



TRANSFORMING  
**WOMEN'S & GIRLS'**  
CRICKET

An ECB Action Plan 2019

INSPIRING  
GENERATIONS





## INTRODUCTION FROM TOM HARRISON

**In January 2019, we launched Inspiring Generations – cricket’s strategy for 2020-24 – with the overarching ambition to inspire a generation to say, ‘Cricket is a game for me’.**

In light of this ambition, it is essential that we encourage and support everyone to create their own connection with our game, regardless of their age, ethnicity or gender.

During the development of Inspiring Generations, and the extensive consultation process conducted across the game, the strong appetite to transform cricket’s relationship with women and girls was abundantly clear. There is a tremendous enthusiasm across the cricket network to pursue the game’s largest growth opportunity, and to increase the representation of women and girls at every level of the game.

We have made huge strides in recent years. On the pitch, there is a growing network of women’s and girls’ clubs, professional contracts have been introduced for elite players, and England Women are the ICC 50-over World Champions. Off the pitch, ECB has a 30% female representation on its Board, and the number of women working in coaching and administrative roles is higher than ever before.

We have appetite for growth and growing audiences. Now is the time to accelerate this progress.

This plan, formed in collaboration with the whole cricket network, and supported by our commercial and media partners, represents a crucial step in achieving our ambition of making cricket a gender-balanced sport. We are investing £20m over the next two years to kick start this transformation. This investment will enable the organisations across the cricket network to recruit dedicated resource to deliver women’s and girls’ cricket, improve the player experience, and increase the opportunities for talented players to forge a career in the sport.

By working in partnership across the whole game to deliver this plan, I am confident that we will inspire generations of women and girls to say that ‘Cricket is a game for me’ by displaying the sport at its brilliant and inclusive best.



## INTRODUCTION FROM CLARE CONNOR

**Cricket has always been an integral part of my life, and I feel incredibly privileged to have had such a varied and rewarding career: captaining England for six years, supporting England Women to their 2017 World Cup win, and now in a new, wider role as Managing Director of Women’s Cricket.**

Millions of people around the world, and 25,000 fans within the hallowed walls of Lord’s itself, witnessed the amazing scenes on 23 July 2017 as Anya Shrubsole ripped through the India batting line-up and Heather Knight lifted the World Cup. However, the reality is that the pathway for a young girl to become a world champion is a long way from where it needs to be.

A huge amount of credit must go to recent initiatives that have given women and girls more opportunities to play. But to truly transform women’s and girls’ cricket, we must now move from standalone programmes to addressing the whole pathway as one.

The plan you’re about to read has been created in close collaboration between ECB and the cricket network. It lays out the ten actions we will take to transform the cricket experience for everyone: from the five-year-old girl picking up a bat for the first time, to our England

team, and the volunteers and workforce who make cricket possible. This plan is as much about recreational cricket as it is professional cricket, as much about the people as it is the players.

After a lifetime already in the game, I have never been more excited by the opportunity in front of us right now: the opportunity to make cricket the sport we want it to be. A sport that is modern, innovative and inclusive. I have been so heartened by the level of enthusiasm and support for this plan from everyone involved in cricket, and I hope you will be involved in making it a reality.

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SECTION ONE  
**INTRODUCTION**



## EXECUTIVE SUMMARY

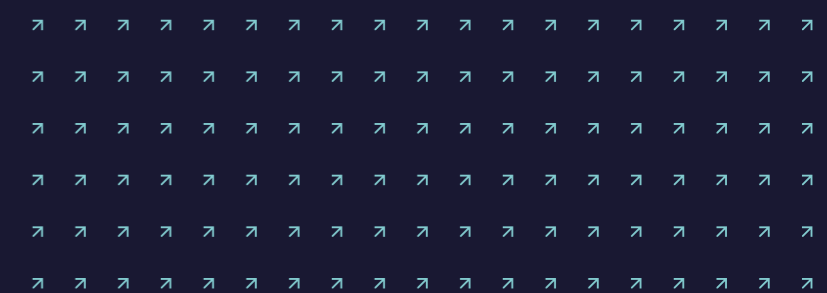
**It's one of the most exciting times for women's sport – the profile of elite sportswomen is higher than ever, more women are getting active, and there is a real focus on equal opportunities for girls and boys. Within cricket, our England Women's team are the 50-over World Champions, we are about to launch a new high-profile women's competition – The Hundred, and we have seen year-on-year growth of women's and girls' cricket clubs. Yet, women and girls remain underrepresented across every area of cricket.**

The ambition of our 2020-24 strategy for cricket, Inspiring Generations, is a generation inspired to say that 'cricket is a game for me'. Transforming women's and girls' cricket is one of six priorities within the strategy and represents the largest growth opportunity for the game.

For women's and girls' cricket, our ambition is to provide a clear path for women and girls from age five upwards to have a lifelong engagement and love for the game.

This document details our comprehensive action plan to transform women's and girls' cricket. We will invest an unprecedented £20m over the next two years, with an ambition of £50m over five years to enable organisations across the cricket network to recruit more dedicated resources, improve the player experience, and increase the opportunities to build careers in the sport.

This plan will be delivered in partnership with the network, with support from our delivery partners, commercial partners, broadcasters, Sport England, and Government.



**We have created a comprehensive ten-point action plan that aims to transform all elements of women's and girls' cricket in England and Wales to increase engagement, grow representation and improve opportunities across the game.**

Our plan tackles five areas: Participation, Pathway, Performance, Profile, and People.

### Participation

#### **Women and girls playing recreational, grassroots cricket**

We will increase the number of women and girls playing cricket recreationally

### Pathway

#### **The training and development pathway for talented girls under 17**

We will develop aspiring female cricketers (U11-17) as both players and people

### Performance

#### **The highest domestic level of women's cricket**

We will drive the performance of England women's cricket through a new semi-professional, eight region structure

### Profile

#### **The visibility and profile of our elite female cricketers**

We will elevate the profile of women's cricket through The Hundred, the England Women's team and the elite game

### People

#### **The people delivering cricket through officiating, coaching, volunteering, and in leadership roles**

We will increase the representation of women across the cricket workforce

The positive outcomes of the actions across these five areas create a virtuous cycle, amplifying the overall impact for women's and girls' cricket.

# INSPIRING GENERATIONS

Earlier this year, we released our 2020-24 strategy for cricket 'Inspiring Generations'. The strategy focuses on inspiring a new generation to play, watch and engage with cricket.

## OUR PURPOSE: WE CONNECT COMMUNITIES AND IMPROVE LIVES BY INSPIRING PEOPLE TO DISCOVER AND SHARE THEIR PASSION FOR CRICKET

Cricket is a special game. Fast and slow. Long and short. An art and a science. A test of body and mind. A team game, where individuals perform. It is a simple game, with layers of complexity.

And whilst it is just a game, it is also so much more than that.

It has respect, resilience and leadership at its heart, allowing the game to transcend age, gender, race and ability. It connects communities and improves lives by bringing people together, and binds them through a shared passion for cricket. It delivers profound mental, physical and cultural benefits and can help to positively shape the individuals, communities and societies involved.

It allows everyone to discover their own unique passion for the game – the moments and memories that are passed on for generations.

It is these qualities that we want to harness. We will ensure cricket's purpose is at the heart of all of our decision-making so that the game itself can thrive, whilst also driving positive social change.







Girls and boys, women and men, young and old, in the inner cities and beyond the suburbs; cricket is a game that belongs to us all. We will work as one game to take cricket forward, unified by this belief.

## OUR 2024 AMBITION: A GENERATION INSPIRED TO SAY THAT 'CRICKET IS A GAME FOR ME'

Our single biggest challenge during this period is to inspire a new generation to believe that 'cricket is a game for me'. We want to encourage more young people to form a lifelong relationship with cricket from an early age, to be passionate about the game throughout their lives, and to pass this passion on for generations to come.

Beyond just a new generation, we want people and communities to be united by the feeling that cricket is a game for them. This transcends simply participating, volunteering, following or attending, and gets to the heart of how people perceive cricket – as a game that has something to offer everyone.

The Inspiring Generations strategy will deliver on cricket's purpose and ambition through six priorities:

-  **GROW AND NURTURE THE CORE**  
Ensure that there is a thriving county network at the heart of the domestic game
-  **INSPIRE THROUGH ELITE TEAMS**  
Create and celebrate the heroes at the pinnacle of the elite game
-  **MAKE CRICKET ACCESSIBLE**  
Give more people the opportunity to engage with cricket more often
-  **ENGAGE CHILDREN AND YOUNG PEOPLE**  
Inspire a new generation of players and fans to develop a love for cricket
-  **TRANSFORM WOMEN'S AND GIRLS' CRICKET**  
Drive cricket's progress to becoming a truly gender-balanced sport
-  **SUPPORT OUR COMMUNITIES**  
Use our purpose to connect communities and improve lives more broadly across society

Underpinning the six priorities measures will be taken to secure the long-term sustainability of the game. The global and domestic sports market is dynamic and ever-changing, so we must ensure that cricket in England and Wales has strong structures and robust finances both now and in the future.

# TRANSFORMING WOMEN'S & GIRLS' CRICKET

## We will drive cricket's progress to becoming a truly gender-balanced sport

Our vision is to make cricket a game that is gender-balanced, with women and girls being properly represented across the whole game.

This means investing in the development of every level of the game – from young girls experiencing cricket for the first time, to heroes at the pinnacle of the elite game, alongside supporting female coaches, officials and administrators.



**£20m**

investment by 2021 to transform women's and girls' cricket



**500k**

girls in primary schools to receive a great cricket experience



**171%**

total funding increase for girls' County Age Group (CAG) Cricket



**40**

new professional contracts for female cricketers



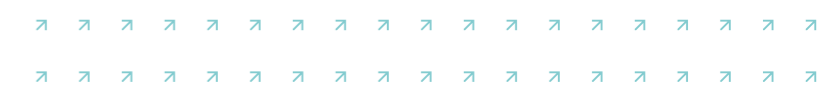
**8**

new regional teams for elite domestic cricket



**2,000**

female South Asian All Stars Activators trained by 2024



## OUR TEN-POINT PLAN

### PARTICIPATION

- 1 Create cricket offers that inspire girls to say 'cricket is a game for me'
- 2 Bring cricket to more primary and secondary schools
- 3 Build a strong, sustainable, and inclusive club network

### PATHWAY

- 4 Raise standards in girls' County Age Group cricket to provide consistency and excellence

### PERFORMANCE

- 5 Launch a new regional elite domestic structure for women's cricket
- 6 Introduce 40 new full-time professional contracts

### PROFILE

- 7 Drive engagement with The Hundred – Women's Competition
- 8 Increase the profile of elite women's cricketers and connect them to a new generation of fans

### PEOPLE

- 9 Increase the representation of women in the cricket workforce
- 10 Support more women to take on leadership roles in cricket

# THE CRICKET PATHWAY FOR WOMEN & GIRLS



## PARTICIPATION

- All Stars 1

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- New initiative linked to The Hundred 1

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- Primary & Secondary School Programmes 2

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- Girls' Club Cricket 3



- Women's Club Cricket 3

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- Women's County T20



## PATHWAY

- County Age Group (CAG) Cricket x 39 4

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- Emerging Player Pathways



## PERFORMANCE

- Senior Teams (8 x regions) 5 6

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- Academies (8 x regions)

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- England Women's Academy



## PROFILE

- England Women 8

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- The Hundred 7

## PEOPLE

### NON-PLAYING ROLES:

Volunteers

Committee Members

Officials

Coaches

9 10







SECTION TWO  
**DEVELOPING THE PLAN**

## THE PROCESS

**This plan is underpinned by robust research and consultation. Over the past two years, we have worked closely with the County network and wider cricketing community to test and challenge our proposals, which has shaped the plan published here.**

### 1. Desk research

We conducted detailed analysis using a range of internal and external data sources. We studied comprehensive research from Sport England, Women in Sport, and other organisations to understand the national landscape of female sport.

### 2. Consultation

We held multiple consultations with the 38 Counties and Cricket Wales, both formally and informally.

### 3. Primary research

We commissioned research on women and girls participating in cricket. This included surveying over 6,300 women as part of our recreational player review, holding in depth interviews with 117 people involved in delivering female cricket to identify what makes a successful club section, and reaching 1,700 women as part of our National Cricket Playing Survey.

### 4. Test and learn

We ran a programme with over 600 cricket clubs to test ideas and learn what makes for the most successful women's and girls' clubs.

### 5. External stakeholders and subject matter experts

We worked closely with subject matter experts from across the cricket network, including County CEOs and Directors, from both First Class and National Counties, ensuring those who will deliver this plan were fully involved in its development.



# THE FINDINGS

## WOMEN & GIRLS IN SPORT



### PARTICIPATION

**14%**

of girls are active every day, compared to **20%** for boys

**286,000**

more women are active for over 150 minutes a week compared to 12 months ago

**2.8%**

of women regularly play team sports, compared to **11.2%** of men

### PROFILE

**80%**

of girls aged between seven and 21 think that there should be equal amount of men's and women's sport on television

**59%**

of the UK population have an active interest in women's sport

**<10%**

of all sports coverage in media is of women's sport

### PEOPLE

**30%**

of NGB Board positions are held by women

**40%**

of women working in sport feel they are valued less than men in the workplace because of their gender

**2x**

men are twice as likely to volunteer in sport than women

## PARTICIPATION

**216k** women  
played cricket  
last year in **England & Wales**



**33k** women  
play cricket regularly  
(more than twice in 28 days)



**855** clubs with  
women's  
and/or girls' sections

**2m** girls have taken part in  
**Chance to Shine** since 2005

**22%** girls participated in  
**All Stars** in 2019

## PROFILE

**100%** **England Women's**  
home internationals in 2019  
broadcast live on Sky Sports  
& BBC Radio



**27k** total KSL  
attendance in 2019

**33%** of ticket  
purchasers for  
Women's Internationals in 2019  
were **female**

**180m** people  
estimated to have watched the ICC  
Women's Cricket World Cup 2017



## PATHWAY

**2500** girls playing  
County Age Group  
cricket in 2019

**140** County Age Group  
programmes  
delivered in 2019

## PERFORMANCE

**22** Centrally  
Contracted  
England Women players in 2019



**2nd** England Women's  
ICC world ranking in **T20I** cricket

**1** ICC global title  
in possession  
(ICC Women's Cricket World Cup 2017)



## PEOPLE


**6%** of all  
qualified  
cricket coaches are female



**7** female  
coaches  
with **Level 4** qualification

**2** female  
CEOs  
in the **18** First Class  
Counties & MCC

**56%** of County  
organisations  
have women on their Boards





SECTION THREE  
**OUR PLAN TO TRANSFORM  
WOMEN'S & GIRLS' CRICKET**

# PARTICIPATION

## OUR OBJECTIVE

To increase the number of women and girls playing cricket recreationally, making the experience relevant to their needs and motivations.

## WHERE WE ARE

Over  
**2,000**  
All Stars Centres  
with girls playing

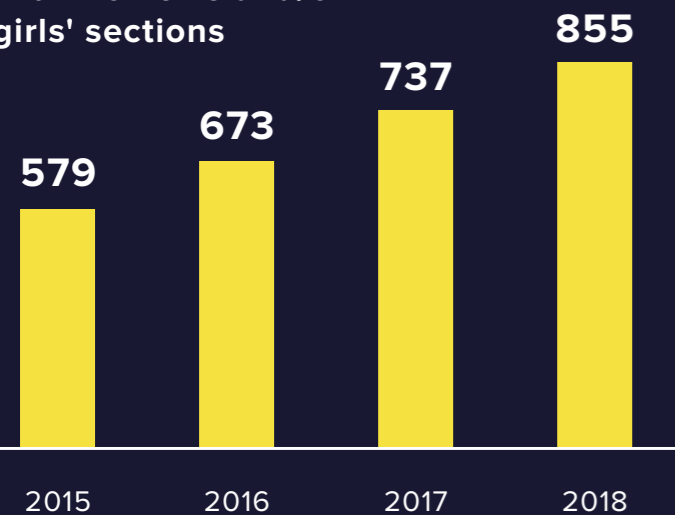
**22%**  
girls participated  
in All Stars  
in 2019

**2m**  
girls have played  
cricket at school through  
Chance to Shine

**PLAYING CRICKET  
AT SCHOOL**  
is the most frequent  
reason for children  
having an interest  
in the game

**8th**  
Cricket is the 8th  
most played team  
sport in school

Number of clubs  
with women's and/or  
girls' sections



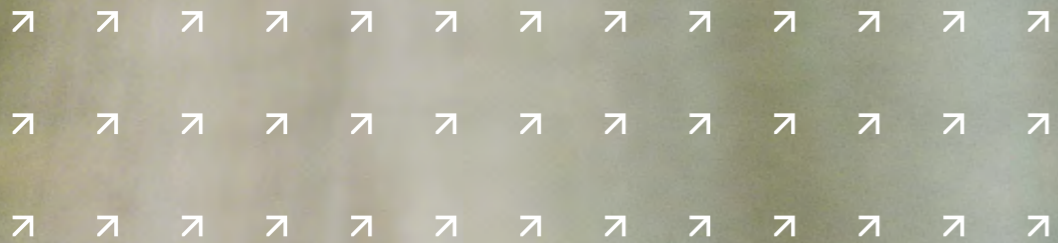
**10-15%**  
of women's and/or girls' club  
sections are lost per year



## WHAT WE WILL DO

We will introduce more girls to cricket, ensuring they have a great experience, and work with clubs to develop thriving local women's and girls' sections.

- 1 Create cricket offers that inspire girls to say 'cricket is a game for me'**  
Our national programmes, including All Stars, will provide more girls with a great first experience of cricket ensuring they have a fun, accessible route into cricket.
- 2 Bring cricket to more primary and secondary schools**  
Schools are the most effective way that we can get children, particularly girls, to have their first playing experience. Expanding our primary schools programme and developing a new secondary schools programme for girls, we will bring cricket to more girls than ever before.
- 3 Build a strong, sustainable, and inclusive club network**  
We will support clubs to create new women's and girls' sections, develop existing sections, and ensure that women and girls feel welcome and an integral part of the club cricket landscape.



**For a lot of the young girls who come and play it's about normalising the sport and ensuring we have an offer that suits what they want.**

**Johan de Silva**  
Highgate Cricket Club

Johan de Silva delivers cricket to the entire community at Highgate CC – men, women, boys and girls. Driven by a deep desire to grow the game and to introduce newcomers to the sport, Johan initially began coaching because he wanted to give something back to cricket. Since then, he's helped his club and his area take huge leaps forward. Rewarded for helping to bring around a 728% increase in All Stars participants in 2018 with the Middlesex Coach of the Year Award, he's continuing to dedicate his time to taking cricket to as many people as possible.

## PARTICIPATION



**CREATE CRICKET OFFERS THAT INSPIRE GIRLS TO SAY 'CRICKET IS A GAME FOR ME'**

**National programmes, delivered predominantly through cricket clubs, ensure there are compelling opportunities for boys and girls to play cricket across England and Wales.**

### All Stars

All Stars is our flagship programme for five to eight-year-olds. Launched in 2017, there are now over 2,000 centres delivering the 8-week programme aimed at providing the best first experience of cricket. The programme teaches basic cricket skills including catching, throwing and hitting moving balls, and social skills such as teamwork and communication.

In 2019 we doubled the number of girls participating to 15,000, however the proportion of girls participating is only 22%. We are working towards achieving gender balance across participants, through four key actions.

- Recruiting more female activators to deliver sessions
- Ensuring our consumer marketing reflects All Stars as for both boys and girls
- Providing guidance for clubs on how to attract more girls to sign up
- Supporting clubs and CCBs to consider what makes sessions welcoming for girls

### New participation initiatives

In 2020, ECB will launch participation initiatives linked to The Hundred that will seek to grow the numbers of girls and young women playing cricket.

At its heart The Hundred is about growing the game. It is about inspiring more people to attend, watch and play cricket.

Thousands of young people have been inspired to pick up a bat or a ball through our national programmes and we want to increase those numbers and make sure that as many young people as possible have a chance to build a lasting relationship with cricket.



It was wonderful to see the children's confidence and abilities absolutely flourish week on week. The Chance to Shine sessions were pacy, active, engaging and built confidence in some of our children with low self-esteem.

**Vanessa Slingsby**  
Year 2 teacher and PE Coordinator  
Newcastle upon Tyne



## PARTICIPATION

### BRING CRICKET TO MORE PRIMARY AND SECONDARY SCHOOLS

Growing cricket in schools is a critical element of our Inspiring Generations strategy. Most lifelong relationships with the game start with playing it as a child, and schools are the most effective way that we can get children, particularly girls, to have their first playing experience. Next year, we will publish our detailed plan for cricket in schools, but a brief overview is provided here.

#### Primary schools

Our primary schools programme is already well established: over 2m girls have taken part in Chance to Shine since 2005, and in 2018 Chance to Shine delivered cricket coaching, learning and competitions in 4,816 state primary schools – almost a quarter of the schools in England and Wales.

Over the next five years, working with our delivery partners, we will double participation to reach 500,000 girls.

We have worked in collaboration with Chance to Shine and EdComs, a specialist education agency, to develop our initial plans, which are now being finalised following consultation with the network, teachers, and education experts.

#### Secondary schools

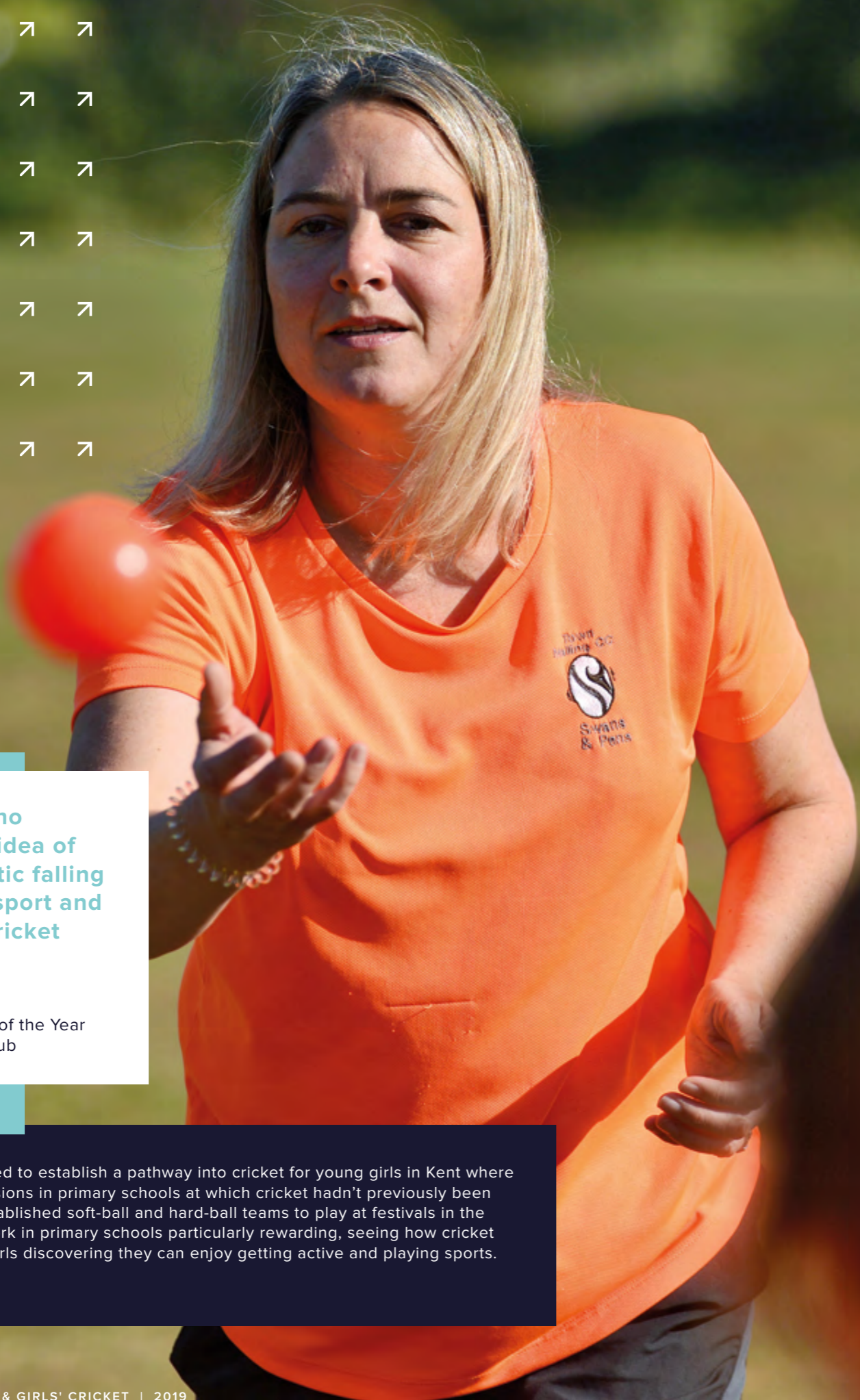
Research suggests that girls of secondary school age are more receptive to trying and taking up new sports than boys. However, girls are generally less active than boys, find sport less enjoyable and are less confident in their ability. The gender gap in activity widens in secondary school.

A girls' secondary schools programme, focused on 11-14-year olds, offers an important opportunity to introduce (or reintroduce) girls to cricket, at a time when they are still selecting their 'favourite' sport.

We will work in close collaboration with schools and the cricket network to develop, pilot, and rollout a secondary school programme. The focus will be on ensuring a sustainable programme that can be delivered by PE teachers within schools, rather than being reliant on external coaching.

We recently supported Lancashire Cricket to launch their strategy for cricket in Greater Manchester – a partnership between Greater Manchester Combined Authority, Lancashire Cricket, and ECB. As part of this partnership we will be delivering Chance to Shine to 20 new secondary schools to improve resilience and leadership skills in teenage girls.





**I've seen girls who grimaced at the idea of anything energetic falling in love with the sport and skipping off to cricket with a smile.**

**Anna Tunnicliff**  
NatWest OSCAs Coach of the Year  
Town Malling Cricket Club

Anna Tunnicliff has helped to establish a pathway into cricket for young girls in Kent where she has run start-up sessions in primary schools at which cricket hadn't previously been played. She has also established soft-ball and hard-ball teams to play at festivals in the County. She finds her work in primary schools particularly rewarding, seeing how cricket can be the catalyst for girls discovering they can enjoy getting active and playing sports.

## PARTICIPATION

### BUILD A STRONG, SUSTAINABLE, AND INCLUSIVE CLUB NETWORK

**We need a strong network of women's and girls' club sections to retain the girls who develop an interest in cricket through school, national programmes or independently.**

Over the past year, we have worked closely with over 600 clubs to determine what makes a strong, sustainable and inclusive environment for women and girls. Unless women's and girls' cricket is fully integrated into a club as part of its core offer, sections are vulnerable to closing.

From 2020, we will fund Club Development Officer roles within the County network. They will:

- Develop new women's and girls' club sections
- Strengthen existing sections by supporting recruitment and retention of players and volunteers
- Improve representation of women within club committees
- Tailor the coaching and formats to the needs of members

Through ringfenced funding, we will support clubs to deliver projects that specifically improve the experience for women and girls at recreational level.

Over the past two years, Walton-on-Thames has created a thriving women's section with the support of Jo Cook. She first established the team to take part in local Softball festivals, and in the hope of giving girls at the club a women's team to aspire to.

Working closely with Surrey County Cricket Club, she secured coaching support for the first few weeks to teach players the basic skills. The team now meet all year round, including indoor net sessions through the winter to ensure they are primed for the next season.

**Jo Cook**  
Captain, Pen Players at Walton-on-Thames Cricket Club

# PATHWAY

## OUR OBJECTIVE

To create a high quality, accessible, localised talent pathway that develops aspiring young female cricketers (U11–U17) as both players and people.

## WHERE WE ARE

Across England and Wales, girls' County Age Group (CAG) cricket is an essential part of the talent pathway for developing future elite cricketers.

**2,500**

girls are part of a CAG programme

**140**

programmes run across England & Wales

## WHAT WE WILL DO

We will support Counties to improve the quality and consistency of girls' County Age Group programmes through programme funding, additional workforce, and improved guidance.

### 4 Raise standards in girls' County Age Group cricket to provide consistency and excellence

Investment will focus on enabling Counties to deliver higher quality programmes, recruiting Talent Managers to support programme delivery, and increasing our guidance on programme delivery and skills benchmarks.



“

It's fantastic that there's a big increase into County Age Group funding from next year and we all need to work together to harness the enthusiasm and the talent of young girls across the country.

Warren Carr  
Devon Cricket



Warren Carr has had a big influence on the women's and girls' game across the County of Devon, managing various age-group sides across the years and currently leading the senior County team. Throughout the time in which he's been involved the club game has continued to grow, with two more teams joining the two-division structure next season. Involved in Talent ID for ECB, Warren also acts a mentor to young female coaches.

## PATHWAY

### RAISE STANDARDS IN GIRLS' COUNTY AGE GROUP CRICKET TO PROVIDE CONSISTENCY AND EXCELLENCE

Our focus will be on increasing the quality and quantity of coaching, contact time and the number of girls participating in a talent development environment through increasing our funding, workforce, and guidance.

#### Funding

We will provide Counties with significant increases in funding to support CAG programme delivery to:

- Enable use of higher qualified coaches
- Run regionalised leagues for U11/U13 to reduce travel times
- Support more Counties to deliver all age groups from U11 to U15
- Establish Emerging Player Pathway programmes

#### Workforce

We will fund eight Talent Managers across England and Wales in 2020, with an ambition to increase this to a minimum of 16 over the course of the plan. Talent Managers will:

- Help identify talented girls and provide them with access to high-quality programmes
- Deliver Emerging Player Pathway coaching for the most talented girls
- Support Counties to create and deliver talent development plans
- Develop coaches and coaching within the CAG programmes
- Allow us to have a regional focus across England & Wales

#### Guidance

We will increase our guidance to support Counties to deliver consistent CAG experiences across the country. We will:

- Create a Talent Development Framework providing guiding principles for player development (what is required at each age and stage of a player's development)
- Introduce Minimum Quality Standards for girls' CAG to improve consistency and raise standards

# PERFORMANCE

## OUR OBJECTIVE

To drive the performance of England women's cricket through a new eight region structure that will provide world class training, coaching, and match-play opportunities for future professional cricketers.

## WHERE WE ARE

Our current domestic structure has:

**35**

women's teams including Cricket Scotland, Cricket Wales, and The Netherlands

**59%**

of Women's County players are under 19

**22**

professional female cricketers in 2019 compared to **120** female cricketers in Australia and over **400** in the men's game

The current structure does not give women and girls the best opportunity to reach their full potential. To transform the performance level of women's cricket, we need to tackle two key challenges: the domestic structure and career opportunities.

Several recent initiatives have demonstrated the value of regional focus for developing talented female cricketers:

- Regional Development Centres, funded by Sport England, providing regional training programmes.
- The Kia Super League which ran from 2016-2019 provided a springboard for several current England players and demonstrated the quality of competition that can be achieved by bringing together the most talented players in a best vs best environment.



## WHAT WE WILL DO

We will professionalise elite women's domestic cricket by launching a new regional structure with high-quality training, development opportunities, and dedicated support to the next generation of England players.

### 5 Launch a new regional elite domestic structure for women's cricket

The new structure will deliver year-round training programmes, have a dedicated workforce for women's domestic cricket, and introduce two new elite domestic competitions in 50-over and T20.

### 6 Introduce 40 new full-time professional contracts

These contracts, outside of the Centrally Contracted England Women, will bolster the pipeline of talent, giving them the opportunity of a career in cricket.

Whilst this is an exciting, transformational change for women's cricket, it is not the destination. As the elite women's domestic game gains momentum, we will continue to evaluate the structure and look to increase the number of professional contracts, and potentially the number of regional teams.

# PERFORMANCE

## LAUNCH A NEW REGIONAL ELITE DOMESTIC STRUCTURE FOR WOMEN'S CRICKET

**In 2020 we will launch a new regional model for women's and girls' cricket. Each region will have a recognised Regional Host who will work collaboratively with Counties in their region to deliver a coordinated approach to women's and girls' cricket, with a focus on developing future professional female cricketers.**

The success of the innovative ways of working in the Kia Super League has demonstrated that collaborative cross-County working can deliver great results for the women's game. Each region will have its own identity, allowing cricket fans in the region the opportunity to support their local women's team. It won't signal the end of an individual County's relevance. The new system will empower every County to focus on growing women's cricket in their area.

The regional structure will feature year-round training programmes, a dedicated workforce, and a best vs. best competition.



**It's eminently sensible with the player pool available across England and Wales to have eight centres strategically placed around the country in order to benefit both current and future players in the women's and girls' game.**

**It is vital that we have a structure in place from grassroots to England that allows young girls enjoying their early days in the sport to see a pathway right to the top.**

**Mark Arthur**  
Chief Executive,  
Yorkshire County Cricket Club



### Year-round training programmes

Each region will have a Senior Team and an underpinning Academy. Significant funding will be provided to support the year-round programmes and to ensure high-quality training and competition environments.

The training programmes will include one-to-one and squad coaching throughout the year, with T20 and 50-over competitions during the summer.

### Dedicated workforce

Each region will be led by a Regional Director of Women's Cricket, who will link together the initiatives detailed in this plan, from participation through to performance. They will be supported by a new team of coaching staff, as well as sports science and medicine staff and operations staff, all of whom will be dedicated to women's cricket.

This workforce – both cricket-specific and science & medicine staff – will have a huge impact on the professionalisation of the women's domestic game by imparting their expertise on the players in a full-time setting.

### Best vs. best competition

A key aspect of the new regional model is the establishment of new T20 and 50-over domestic competitions. The importance of high-quality competitive matches in a player's development cannot be underestimated – they are vital for preparing players for international cricket. The Kia Super League demonstrated the impact of these opportunities, particularly for aspiring players.



# PERFORMANCE

## INTRODUCE 40 NEW FULL-TIME PROFESSIONAL CONTRACTS

**To make cricket a viable career option for girls, we must provide more opportunities to earn a living through playing at a professional level.**

In 2014, we took the first step when we established the England Women as a full-time professional team. This new plan marks a significant next step to further professionalise the women's game.

From 2020, we will fund 40 new full-time professional contracts, five per region, for non-England Centrally Contracted cricketers. These contracts will enable players to put their full focus on developing their cricket skills and fitness, further raising the standards within elite women's cricket.

This will increase the total number of professional female cricketers, with an ambition to increase this further over time.



**Forty new professional contracts is hugely exciting. It's good for individuals, and it also means the pool of talent gets deeper which will stand England in good stead over the long-term.**

**Sophia Dunkley**  
England & Middlesex

Sophia Dunkley made her international debut in 2018 and went on to make a good impression at the ICC Women's World T20 in the West Indies. A full-time student at Loughborough University, she was a product of Finchley CC and Middlesex, before also impressing for Surrey Stars in the Kia Super League. With hopes of one day acquiring an England Women's Central Contract, Sophia is one of many players who could potentially benefit from one of the 40 contracts across the eight regions.



# PROFILE

## OUR OBJECTIVE

To elevate the profile of women's cricket through The Hundred, the England Women's team and the elite game, creating heroes and increasing awareness.

## WHERE WE ARE

### Attend

**33%**

of ticket purchasers for Women's Internationals in 2019 were female

**27k**

total Kia Super League attendance in 2019

**150k**

female attendees at ICC Men's Cricket World Cup 2019

### Watch

**180m**

people estimated to have watched the ICC Women's Cricket World Cup 2017

**70k**

avg. UK TV audience for Women's Internationals in 2018

**202k**

avg. UK TV audience for the Kia Super League final in 2018

### Follow

**239k**

female followers on ECB Twitter

**93m**

digital engagements in five weeks with the Kia Super League 2019



## WHAT WE WILL DO

We will showcase inspirational female cricketers both on and off the pitch, raising the profile of players and bringing elite women's cricket to more households.

### 7 Drive engagement with The Hundred – Women's Competition

The Hundred will be the first time women's and men's team are presented together in a major tournament, as well as bringing domestic women's cricket to free-to-air TV.

### 8 Increase the profile of elite women's cricketers and connect them to a new generation of fans

We will continue our work to increase the profile and awareness of our England Women's team. Through written profiles, social media, and video content, we will bring their personalities and stories to households across England, Wales, and the rest of the world.



**The exposure and reach that The Hundred can bring to the women's game could be a real game-changer.**

**Danielle Hazell**  
Northern Superchargers Head Coach  
The Hundred

A two-time Ashes winner and part of the victorious 2009 and 2017 World Cup winning squads, Danielle Hazell retired in 2019 and immediately transitioned into coaching. From next year she'll head up the Northern Superchargers, the Leeds-based team in The Hundred, and she believes the increased profile and exposure of the competition can help take the women's game forward.



## PROFILE

### DRIVE ENGAGEMENT WITH THE HUNDRED – WOMEN'S COMPETITION

**The Hundred is our new and exciting 100 ball format that will launch in July 2020 with the women's and men's competitions running concurrently over a five-week period.**

The competition is set to attract some of the world's best players, playing in eight new city-based teams and will be broadcast live on Sky Sports and free-to-air on the BBC. The competition will give children and young people a new opportunity to experience cricket with their families and attract a new generation of fans to cricket.

The Hundred will be ECB's flagship, high-profile domestic competition for the women's game. It will focus on maximising the profile of domestic women's cricket at a local level, inspiring more grassroots participation and engaging fans of the sport.

It gives us a unique opportunity to build something completely new and present professional women's and men's teams on the same platform from inception, alongside bringing domestic women's cricket to free-to-air TV for the first time, to create significant scale and reach.







**It's all about normalising cricket for girls. It's not a boys' sport, it's a sport for everyone and we're making massive progress in that area.**

**Heather Knight**  
England, Berkshire & London Spirit

## PROFILE

### INCREASE THE PROFILE OF ELITE WOMEN'S CRICKETERS AND CONNECT THEM TO A NEW GENERATION OF FANS

**Heather Knight has taken England to two ICC finals in her three years as England captain, including a memorable ICC Women's World Cup victory in front of a sold-out Lord's in July 2017.**

Life as an England cricketer has changed a lot since I made my debut. Sometimes, when you're right in the middle of it, you don't think about the progress that's being made – you need to take a step back to take it all in and appreciate the rate of change.

We weren't professional when I made my debut in 2010. I was a student at Cardiff University and things were pretty different. I was playing in a University competition at Lord's when I got the call that I had been selected to fly out to India.

I rushed to Heathrow on a bus to get the flight. I was by myself and I had some training kit but no playing kit. I ended up playing in a blank ODI shirt. I'd hardly met any of the other players before my debut. We got expenses, but no pay.

Four years later and central contracts for about 15 of us were introduced. That was a huge step-change. This strategy is the next step in that journey; it's a big step and it's massively exciting.

When I think of the difference between my early days in an England shirt and now, I think about how different the domestic game is about to become with this investment, professionalism and profile.

One of the most amazing aspects of 2017 was witnessing how we were impacting on young girls. I literally had no idea that there was an England Women's cricket team until I was about 14.

At the World Cup there were these excited young girls in the crowd, with face paint on and bats in their hand and they wanted to be the next Nat Sciver or the next Anya Shrubsole. They were queuing up for autographs and imitating us.

It's all about normalising cricket for girls. It's not a boys' sport, it's a sport for everyone and we're making massive progress in that area.

We've obviously had great support from Sky Sports and BBC for a long time now – there were genuine tears in both commentary boxes when we won back in 2017! And that support is set to increase across the next five years.

And then you look at the digital world and people's awareness of the women's game is just going up and up. The line about 'if you can't see it, you can't be it' is very true, and it's really exciting to be part of the game as it continues to grow and grow.

When I was young that visibility wasn't there. My heroes were men's players I saw on TV and the other players I knew and played alongside were boys. That's changing – and this strategy is about accelerating that change and making cricket truly a game for all.

Following a joint bid by the England and Wales Cricket Board and the International Cricket Council Women's T20 Cricket will be part of the Birmingham 2022 Commonwealth Games. Fans can expect to see eight women's cricket teams competing at Birmingham's iconic Edgbaston Stadium, in what will be the biggest female sports programme in Commonwealth Games history.



# PEOPLE

## OUR OBJECTIVE

To increase the representation of women across the cricket workforce, in both volunteer and paid roles, with a particular focus on women in leadership.

## WHERE WE ARE

### Leadership

**2**

female CEOs  
in the 18 First Class  
Counties & MCC

**30%**

female representation  
on ECB Board

**56%**

of County organisations  
have women  
on their Boards

### Workforce

**6%**

of qualified coaches  
are female

**7**

female coaches  
qualified at **Level 4**

**73%**

claim lack of volunteers  
is a barrier for growing  
women's cricket

**3%**

of umpires  
are female

**29%**

of scorers  
are female

**77%**

of female volunteers  
have more than one role



## WHAT WE WILL DO

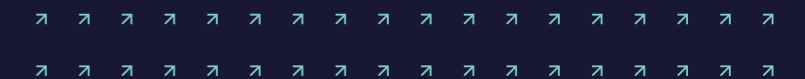
We will continue to improve the diversity of our workforce at ECB and support the network in implementing their own diversity and inclusion plans to ensure everyone can say that 'cricket is a game for me'.

### 9 Increase the representation of women in the cricket workforce

We will proactively recruit more women to work in cricket, as well as train as coaches, umpires, and scorers. Through a new Volunteering Action Plan and our South Asian Action Plan, we will attract a diverse range of women to volunteer in cricket.

### 10 Support more women to take on leadership roles in cricket

Through a dual approach of supporting County governance reform and launching a game-wide leadership programme we will increase the number of women on Boards and in leadership roles across cricket.



# PEOPLE

## INCREASE THE REPRESENTATION OF WOMEN IN THE CRICKET WORKFORCE

### Working in cricket

Working closely with the network we will encourage more diverse shortlists for positions across both men's and women's cricket. We have seen improved gender diversity through considering the impact of branding, language, and where job adverts are posted on attracting women to apply.

It is important more women get the opportunities to develop their skills, experience, and track record at an elite level, opening further opportunities in the future. The new eight region structure for women's domestic cricket will introduce new paid roles across England and Wales in coaching, sport science and medicine, as well as administrative functions. The Hundred has also announced five female coaches to date.

### Coaches and officials

We will continue to remove barriers that discourage or prevent women from progressing as coaches or officials.

**"The more girls who see female umpires, the more it will encourage the mums, sisters and other non-players to give it a go."**

Anna Harris, Umpire

Our coach development pathway has changed recently to create a clear pathway from support coach through to international level. Over the next two years, our focus will be to:

- Increase the number of female Coach Developers
- Deliver female-only Foundation coaching courses, as part of the South Asian Action Plan
- Proactively identify and encourage female coaches to enrol in our Advanced and Specialist Coach programmes
- Provide mentoring to support women through their training

### Volunteering

Volunteers are the foundation upon which many aspects of our Inspiring Generations strategy are built. There are currently an estimated 42,000 regular volunteers within cricket, including coaches, umpires, scorers, club management and club boards, and groundskeepers.

We have ambitious plans to double the number of volunteers in the game including creating a new wave of officials and community coaches. We will begin consultation on our volunteering plan in Winter 2019, with a view to launch the first phase of activities in Autumn 2020.

As part of expanding our All Stars programme, we have an ambition to recruit 2,000 female South Asian activators over the next four years. These activators will lead or support delivery of All Stars programmes within ten cities across England and Wales. We are making strong progress with 300 recruited in the first six months of the programme.



**I wanted to start volunteering to help everyone – girls, mothers and boys, to get active through cricket.**

**Nafisa Patel**  
All Stars Activator, London

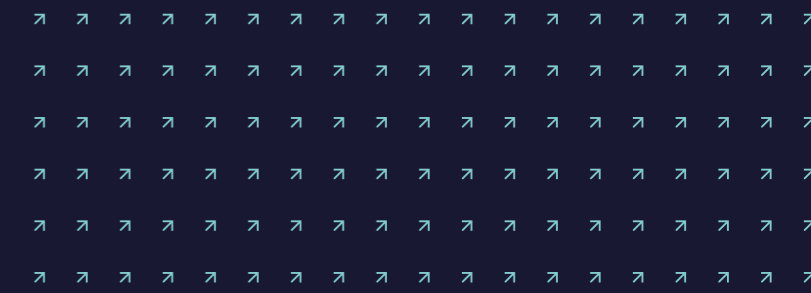
Nafisa Patel had followed cricket for 15 years without being involved in the sport before deciding to become a volunteer this year. She has quickly established herself as a leader in her community, starting by supporting All Stars sessions at Barking Mosque. She then led sessions at Newham CC before creating opportunities for mothers and daughters in partnership with the Muslimah Sports Association. She is training to be a cricket coach to further her involvement.



**I know how important it is to have role models across the game as well as on the field of play.**

**Katie Berry**  
Director of Participation & Safeguarding,  
Middlesex County Cricket Club

Katie is the Director of Participation & Safeguarding at Middlesex County Cricket Club where she has worked in a number of roles for 15 years. She grew up in the east end of London where her interest in cricket was first ignited by a primary school teacher. She had to travel across London to get to her local club which has motivated her to ensure the game she loves is easily accessible to women and girls across all London boroughs and that investment in the game is best utilised to ensure more opportunities for female players at all levels.



## SUPPORT MORE WOMEN TO TAKE ON LEADERSHIP ROLES IN CRICKET

**ECB is committed to promoting diversity and inclusion across cricket from those playing the game, watching, volunteering, officiating, coaching, and working, so that everyone can say 'Cricket is a game for me'.**

We support the goals of Sport England and UK Sport's Governance Code to make cricket an inclusive and diverse environment where everyone can thrive and be themselves. Our four-year Diversity Action Plan is coming to a close this year and we are in the process of creating our 2020-24 Inclusion & Diversity strategy to align with Inspiring Generations, which includes a focus on increasing diversity in leadership roles, including women in leadership.

### Supporting County governance reform

It is well established that more diverse Boards lead to better outcomes for businesses. Increasing the representation of women in leadership positions in cricket will be good for everyone across the game. In 2019, ECB achieved 30% female representation on our Board and have seen the benefits this diversity brings to decision making.

We will work with all County organisations to set targets and tangible steps to improve gender diversity on their Boards.

### Deliver a game-wide leadership programme

We will support Counties in their journey to becoming more diverse and inclusive organisations. This will include considering how recruitment policies, training, and targeted initiatives can contribute towards a more diverse and inclusive culture.

We will take learnings and best practice from internal initiatives that have been delivered as part of the Diversity Action Plan, including our RISE programme designed specifically for women.



SECTION FOUR  
**FURTHER INFORMATION**



## MEASURING THE IMPACT

Following the end of the 2019 season, we will baseline our current women's and girls' offers across England and Wales. It is important we begin with accurate figures to understand the impact of our action plan.

### Our measures of success will be:

- Number of women and girls playing cricket (both regularly and once per year)
- Quality of pathway and performance programmes
- Percentage of female players in our talent system achieving benchmarks
- Number of women and girls engaging with cricket (following, watching, attending)
- Percentage of women in leadership positions within cricket



## GOVERNANCE

To deliver this ambitious plan, we intend to continue the approach of working collaboratively with the network both formally and informally.

We will form a Transform Women's and Girls' Cricket steering group to monitor progress and take decisions, which will include representatives from Counties.

Each region will also have its own regional advisory group, consisting of key decision makers from each County and ECB representation.



## CONTACT DETAILS

If you or your organisation want to get involved in women's and girls' cricket you can:

- Find your local playing opportunities on [www.ecb.co.uk/play](http://www.ecb.co.uk/play)
- Find out more about the England Women team on [www.ecb.co.uk/england/women](http://www.ecb.co.uk/england/women)
- Sign up to The Hundred on [www.thehundred.com](http://www.thehundred.com)

For any media enquiries please contact [media@ecb.co.uk](mailto:media@ecb.co.uk)

## SOURCES

**Data** ECB analysis | Two Circles analysis | Sport England Active Lives Women in Sport | Girlguiding | DCMS

**Photography** Getty | Leo Wilkinson Photography | Julian Herbert | Youth Sport Trust

