-2024)
<b>1. FACILITIES</b> Provide access to cricket facilities in urban areas	<ul style="list-style-type: none"> <li>• Pilot the creation of 1-3 Urban Cricket Centres.</li> <li>• Install 100 non-turf pitches in urban areas.</li> <li>• Install or upgrade 25 turf pitches in urban areas.</li> </ul>	<ul style="list-style-type: none"> <li>• Establish a network of Urban Cricket Centres.</li> <li>• Install 1,000 non-turf pitches in urban areas.</li> <li>• Install or upgrade 100 turf pitches in urban areas.</li> </ul>
<b>2. FORMATS</b> Provide the right range of playing opportunities and formats for people.	<ul style="list-style-type: none"> <li>• Support the delivery of 10 innovative, short format cricket activities in urban areas.</li> <li>• 200 Chance to Shine Street programmes delivered nationally in urban areas.</li> </ul>	Identify and deliver the best future playing formats, which directly meets the demands of current and future players.
<b>3. CHILDREN &amp; SCHOOLS</b> Increase cricket provision in the most ethnically diverse primary schools.	<ul style="list-style-type: none"> <li>• Cricket activity delivered in 6,000 primary schools through Chance to Shine.</li> <li>• Increased diversity of All Stars Cricket through pilot projects in urban areas.</li> </ul>	Scope the feasibility of a new national schools plan for cricket, involving both primary and secondary schools.
<b>4. WOMEN &amp; GIRLS</b> Retain, develop and expand the female coaching network.	<ul style="list-style-type: none"> <li>• 10 new Women's Soft Ball Cricket leagues in urban areas.</li> <li>• 10 coaching courses to train 200 female coaches.</li> <li>• Increased opportunities to play indoors.</li> </ul>	Create and deliver a new women's and girls' cricket plan.
<b>5. TALENT IDENTIFICATION</b> Improve the connection between 'non-traditional' cricket and the talent pathway.	<ul style="list-style-type: none"> <li>• Pilot the implementation of a 'Community Talent Champion' in 3 urban areas.</li> <li>• Refocus the ECB T20 City Cup as a talent ID tool for 16-21 year olds.</li> </ul>	<ul style="list-style-type: none"> <li>• Create a new national talent pathway plan that identifies and supports talent, regardless of ethnicity or background.</li> </ul>
<b>6. TALENT DEVELOPMENT &amp; RETENTION</b> Introduce talent pathway education and support.	<ul style="list-style-type: none"> <li>• Establish a mentoring programme for young South Asian players on the talent pathway and provide support for them and their parents.</li> <li>• Ensure academic education remains a focus, alongside cricket development, on the talent pathway.</li> <li>• Deliver a programme of unconscious bias training for First Class County Academy Directors.</li> </ul>	<ul style="list-style-type: none"> <li>• New coaching pathway, making coaching as a profession accessible to everyone.</li> </ul>
<b>7. FINANCIAL SUPPORT</b> Financially support talented young South Asian players.	Award bursaries to young South Asian players on the talent pathway.	<ul style="list-style-type: none"> <li>• Support the progression of BAME coaches working in the professional game by adopting the 'Rooney Rule' for all coaching roles in England teams, with a 2-3 year ambition to introduce to the County game.</li> </ul>
<b>8. ELITE COACHING</b> Support the development of elite South Asian coaches.	Support 10 South Asian coaches in a mentoring and work placement scheme.	
<b>9. MATCH DAY EXPERIENCE</b> Increase the cultural awareness of the match day experience.	Enhance the major match day experience: food, atmosphere, family ticket offers, opportunities for fans to interact with players and the availability of multi-faith prayer facilities.	Consideration of South Asian communities and their specific requirements across all professional cricket.
<b>10. MEDIA, MARKETING &amp; COMMUNICATIONS</b> Use diverse media channels, content and voices to engage South Asian audiences.	Deliver integrated marketing and communications activities to build long-term relationships by: <ul style="list-style-type: none"> <li>• Using authentic voices, across diverse channels.</li> <li>• Celebrating heroes – at all levels of the game.</li> <li>• Engaging in regular conversation and identifying advocates.</li> <li>• Working with diverse media partners to reach new audiences.</li> </ul>	
<b>11. OUR PEOPLE</b> Increase the diversity and inclusivity of the cricket workforce, to create a cohesive working culture.	Deliver a series of measures across four areas: <ul style="list-style-type: none"> <li>• Employer branding</li> <li>• Recruitment</li> <li>• Development</li> <li>• Culture</li> </ul>	ECB and the County cricket network to increase diversity of governance structures; making Boards representative of their communities.



**Cricket is a game for everyone.  
It embraces diversity and inclusivity through  
players, coaches, administrators and volunteers,  
regardless of ethnicity, age or gender.**