

DEVON CRICKET

FOUNDATION

STRATEGIC PLAN 2021-2025





CRICKET IS A GAME FOR EVERYONE

Devon Cricket believe that everyone should be able to say "cricket is a game for me". We are committed to ensuring that cricket is accessible, safe, and welcoming to all those participating, whether they be players, spectators, volunteers, officials, coaches or those working on behalf of Devon Cricket.

The diversity of our participants is a key priority as we seek to grow the game, promote health and well-being, and opportunities to a wider audience. We are committed to creating welcoming environments where everyone feels included, and individual differences and the contributions of all is recognised, respected, and valued. We will work with all or our stakeholders to promote this across cricket in Devon and will strive to maintain the highest possible standards.

We are fully committed to the principles of equality of opportunity in cricket and aim to ensure that no individual is discriminated against on the grounds of any of the protected characteristics; age, gender, disability, race, parental or marital status, pregnancy, religion or belief, or sexual orientation.

We are committed to creating welcoming environments where everybody is treated with dignity and respect, which are free of bullying, harassment and victimisation.



CHAIRMAN'S INTRODUCTION

In 2019 I was lucky enough to witness one of, if not, the greatest one day international match ever played in the history of our sport. For the first time England won the Men's Cricket World Cup. Anyone who watched the match, or even just the dramatic climax, cannot have failed to have been gripped by the twists and turns which led to the outcome of that most elusive of things, an England win in a major tournament. 1966, 2003 and now 2019.

What does that have to do with the DCF's strategy? Well, quite a lot actually. The profile given to the sport by England's win, the subsequent Ashes Series, cricket being the first team sport to back in a global pandemic and now the Hundred gives the whole game a chance like perhaps never before to engage people from all communities in what is great about the sport.

Our role within Devon is to capitalise on the position we are now in to support the existing "core" players, but also to grow the game so that it becomes more sustainable and reaches more people than ever.

The ECB's "Inspired Generations" strategy provides us with a framework to build on, and it should be no surprise that there is a huge focus on the opportunity to grow the Women and Girls' game and diversify our game.

The profile given to the game nationally by The Hundred has brought more interest to the game and is realising more money for the game than ever before, despite the impact of the COVID pandemic.

Whether you are an 8 year-old coming into the game for the first time as an All Star, a talented teenager, a regular Saturday league cricketer, a senior county player, a social player, a parent wanting to support their child, a cricket watcher who has never played the game or a club stalwart stressing over where all the volunteers are coming from, the strategy needs to help you and that is what we have tried to ensure we are aiming to do.

Two key pillars of the strategy are Governance and Safeguarding. The Foundation has gone through a rigorous process of reviewing its own governance and I would encourage every Club and Organisation in the County to look at their own governance and ask – how can we do things better? The growth in Women and Girls' game provides every club and organisation with an opportunity to diversify its committee and bring in new ideas

Safeguarding cuts across all aspects of the game in Devon. Many clubs and organisations have embedded what good practice looks like but we have much work to do still and everyone needs to do their part be make sure clubs are safe, secure and welcoming environments.

We may have 140+ clubs in Devon as well as all the representative sides, coaches, groundsman, officials and other volunteers, but we are one game and we must have a united front if we are to achieve the growth and sustainability for future generations to enjoy the best sport in the world.

The world we inhabit is a fast changing one. Change can be frightening, but if we consider it a prerequisite for the preservation and enhancement of our game, rather than a direct challenge to it, recreational cricket can prosper.



Jon Sparkes

Devon Cricket Foundation Chairman

MANAGING DIRECTOR'S INTRODUCTION



Cricket, a sport deeply ingrained in the cultural fabric of Devon, is facing substantial challenges. The landscape is marked by a blend of optimism and concern, with the future trajectory hinging on our responses to the issues at hand.

In recent times, Devon Cricket has witnessed a surge in certain areas. The significant growth in the women's and girls' game, marking a positive stride towards inclusivity and gender diversity. The ECB All Stars programme has played a pivotal role in introducing under-8s to the sport, sowing the seeds for a future generation of cricketers in the region. This influence of cricket extends beyond the boundaries of the pitch, reaching into the schools' sector and resonating with a broader audience.

However, amidst these positive trends, Devon Cricket grapples with formidable challenges that demand navigation. One of the pressing concerns is the recruitment of volunteers, the unsung heroes who form the backbone of any thriving cricket community. The need to attract, retain, and appreciate these dedicated individuals is paramount for the cricketing ecosystem in Devon.

Another pivotal challenge lies in keeping younger players engaged and invested in the game. The dynamics of leisure and recreation are evolving rapidly, and cricket must continue to adapt to capture the interest of the younger generation. This involves not only providing a platform for skill development but also creating a sense of belonging within the game.

OUR VALUES



PASSIONATE

We are proud to be part of Devon Cricket

Cricket is our passion



IN PARTNERSHIP

We are stronger as one, collaborative team

We share a common purpose

We respect, support and listen to each other

Broadening the appeal of cricket to new and existing groups is an intricate task that necessitates a nuanced approach. Diversity in all its forms must be celebrated, and initiatives to make cricket more accessible to a wide range of participants should be at the forefront of the strategic agenda.

Affordability and accessibility, often intertwined, emerge as crucial considerations. Cricket should not be confined by financial barriers, and efforts should be directed towards ensuring that the sport is accessible to all, regardless of economic constraints.

In the face of these challenges, the stakeholders of Devon Cricket are not passive observers. A comprehensive strategy has been devised to address these concerns head-on. This strategic roadmap encompasses clear objectives, stakeholder involvement, rigorous monitoring and evaluation, flexibility to adapt to changing circumstances, and a long-term vision that extends beyond immediate challenges.

Devon Cricket stands at the crossroads, armed with a commitment to uphold the spirit of the game and overcome obstacles. As the strategy unfolds, it is poised to shape the future trajectory of cricket in Devon, ensuring that the sport continues to thrive, evolve, and resonate with both the seasoned players and the new generation waiting to take up the bat and ball.

Matt Theedom

Devon Cricket Foundation Managing Director



CHALLENGING

We are open to new ideas and challenge ourselves and others to think differently

We are innovative and drive modernisations

We make decisions that reflect our purpose, not always the easy ones



LEADING

We are committed to providing an entertaining, safe, enjoyable and exciting cricket culture for everyone

We challenge ourselves to be better, striving to be the best we can be

OUR STRATEGY

A GAME FOR EVERYONE

Create opportunities for individuals and communities to discover and share their passion for cricket.

DEMONSTRATING AND PROMOTING



EQUALITY, DIVERSITY & INCLUSION

EXEMPLAR SAFEGUARDING

BEST PRACTICE GOVERNANCE

FINANCIAL STABILITY





Utilising the Power of Cricket

Use the power of cricket to Help People and build stronger Communities

Increase opportunities for regular participation for people with Disabilities

Develop our Safeguarding practices to promote safe places for children, young people and adults at risk

Growing and Nurturing our Core

Invest in our Clubs to be safe and welcoming environments for our communities

Increase League and Cup participation, Improve standards and drive the modernisation of the game

Create new, maintain current and enhance existing Facilities

Drive governance reform across the whole game

Developing our Volunteers

Grow the number, develop the confidence and reward the dedication of Volunteers

Develop a new wave of Umpires and Scorers

Support a dedicated and knowledgeable workforce of Groundskeepers to maintain and improves pitches

Provide all players with opportunities to improve and enjoy the game through Coaching

Enhancing Player Development

Identify and nurture the most Talented Players in Devon

Increase Investment into the player pathway

Drive the performance system through technology and innovation

Growing the game

Deliver a compelling and coordinated recreational playing offer from age five upwards

Raise the profile of cricket in our Schools

Double cricket participation in schools

Transform the culture of the women and girls' game

Raising our Profile

Use our Digital and Media footprint to modernise and broaden the game's reach as well as reducing the administrative burden on our volunteers

Create a new digital community for cricket



DEVELOP OUR SAFEGUARDING PRACTICES TO PROMOTE SAFE PLACES FOR CHILDREN, YOUNG PEOPLE AND ADULTS AT RISK

OUR AMBITION IS TO:

- Be a leader in safeguarding children and young people
- Recruit professionals and volunteers safely
- Promote excellence in safeguarding across the whole cricket network in Devon
- Create and maintain a safer club environment for children, young people and adults at risk
- Promote a culture of listening to children and sharing concerns

BY
2025

Produced a new Devon Cricket Safeguarding Statement

100%
of cricket clubs entering organised league and cup competitions (Adult and Junior) in Devon to be 'Safe Hands' compliant

To have a clear pathway for sharing safeguarding concerns

Create and publicise a Devon Cricket whistleblowing policy and process

Established a 'Listening to Kids' culture across the game

Safeguarding to be standard agenda item for meetings across the cricket network in Devon

Greater support to all clubs and Safeguarding Officers offered a more pro-active approach to safeguarding

All Devon Cricket Foundation Members and Associations to be 'Safe Hands' compliant

Lead by example in Safer Recruitment, maintaining the highest standard of

● Promote greater awareness of the vital role that a Club Safeguarding Officer undertakes

HOW?

- Improved communication with the Club Safeguarding Officers network
- Create a more pro-active approach to safeguarding through whole game ownership led by a County Safeguarding Team

● Club Safeguarding Officers receiving updates and news on a regular basis via newsletters, digital media and annual forums

● Follow national guidance for safer recruitment

WE WANT CRICKET TO BE FOR EVERYONE ALL CRICKET IN DEVON WILL BE BASED ON A FOUNDATION OF EQUITY, DIVERSITY AND INCLUSION

BY
2025

OUR AMBITION IS TO:

- Be representative of the communities we live in
- Grow the game to new areas and communities in the county
- Increase the number of people saying 'cricket is a game for me'
- Create safe, inclusive and welcoming environments for people to play and volunteer in
- Be an inclusive game
- Ensure all players feel safe and comfortable in a cricket changing room in Devon

Increase our Hardship Fund by 100% to £5,000, supporting more young people to access our Performance Pathway

Focused engagement programmes with Local Authority wards with high levels of IMD

Delivered against our ambitious Women and Girls' Strategy and grown female participation

Increased number of BAME background participants playing and volunteering by delivering 'Our Communities' Strategy

30%
of DCF Trustees to be female, with a minimum of 1 BAME Trustee

Delivered against our Disability Cricket Strategy and grown the number of people with a disability involved in the game

HOW?

- Create a Devon Cricket EDI board to drive the ambition within this plan
- Improve the diversity in leadership and governance positions across the game
- Collect data and information about our cricket community, allowing us to track trends of inequality and actively address them
- Lead by example, demonstrating our values and behaviours
- Support the ECB's EDI Strategy and work with local stakeholders
- Support and maximise all ECB and local training programmes available to our staff and volunteers
- Review our processes and policies to reflect our commitment to EDI
- Continue to develop our safer recruitment and to recruit by using an anonymity tool

WE WILL MAKE DECISIONS IN THE BEST INTERESTS OF THE GAME IN DEVON AND USE THE POWER OF CRICKET TO MAKE A POSITIVE DIFFERENCE

OUR AMBITION IS TO:

- Lead the county by promoting and adopting best practice governance standards throughout the game
- Use local insight to create and deliver an ambitious game wide strategy, in partnership with the whole of Devon Cricket network
- Be a leader in safeguarding children and young people
- Uphold the highest levels of discipline across the game and respect
- Explore new and creative ways to use cricket as a positive difference in our communities
- Be perceived as an excellent employer
- Create efficiencies across the game

HOW?

- We will host regular Strategic Stakeholder meetings
- Greater communication between all involved in delivering this plan
- Work with the ECB to support the Community Investment Fund here in Devon
- Review the skill set of the Devon Cricket Foundation Trustees to align to this new strategy
- Review the professional staffing structure to align to this new strategy
- Ensure Safeguarding is a priority

BY
2025
WE WILL
HAVE:

Achieve 'Gold Standard' / best practice governance as identified by the ECB

Unite all members and associations in Devon to co-deliver an aligned joint strategy

Deliver the relevant parts of the ECB's 'Inspiring Generations' strategy here in Devon

Develop our safeguarding to promote safe places for our children and young people across Devon

Formally create a Discipline Advisory Group for Devon Cricket

Reward our staff for outstanding contributions which help deliver this plan

Support the development of our professional staff with fully costed, annual training plans

Offer high quality HR support and recruit safely

Align work areas to best utilise volunteer and professional staff time



PROVIDE STABILITY, EFFICIENCY, LIQUIDITY AND PROFITABILITY TO THE GAME IN DEVON

BY
2025
WE WILL
HAVE:

40%
central NGB
funding

30%
from associated
charities

30%
commercial/
self funding

Execute our
strategic plan and
grow our major
areas

OUR AMBITION IS TO:

- Build stronger revenue streams and commercial partners to underpin our strategy and deliver greater financial stability
- Provide financial stability and certainty to our Members and Associations
- Invest in strategic priorities for the game in Devon
- Uphold the highest standards of financial management

HOW?

- Appoint new members to the board with experience in the commercial and fundraising sector
- Consolidate "Performance Pathway", "Coach Development" and "Board" accounts and reserves
- Regularly review banking provision and reserves policies
- Update and review financial policies in line with Gold Standard Governance
- Diversify income streams to enable growth and delivery of this Strategic Plan

ECB STRATEGY - INSPIRING GENERATIONS

OUR PURPOSE

We connect communities and improve lives by inspiring people to discover and share their passion for cricket

OUR 2024 AMBITION

A generation inspired to say that **'CRICKET IS A GAME FOR ME'**

2020-24 PRIORITIES AND ACTIVITIES

 GROW AND NURTURE THE CORE	 INSPIRE THROUGH ELITE TEAMS	 MAKE CRICKET ACCESSIBLE
<ul style="list-style-type: none">• Create an Infrastructure Investment Fund for FCCs• Introduce a new Community Investment Fund for FCCs and CCBs• Invest in club facilities• Develop the role of National Counties Cricket (formerly Minor Counties)• Further invest in county competitions• Drive governance reform across the whole game	<ul style="list-style-type: none">• Increase investment in the county talent pathway• Incentivise the counties to develop England players• Drive the performance system through technology and innovation• Create heroes and connect them with a new generation of fans	<ul style="list-style-type: none">• Broaden cricket's appeal through The Hundred• Create a new digital community for cricket• Install non-traditional playing facilities in urban areas• Continue to deliver the South Asian Action Plan• Launch a new participation product, linked to The Hundred
 ENGAGE CHILDREN AND YOUNG PEOPLE	 TRANSFORM WOMEN'S AND GIRLS' CRICKET	 SUPPORT OUR COMMUNITIES
<ul style="list-style-type: none">• Double cricket participation in primary schools• Deliver a compelling and coordinated recreational playing offer from age five upwards• Develop our safeguarding to promote safe spaces for children and young people	<ul style="list-style-type: none">• Grow the base through participation and facilities investment• Launch centres of excellence and a new elite domestic structure• Invest in girls' county age group cricket• Deliver a girls' secondary school programme	<ul style="list-style-type: none">• Double the number of volunteers in the game• Create a game-wide approach to Trusts and Foundations through the cricket network• Develop a new wave of officials and community coaches• Increase participation in disability cricket

SUSTAINABILITY

BUILD RESERVES	COMMERCIALISE THE STRATEGY
REVIEW AND CHALLENGE THE GAME'S COST-BASE	INTRODUCE A GAME-WIDE LEADERSHIP PROGRAMME

UTILISING THE POWER OF CRICKET



INCREASE OPPORTUNITIES FOR REGULAR PARTICIPATION

OUR AMBITION IS TO:

- Grow the number of people with a disability engaging in cricket
- Empower volunteers, coaches and teachers to deliver training sessions
- Increase the number of trained volunteers supporting disability cricket
- Develop a clear pathway for players with disabilities from Devon
- Support the development of facilities which can provide greater accessibility for disability cricket
- Create welcoming and inclusive cricket clubs with greater accessibility for disabled people
- Support our cricket club network to provide inclusive playing opportunities
- Support our mainstream cricket clubs to provide inclusive playing opportunities

BY
2025

1,000
new disabled participants to be introduced to cricket

60
young people accredited with Table Cricket leaders award, actively supporting activity

20+
schools to participate in our Table Cricket competitions annually

Employ a Disability Development Officer to provide dedicated

Publish a pathway and route from All Stars Cricket to a Devon D40 squad

Establish a County softball and hardball team, playing in national competitions

4
Champion Clubs to be created

4
Super 1s Hubs established year-round

HOW?

- Deliver weekly, year-round, cricket opportunities in partnership with the Lord's Taverners Super1s and Table Cricket programmes
- Engage a broader range of stakeholders in Devon to support disability cricket
- Run an annual Table Cricket competition for special schools
- Develop a pathway from All Stars cricket to a Devon D40 squad
- Identify cricket clubs that will champion disabled cricket and resource them
- Develop a more user-friendly website for disabled people
- Create a greater awareness of disabled cricket in our mainstream club network
- Support the game with the 'Creating Welcoming Environments' document to cater for the needs of everyone in our communities

USE THE POWER OF CRICKET TO HELP PEOPLE AND BUILD STRONGER COMMUNITIES



OUR AMBITION IS TO:

- Use cricket as a vehicle to support isolated, rural communities
- Break down cultural barriers to engage and support a more diverse cricket audience
- Take cricket to some of the most disadvantaged areas of Devon
- Use cricket to improve the physical and mental wellbeing for residents in Devon
- Every child in Devon to have access to a bat and ball
- Create new, maintain current and enhance existing urban cricket facilities

BY
2025

4
Wicketz Hubs

4
Super1s Hubs

2
Chance to Shine Street Projects

A 'Cricket in Rural Communities' offer for villages in Devon

Establish the Devon Cricket Foundation

A broader and inclusive demographic of players, spectators and followers of cricket in Devon

HOW?

- Utilise the ECB Community Investment Fund to support our plans for Urban and Rural Communities
- Create 'Urban Engagement Plans' for Exeter, Torbay and Plymouth
- Enhance and expand our Lord's Taverners Wicketz and Super1s hubs
- Initiate Chance to Shine Street in up to two of our urban areas
- Expand All Stars and Dynamos provision to the most disadvantaged areas of Devon
- Create the Devon Cricket Foundation to oversee and support our charitable activity
- The new Devon Cricket Facilities Strategy to include an Urban Strategy

GROWING AND NURTURING OUR CORE



INCREASE PARTICIPATION, IMPROVE STANDARDS AND DRIVE THE MODERNISATION OF THE CLUB GAME



BY
2025

30%
increase in
team entries in the
Devon Women's
Cricket League

20%
increase in team
entries in junior
leagues

15%
increase in
team entries in
open-age
leagues

Independent
umpires appointed
in an additional
division in all adult
leagues

All
member clubs to
be Safe Hands
compliant

80%
of all league matches
scored using a digital
platform, preferable
Play-Cricket Scorer/
Play-Cricket Scorer Pro

All
leagues in Devon to
fully utilise
Play-Cricket.com
for administration

HOW?

- Continual review of League playing offers
- Annual survey of players in Devon and respond to the needs of players and clubs
- All leagues to appoint dedicated Play-Cricket administrators
- Fully utilise support from Devon Cricket development staff
- Reward clubs who provide trained umpires and scorers to adult league matches
- All leagues to drive and support Safe Hands compliance

OUR AMBITION IS TO:

- Grow participation and increase the number of teams playing in leagues
- Retain more young players aged between 13 and 18
- Increase the standards of play, facilities and officiating in league games
- Support more women and girls to play the game
- Maintain high levels of discipline across the game
- Promote strong safeguarding practice across the club game
- Use digital platforms to support all league cricket

FOR ALL CRICKET CLUBS TO BE A FOCAL POINT IN THEIR COMMUNITIES

OUR AMBITION IS TO:

- Increase the number of people playing cricket in our clubs
- For all cricket clubs to be welcoming environments
- Drive the modernisation of cricket club facilities
- Retain more young players in the game aged 13-18
- Recruit more volunteers to support the game
- Create and maintain a safer club environment for children, young people and adults at risk
- Ensure all cricket clubs have a sustainable future

BY
2025

10%

growth in the number of adult teams entering competitions in Devon

20%

increase in the number of junior teams entering competitions in Devon

Establish weekly, year-round cricket opportunities for people with disabilities

Provide basic services to all clubs (water & electricity)

WiFi & Digital capability in all clubs

Online scoring available in all clubs

100%

of clubs utilising the Play-Cricket platform



HOW?

- Dedicate 50% of all professional staff time to proactively supporting clubs
- Work with each club to develop their own plan for improvement and sustainability over the next 5 years
- Work in partnership with all leagues and competitions to support clubs to do this

Align all youth and adult leagues with a shared purpose to offer attractive initiatives that appeal to young people and help them say 'cricket is a game for me'

100%

of cricket clubs entering organised league and cup competitions (Adult and Junior) in Devon to be 'Safe Hands' compliant

Greater support to all clubs and Safeguarding Officers offered a more pro-active approach to safeguarding

- Deliver the ECB's County Grant Scheme to support clubs to become more inclusive, focusing on creating welcoming environments for a more diverse membership
- Provide more proactive safeguarding support by professionalising the County Safeguarding Officer role
- Promote Play-Cricket as a strong solution to administrating clubs and leagues
- Deliver on our volunteering strategy

CREATE NEW, MAINTAIN CURRENT, ENHANCE EXISTING FACILITIES

OUR AMBITION IS TO:

- Drive the modernisation of cricket club facilities
- Offer proactive advice to clubs, providing technical and funding support
- Create a greater environmental sustainability throughout the game
- Create welcoming cricket club environments which help broaden cricket's appeal
- Provide basic services to all cricket clubs (Electricity & Water)
- Improve the experience our players, spectators and followers have at cricket clubs in Devon

BY
2025

A greater number of facility projects supported year on year

Reduced costs of services across the club game

A greater percentage of 3rd party investment directed into facility projects

1
performance centre in Plymouth and

1
in Barnstaple

3
additional dual-pitch sites

3
additional grounds capable of hosting 3-day matches

1
ground developed to the quality and with infrastructure to host First Class Cricket

HOW?

- Invest in a dedicated and skilled Funding & Facilities Manager who will proactively support club facility development across Devon
- Use local insight to create a county-wide facilities strategy which will identify our priorities
- Prioritise investment into projects that support the development of the women and girls' game
- Work closely with all nine local authorities to develop evidence-based Playing Pitch Strategies to inform local planning applications and 3rd party investment
- Establish the Devon Cricket Groundskeepers' Association
- Ensure projects prioritise environmentally sustainable materials and services
- Undertake regular audits of our cricket facilities

DEVELOPING OUR VOLUNTEERS



GROW THE NUMBER, DEVELOP THE CONFIDENCE AND REWARD THE DEDICATION OF VOLUNTEERS ACROSS THE GAME

OUR AMBITION IS TO:

- Increase the number of active volunteers supporting club cricket
- Triple the number of active volunteers supporting women and girls' programmes
- Develop a culture of volunteering that recognises them as the 'Heartbeat of the Game'
- Volunteers to feel confident and creative in their role
- Encourage a more diverse network of volunteers which is more representative of our communities - 'if you can't see it, you won't be it!'
- For all volunteers to feel valued for their contribution to the game

BY
2025

2025
new volunteers to be trained and supported

30%
of all new volunteers will be female

200
nominations from Devon clubs annually for county and national reward and recognition events

A recognised volunteer incentive scheme in place

A countywide club volunteer award scheme

HOW?

- We will run an annual Devon Cricket Volunteering Week in the May half-term
- Creation of a published annual volunteer training plan
- Run a targeted reward and recognition event for volunteers
- Develop a club/association volunteering incentive and award scheme
- Work in partnership with Somerset CCC to organise reward and recognition events
- Provide dedicated central administrative support to run courses for volunteers
- Localise courses to ensure they are accessible and meet an increase in future demand
- Increase the number of trainers, developers and tutors to deliver an increased number of courses
- Recruit new parent volunteers by utilising national programmes - All Stars & Dynamos



TO DEVELOP A NEW WAVE OF OFFICIALS AND INCREASE THE NUMBER ACROSS DEVON



OUR AMBITION IS TO:

- Double the numbers of officials in Devon
- Engage more women and girls in the officiating of Devon
- Change the stereotypical perception of an umpire and scorer
- Continue to modernise scoring through the use of Play Cricket, whilst still valuing the traditional methods
- Officiate every youth cricket game in Devon with trained officials
- Maintain the highest standards of officiating through Devon

BY
2025

Every youth cricket game to be facilitated by the most suitable trained umpire

All adult and youth league games to be scored on PC

200
umpires trained and active

50
scorers trained and active

50
Young Officials trained and active

10
women to have become active and qualified umpires through DACO training

100
women to have accessed CCB officiating courses

50%
of DWCL games to be officiated by women

HOW?

- Work with Devon Association of Cricket Officials to promote and provide courses
- Work with Devon Association of Cricket Officials to provide a programme of professional development of qualified umpires and scorers
- Devon Cricket Foundation to run a Young Officials Course every year
- Work closely with Devon Association of Cricket Officials to promote and provide courses for women
- Engage in a sustained marketing and media campaign to change the perceived view of officials, both locally and county wide
- Promote the use of Play-Cricket to clubs through training and education
- Support youth leagues and clubs to educate and train volunteers in officiating

SUPPORT A DEDICATED AND KNOWLEDGEABLE WORKFORCE OF GROUNDSKEEPERS TO MAINTAIN AND IMPROVE PITCHES ACROSS DEVON

OUR AMBITION IS TO:

- Increase the overall standard of all cricket pitches
- A greater number of qualified groundskeepers
- Develop a culture of continual self-improvement in our groundskeepers
- Develop a new wave of assistant groundskeepers

BY
2025

Scheduled, regular communication with all groundskeepers in Devon

A structured annual programme of CDP and Grounds Management Association courses

HOW?

- Re-establish the Devon Cricket Groundskeepers Association
- Provide dedicated central administrative support to run CPD and Grounds Management Association courses
- ECB Pitch Advisers formally deployed to support clubs and groundskeepers
- An annual reward and recognition scheme to celebrate the work of our groundskeepers

2
new ECB Pitch Advisors to be trained

Established and funded pitch improve scheme to support groundskeepers

A countywide culture of succession planning



PROVIDE ALL PLAYERS WITH OPPORTUNITIES TO IMPROVE AND ENJOY THE GAME

OUR AMBITION IS TO:

- Diversify the coaching workforce in Devon
- Increase the number of qualified coaches actively supporting our players, schools, clubs and performance pathway
- Improve the quality of coaching provided to all players

BY
2025

6
new Coach
Developers to run
courses and
support coaches

2
of which will be
female

10
newly qualified
Advanced coaches
(L3)

2
of which will be
female

All junior teams to
be coached by a
qualified
L2 coach
or higher

400
newly qualified
Support coaches

100
of which will be
female

75
All Star & Dynamos
Activators
trained
annually

2
newly qualified
Performance
coaches (L4) to be
identified and
supported

400
new qualified
Foundation coaches
(L1 & L2)

100
of which will be
female

A more diverse and
representative
network of
coaches

HOW?

- Produce and publicise a clear and concise Devon Coaches pathway
- Deliver an annual CPD programme for all coaches
- Provide dedicated central administrative support to run CPD and Coach Education courses
- Deliver courses in accessible locations, based on local demand
- Reduce the financial barriers to attending a course
- Create and drive a new publicity campaign for new coaches

ENHANCING PLAYER DEVELOPMENT



IDENTIFY AND NURTURE THE MOST TALENTED PLAYERS IN DEVON

OUR AMBITION IS TO:

- Provide a seamless and progressive Performance Pathway for young players in Devon
- Identify and develop a greater number of players with the ability to play National Counties, First Class or Regional Women's cricket
- Support all players in the Performance Pathway to realise their potential
- Maintain the highest levels of safeguarding through the whole Performance Pathway
- Use the highest quality facilities for our most talented players
- Continually develop and produce successful County teams
- 'Develop the person, not just the cricketer'- create role models

BY
2025

Align each step of the Performance Pathway

A fully adopted and implemented Talent Development Framework

All sides playing in ECB National Competitions to be competing in Division 1

5 boys and **5** girls transitioning onto First Class or Regional Academies

1 person responsible for overseeing and developing the whole Performance Pathway



HOW?

- Commission an independent review every 3 years
- Increased player contact time across the whole Performance Pathway
- Ensure the best coaches are working with the best players within the Performance Pathway
- Fully funded, year round Emerging Player Programme for Boys and Girls
- A fully adopted and integrated digital scouting system for the Performance Pathway
- Increased player contact time across the whole Performance Pathway
- Maintain a strong and active link with Somerset CCC
- Deliver a holistic programme which best supports each player
- Utilise a digital video system to record and analyse County match footage

2

additional ECB Level 4 coaches actively working across the Performance Pathway

10

new Level 3 coaches actively working across the Performance Pathway

1

additional Performance Centre in Plymouth

3

more grounds capable of hosting one-day and three-day cricket

The entire Performance Pathway to be Safe Hands compliant



NEW AREAS OF GROWTH



RAISE THE PROFILE OF CRICKET IN SCHOOLS

OUR AMBITION IS TO:

- Give every child a great first experience of cricket
- Support schools to build a sustainable culture of cricket
- Increase the number of children participating in cricket at school
- Maximise opportunities for children to play competitive school cricket
- Develop greater capability and confidence within schools enabling them to deliver cricket for themselves
- Create a simple and clear way for children to play cricket outside of the school setting

BY
2025

15,000
children
participating in
primary school
cricket

We will deliver
cricket in half of
all primary
schools
annually

Triple
the number of girls
playing cricket in
secondary schools

100%
increase in the
number of team
entries into all
school
competitions



CHANCE TO SHINE
Spreading the power of cricket

CHANCE TO SHINE
Spreading the power of cricket

CHANCE TO SHINE
Spreading the power of cricket

HOW?

- Continually invest in the employment of x4 Club and Community Coaches and increase our delivery capacity
- Annual delivery of our Chance to Shine programme for primary and secondary schools
- Connect each of our 415 primary schools and 74 secondary schools in Devon with their local club
- Training of Devon Cricket staff to deliver an outstanding cricket offer to schools
- Utilise digital platforms to engage more schools
- Leave a legacy in schools by training and supporting teachers to deliver cricket themselves
- Grow our current competition framework in primary and secondary schools
- Listening to schools through regular consultation, surveys and evaluation

Every school in Devon will be linked to their local cricket club

A sustained increase in National Programme participation, junior membership in clubs and therefore team entries in Youth leagues

600
team entries annually

100
teachers receiving training annually

DYNAMOS
CRICKETS


CHANCE TO SHINE
Spreading the power of cricket



TRANSFORM THE CULTURE OF THE WOMEN'S GAME IN DEVON

OUR AMBITION IS TO:

- Increase the number of women playing cricket
- Improve the quality of women's cricket across Devon
- Grow the number of clubs offering women's cricket
- Create a pathway for girls in softball and hardball cricket which will create sustainable women's teams
- Ensure that women's cricket teams are an integral part of our cricket clubs
- More than triple the number of active female volunteers in Devon
- Create welcoming and inclusive cricket clubs

BY
2025

50
clubs offering
women's softball
cricket

50%
increase to the
number of hardball
teams and the number
of divisions in the
Devon Women's
Cricket League

1
ECB Premier
Division will be
established in the
Devon Women's
Cricket League

3
established
regional softball
leagues

100%
of women's teams,
both softball and
hardball will be
actively
represented on
their cricket club's
committee

50%
of the Devon
Women's Cricket
League and
softball matches
will be officiated by
women annually





HOW?

- Support clubs to develop girls' softball and hardball pathway to create sustainable women's sections
- Promote benefits of softball cricket to clubs, providing support with marketing
- Provide county led events with a variety of playing opportunities such as softball friendlies, softball competitive, hardball transition, hardball festivals
- Work in partnership with Devon Women's Cricket League, establish 3-league structure that will improve women's cricket in Devon
- Co-ordinate the creation of a softball league within the Devon Women's Cricket League and then establish self-governing softball league to mirror hardball
- Work closely with Devon Association of Cricket Officials to promote and provide courses for women
- Offer female-only courses
- Provide regional and county playing opportunities outside the softball league for next softball teams to access
- Support clubs with the 'Creating Welcoming Environments' Document to make their clubhouses more inclusive
- Through club development plans, ensure clubs have female representation on their club committee

100

women to have accessed county run officiating courses

10

women to become active qualified umpires through DACO training

200

women to have attended either Foundation I coaching or taken part in Western Storm Champions programme

2

new female Level 3 coaches to be added to the county



TRANSFORM THE CULTURE OF THE GIRLS' GAME IN DEVON

OUR AMBITION IS TO:

- Increase the number of girls playing cricket in our clubs
- Establish a primary and secondary school's offer for girls
- Establish a clear, county-wide playing pathway for girls
- Create a competitive match-play structure for girls
- Ensure that girls' cricket is an integral part of our cricket clubs
- Triple the number of active volunteers supporting girls' programmes
- Create welcoming and inclusive cricket clubs

BY
2025

24
'Hub Clubs' that offer girls All Stars to under 13

100%
increase to the number of girls' teams entering schools competitions

100%
of girls' teams to be represented on junior club committees

4
regional girls-only leagues to be created within the existing regional leagues, providing cricket for girls only teams from under 11 to under 15



HOW?

- Develop a programme of support for clubs to establish a sustainable Under 11 girls' section: 'Girls' Club Champions'
- Work in partnership with our regional counties and Western Storm to provide a coaching pathway for younger girls
- Deliver the Chance to Shine secondary school girls' programme to promote cricket to girls, establishing an exit route to clubs from schools
- Establish a competitive structure for secondary school girls in hardball and softball cricket
- Offer a Young Officials Course to promote the pathway for girls into officiating
- Provide regional and county opportunities for girls to play friendly and competitive cricket
- Support clubs with the 'Creating Welcoming Environments' Document to make their clubhouses more inclusive
- Targeted marketing for girls for All Stars and Dynamos using community coaches, positive media images and promotion
- Work with clubs and youth managers to ensure every girl has the opportunity to reach their potential

24

clubs to have an established, published and resourced pathway

200

girls to take part in county and regional coaching programmes

75

qualified female coaches

40%

of All Stars and Dynamos children to be girls



ALL STARS
cricket

RAISING OUR PROFILE



USE OUR DIGITAL FOOTPRINT TO MODERNISE AND BROADEN THE GAME'S REACH

BY
2025

80%
of all matches
played in Devon
scored digitally

Play-Cricket
adoption across all
open-age and
junior league and
cup competitions

20%
growth in website
and social media
engagement

50%
growth in member
registrations (adult
& junior) on
Play-Cricket.com

OUR AMBITION IS TO:

- Increase our digital connectivity across the game
- Maintain a single brand that is representative of Devon Cricket
- Reduce the administrative burden on clubs and associations
- Promote the game to a broader audience
- Continue to drive the modernisation of our cricket clubs and associations
- Respond to the growing needs of younger people
- Utilise new and improving forms of media

Live streaming
and analysis of all
Devon Under 18
and 1st XI
matches



HOW?

- Appoint a Head of Communications
- Deliver regular volunteer training events focused on digital engagement
- Maximise the use of Play-Cricket.com as the tool to 'manage your club or league/cup'
- Rebranding of Devon Cricket
- Invest in live streaming equipment
- Upgrade and refresh the Devon Cricket website



**DEVON CRICKET
FOUNDATION**

www.devoncricket.co.uk