



## **Cricket in Wales & impact of Sport Wales Funding model changes – Response to Senedd sub-committee Inquiry into Participation in Sport in Disadvantaged Areas (4 May session)**

### Context:

- Female participation up 658% 2013-2021\*
- Open age membership 31% up – over half are women and girls (Girls now account for 22% of junior play)
- Junior participation up 63% since 2013
- Volunteer base increased 68% since 2018
- Current affiliated club membership among ethnically diverse communities – on average 10%
- Wales accounts for nearly 8% of all participants in All Stars (for 5-8yo) and Dynamos Cricket (8-11yo) across England & Wales;
- We are second only to Yorkshire in All Stars (Yorkshire has 4x the number of clubs and 2x the population of Wales); We currently have the highest number of 2022 Dynamos participants of all counties in England and we over-index significantly on female participants in both programmes.
- Primary School children reached in an academic year in Wales through the [Chance to Shine Schools](#) programme (delivered free to schools): 40,000
- Chance to Shine Street projects are due to launch in Wales in Summer 2022, for the first time, to provide more access to cricket where there is no club provision in underprivileged areas.

\*Summary audit findings (2021) can be found in appendix

The Current joint-strategy for Cricket in Wales, with Glamorgan Cricket, can be found here: [Strategy | Cricket Wales](#)

### Future funding:

Sport Wales indicative funding cut to Cricket from FY 2023/24, based on 2015 School Sport Survey data, is estimated to be 61% (from a current level of £603k).

We are not able to access performance funding as, despite being a major team sport, growing exponentially, by any measure or group, Cricket is not an Olympic or Commonwealth Games core sport, so has no track record in winning medals, nor has an opportunity to do so for the foreseeable future.

We believe this a very narrow measure of on-field success and does not equitably account for the potential to inspire young people to play a sport, especially one which is very relevant to, and widespread in, our communities in Wales - and enjoys a high-profile, especially with coverage of the Hundred on both BBC and Sky TV, with women's and men's games side-by-side.

Currently, we are one of a **very** small number of Welsh NGBs who can tell girls they can earn a living playing our sport, even as a domestic athlete.

**The estimated reduction in development funding will have a significant impact on our ability to continue to support the growth of women's and girls' cricket, to expand our ability to deliver in urban areas and support non-traditional cricket, which is played disproportionately by ethnic minority communities.**

**The planned cut to our performance funding could essentially end our ability to provide the best club cricketers (boys and girls) the opportunity to develop in regional cricket, and make**



their way onto the Wales Age Group programmes (which Glamorgan Cricket are funded by the England and Wales Cricket Board to deliver); Wales' vast geography makes this step in the pathway absolutely essential, to ensure players on the fringes or late developers are not lost – and that we can continue to support the explosion of girls' participation and growth of talented players in the pathway.

**Most of all, it will significantly hamper our availability to provide tailored, trusted support to our 190 affiliated clubs.**

Please feel free to consult the [ECB's mapping tool](#) which you can manipulate to show our clubs overlaid with demographic data – an example screenshot is in appendix.

The current model also does not allow for innovation and tactical opportunities to meet latent demand (eg through programmes such as women's soft ball), and the opportunity afforded by major events and tournaments – eg Welsh Fire playing on BBC Sport across the summer and the 2030 home nation Cricket World Cup, which will be hosted by Wales, Scotland, Ireland & England.

Nor is there any consideration given in the model to sports which are 'lifelong' – our sport can be played by 5 year olds to 75 year olds; 3 generations can – and often do – play in the same team in some communities. The advent of our flagship programmes has also engendered a whole-family approach in clubs, where all members can play, coach, volunteer often all at the same time, thus offering a holistic sport experience.

It is our strong belief that the new funding model will have unintended consequences of potentially over-funding technical and/or individual sports with multiple medal potential, without requiring any track record of success, or significant participation or diversity of participants, especially from disadvantaged areas.

#### Our Ask:

That the uniqueness of Cricket's position as an outlier of the proposed model, especially from a performance perspective (as a major sport which does not appear at Major Games – through no fault of Cricket Wales, or, indeed, the ECB), is rectified, and an equitable opportunity to access this stream of funding is put in place.

That the model is afforded flexibility to sustain dynamic sports with clear past and projected continued growth, and is proportionate to the number of thriving clubs and places to play, which already exist and must be maintained.

While we do not expect to retain the same levels of funding from Sport Wales, and we have already put in place efficiencies to mitigate some of the known loss, particularly around the performance programme, we believe we require £350-400k of Sport Wales investment pa to allow a sport of our size and potential to sustain our programmes and growth, and continue to provide opportunities to the target groups identified in our strategy; u18s (esp 5-11 yo), female participants and ethnically diverse groups.

- Cricket has clearly demonstrated its ability to engage with these groups and in the case of diverse communities, we believe we have the greatest potential of all sports; Please see an example of our whole-sport approach recently at Grange Pavilion, Cardiff: [Glamorgan: 'We want people from all across Wales playing cricket' - BBC Sport](#)

While we are afforded excellent support by the ECB in respect of facility investment, we would also welcome a matching arrangement, to advance our goals, and strategically invest into pavilions and playing areas (ie wickets, especially non-turf pitches which we would seek to place in schools and on local authority-maintained squares).



The average age of a pavilion in Wales is over 50 years and our indoor provision (both quantity and quality) is also very poor compared to the demand, which is ever-increasing, in line with the growth of female participation.

Cricket is also committed to its own goals of social inclusion; To this end, the Street programme will be match-funded by ECB and Chance to Shine in Wales and will have huge potential to provide access to participation in the most deprived areas of Wales, in non-traditional settings where there are barriers to tradition club membership (whether cost or accessibility/availability).

We would seek Sport Wales' support to expand and expedite the roll-out of [Chance to Shine Street](#), Cricket initiative, and ideally enhance the [Lord's Taverners' Wicketz](#) programmes, across Wales.

Street is Sport England-funded in England, and has not previously been possible in Wales, but we will have 2 initial projects (in Cardiff & Newport) start this summer. There is scope – and the realistic need - however, for up to 20 in the next 12 months.

An investment of just £35,000 pa from Sport Wales, with already committed matched-funding from C2S and ECB, would allow 20 Street programmes to start by April 2023 in Wales – an in turn, enhance our own opportunities to attract other public and private funding to expand the programme even further, in line with our strategy.

Leshia Hawkins

Chief Executive Officer

Cricket Wales

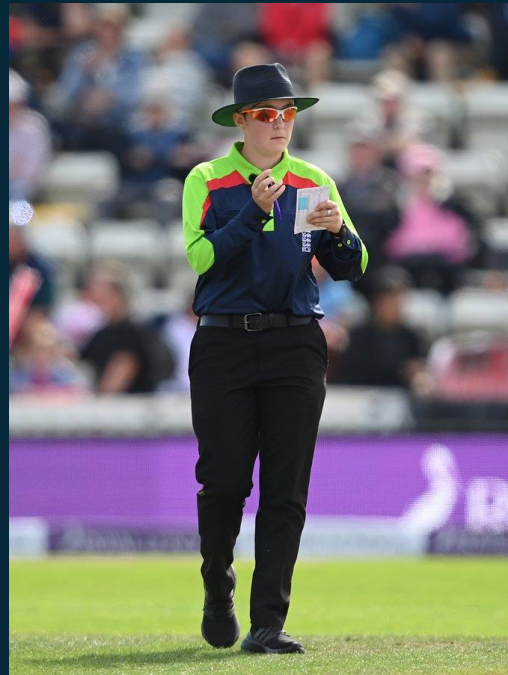
May 2022

Appendices:

- 1) 2021 Affiliated Club Audit Summary
- 2) ECB Mapping data – illustrative example of cricket clubs in areas of deprivation in Wales



# The 2021 **Wales** Club Audit



# The **2021** Club Audit HEADLINES

Total Open-age membership is up **31%** since 2013 (half of this growth is female)

Junior participation is up **64%** since 2013

Trained volunteers increased, to meet growth, **+63%** since 2018

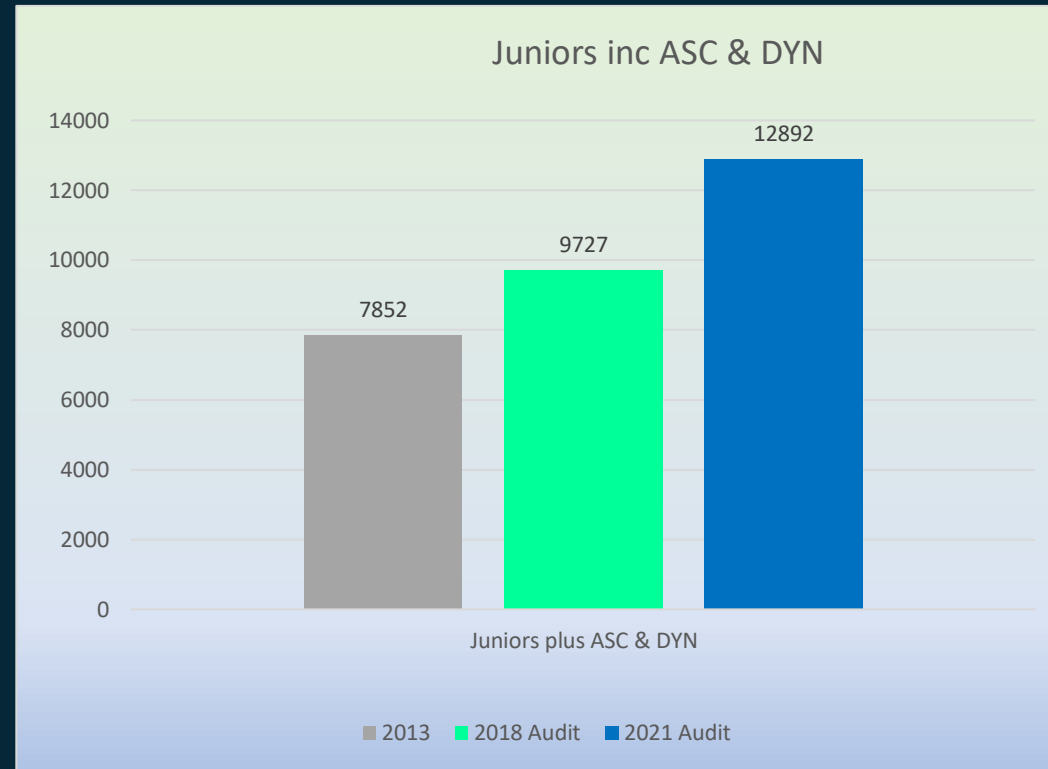
Our key programmes have driven overall growth of **49%** (7,140 people) since 2013 - with **MORE** to come; club demand for programmes is also growing.

Clubs are **thriving** and are centres of their communities



# The **2021** Club Audit

## Focus on Female Participation Growth



Proportion of female club members has grown from 2% in 2013, to 6% (2018), to 13% (2021).

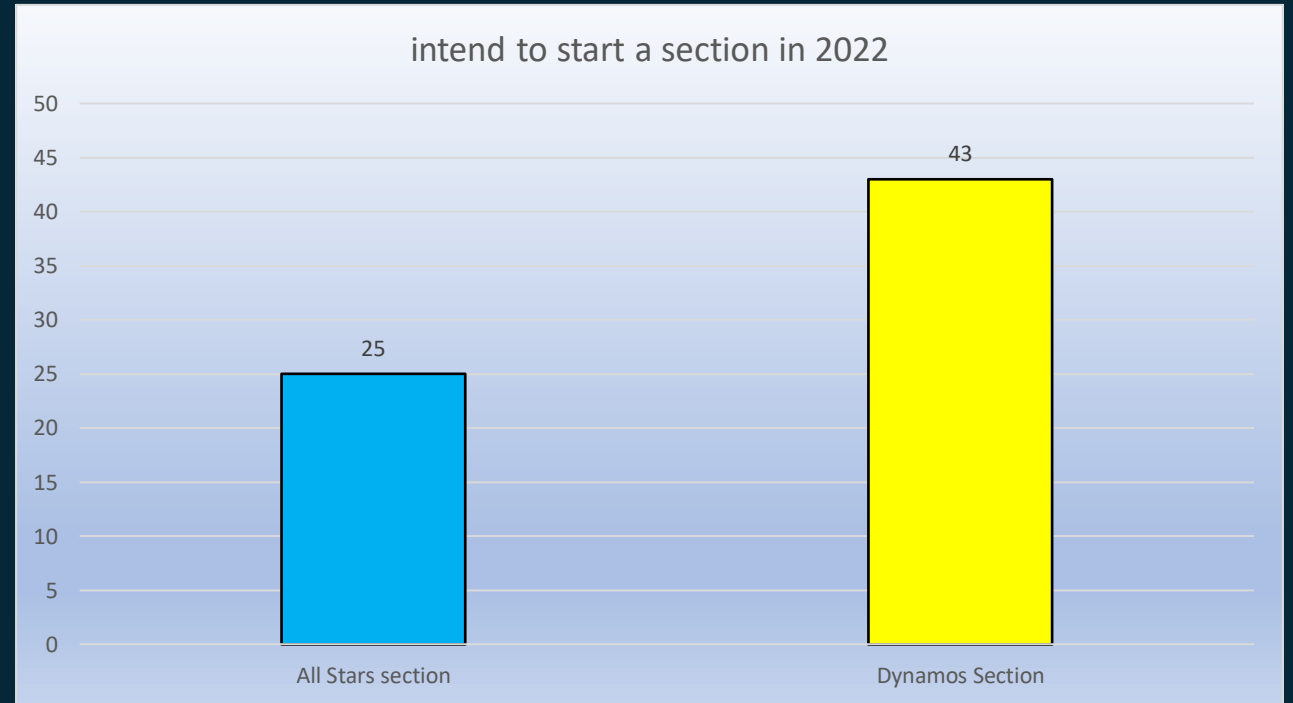
Girls' participation proportion has increased from 10% to 2013, to 17% (2018) to 22% (2021).

*Nb overall participation has also grown in this time.*

*Again, overall membership has also grown.*

# The **2021** Club Audit

## Giving Every Young Person a Great Start



118 Clubs in Wales already run All Stars – with the addition of the 25 above, the programme will be run in 93% of clubs with juniors.

DYNAMOS was run for the first time in 2021; Wales' proportion of participants was just under 10% of all of England & Wales' clubs (30% of our participants were girls).

Only Yorkshire (4x club numbers and 2x population of Wales) recorded more children in National Programmes in 2021.

# The **2021** Club Audit Focus on Diversity

Cricket in Wales  
is **undoubtedly**  
increasingly  
diverse

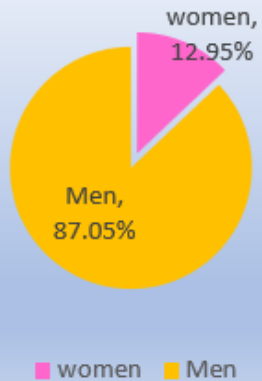




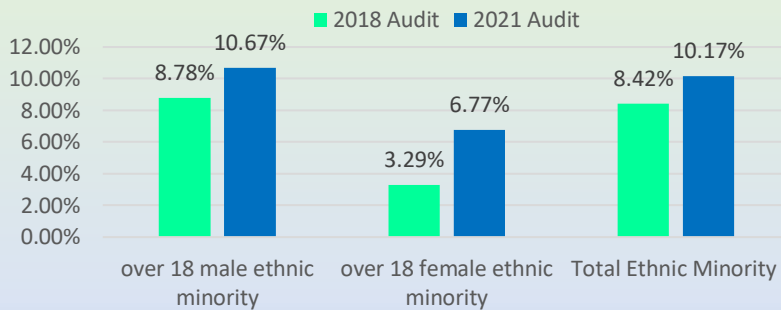
# The 2021 Club Audit

## Focus on Diversity

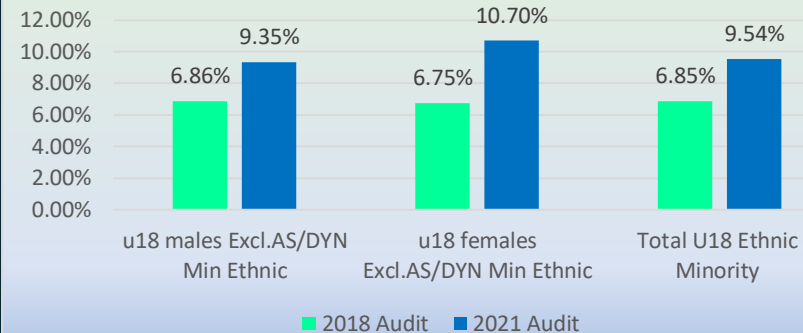
Men & Women



18+ membership by ethnic minority

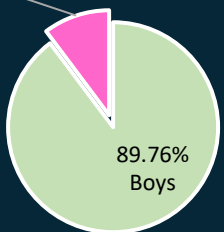


U18 membership by ethnic minority excl. ASC & DYN

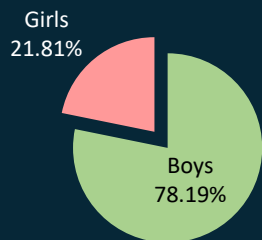


NB Ethnic minority participation in cricket is approx. 2x the national representative average population in Wales and these stats hold through the Welsh talent pathway.

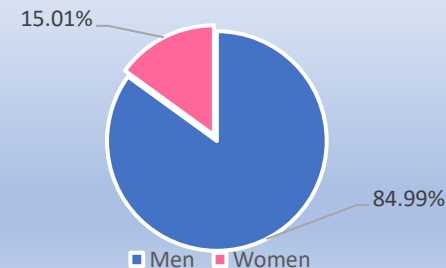
Boys & Girls 2013



Boys & Girls 2021



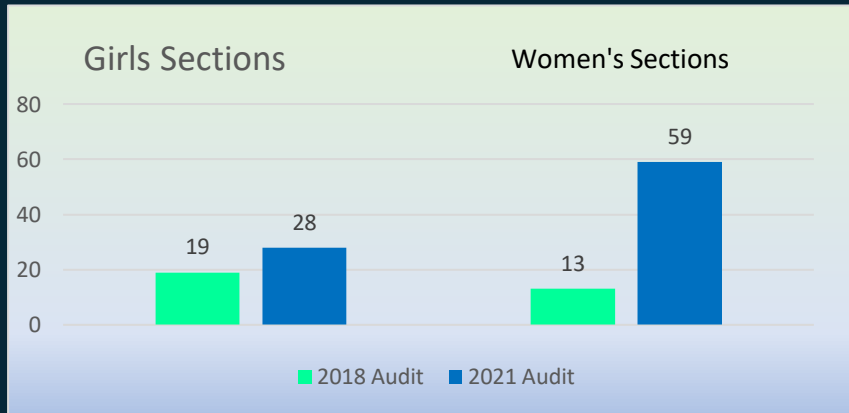
Women & Men on Club Committees



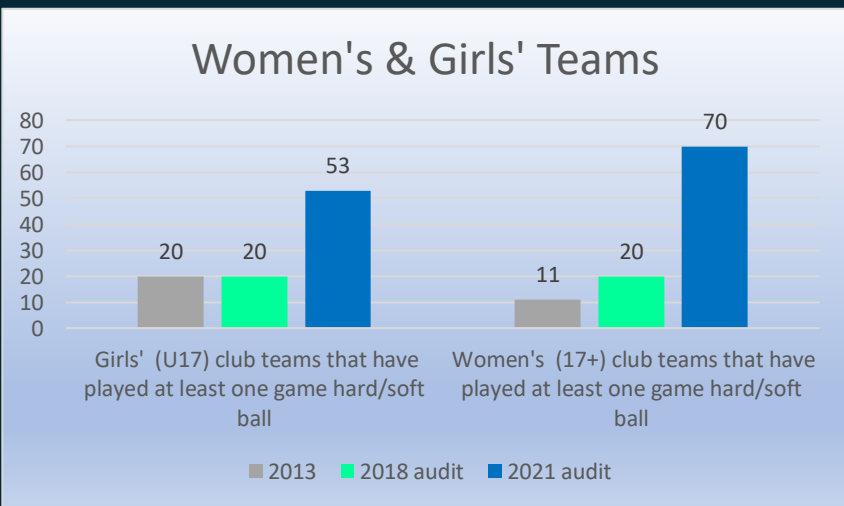
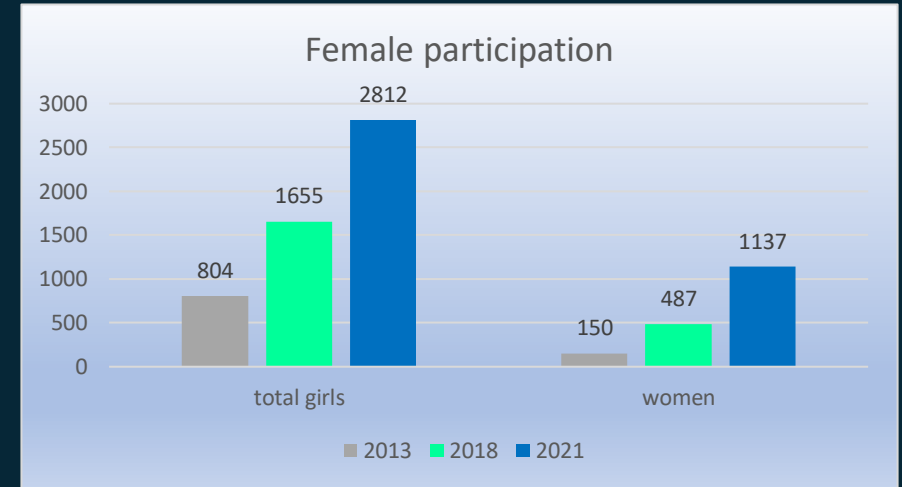
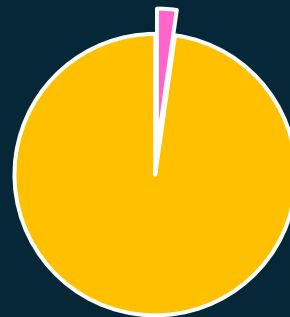
# The 2021 Club Audit

Girls' participation up 249% since 2013 (69% since 2018)

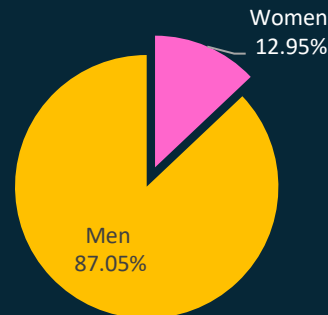
Women's participation up 658% since 2013 (133% since 2018)



Men & Women 2013



Men & Women 2021

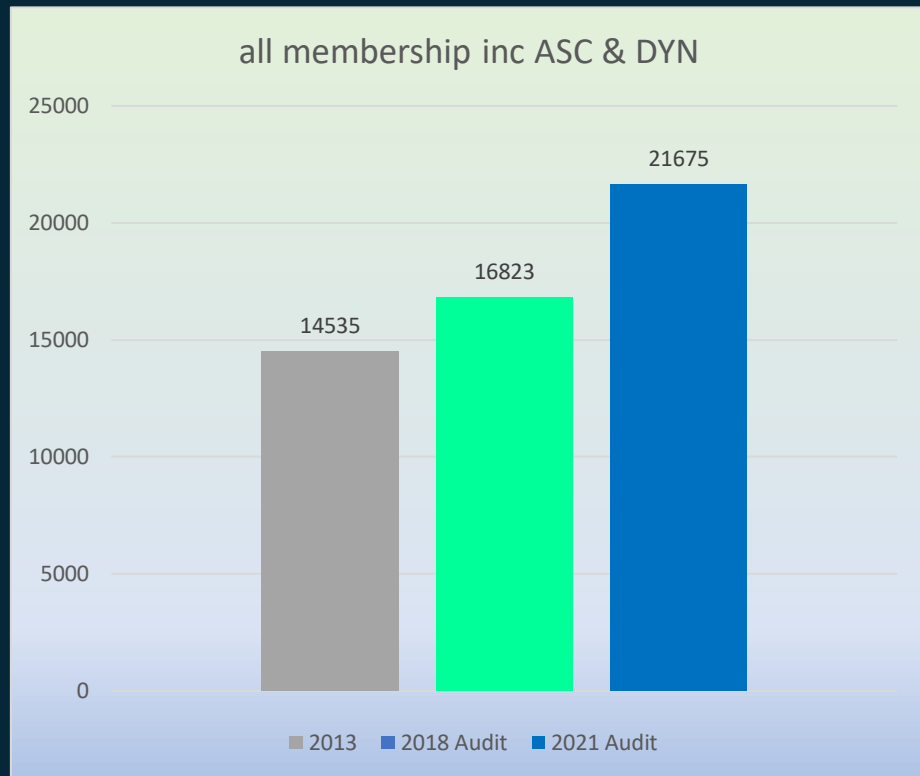


And there is MORE to come....

- 24 clubs intend to start a Girls' section in 2022
- 26 clubs intend to start a Women's section in 2022

# The **2021** Club Audit Focus on The Future

National Programmes has already fuelled overall growth of **49%** since **2013** ... with **MORE** to come;



We have the following clubs intending to start a **NEW** programme/section in 2022

**Dynamos Cricket – 41**

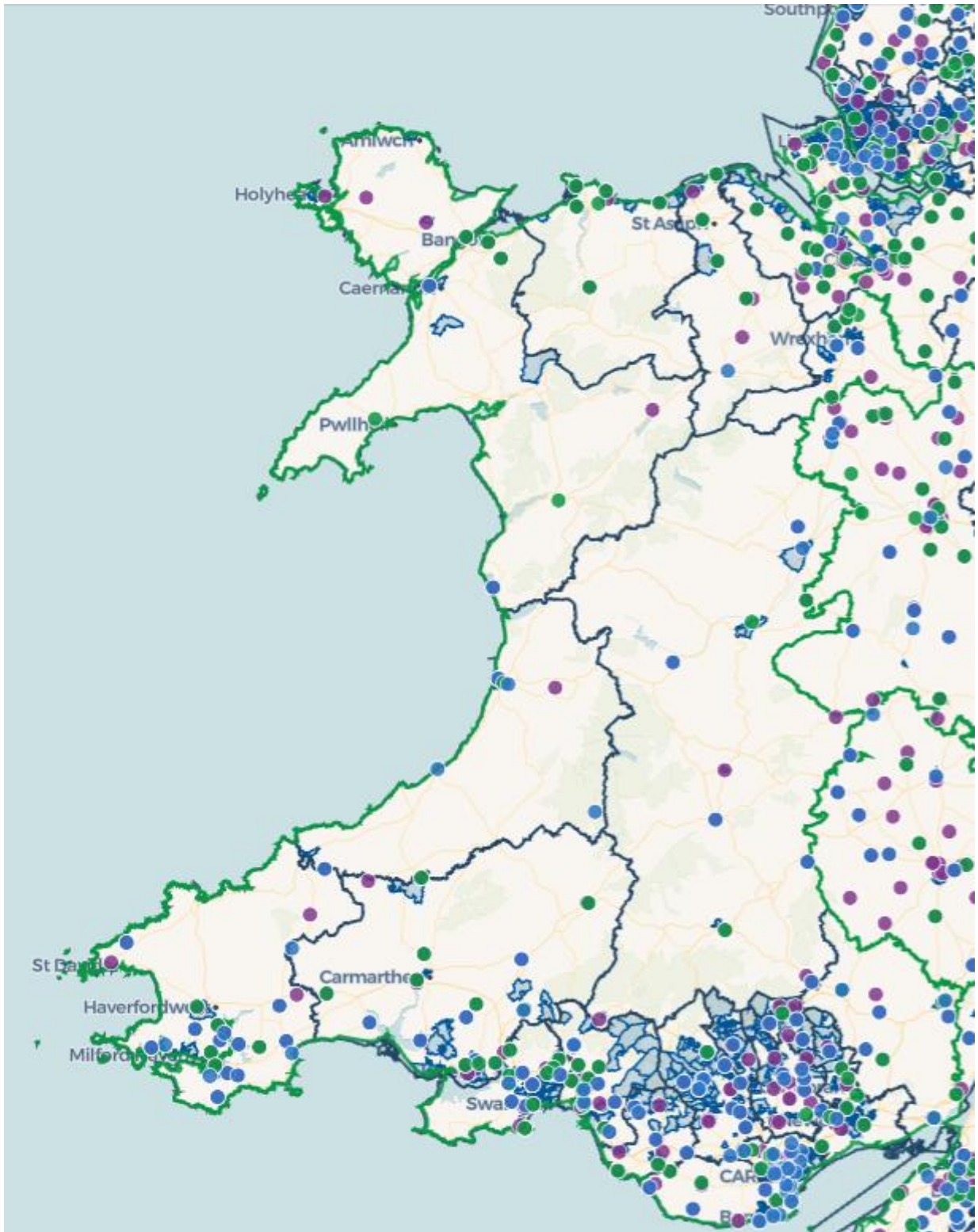
**All Stars Cricket – 25**

**Girls' section - 24**

**Women's section – 26**

# Enabling Cricket in Wales to Thrive





Green dot – Clubmark accredited, affiliated club  
Blue dot – affiliated club (non-Clubmark)  
Purple dot – grass pitch (including LA-owned or maintained)  
Blue shaded area = Top 30% Deprivation