DEVON CRICKET FOUNDATION

Devon Cricket Clubs 2026 Insight Report

A Devon Cricket Foundation club insight report

An anonymised county-wide snapshot of affiliated cricket clubs across Devon, designed to help clubs understand the wider picture and support committee discussion.

Based on 33 responding clubs — 34% of affiliated Devon clubs.

PREPARED FOR

All affiliated clubs across Devon

REPORT DATE

August 2026

PRODUCED WITH

Community Sport Insight

Helping sport thrive through insight

UNDERSTANDING DEVON

What does a typical Devon cricket club look like?

Three club profiles by size — not rankings or targets; every club is different.

	Smaller *responding clubs*	Typical *responding clubs*	Larger *responding clubs*
Playing members	52	105	175
Junior share	17%	39%	62%
Female share	0%	23%	25%
Annual income	£11K	£34K	£55K
Income sources	5 of 12	8 of 12	10 of 12
Formats offered	4 of 12	9 of 12	10 of 12
Cash reserves	7 months	8 months	7 months
Sponsors / advertisers	4	20	25

METHODOLOGY

Profiles show the typical (median) club in each of three size bands. Income streams / formats offered shown out of the 12 options the survey tracks (see p5). Cash reserves (months of cover) = cash in the bank ÷ (annual running costs ÷ 12). Reserves are broadly similar across size bands (~7–8 months); a small number of clubs hold noticeably less. Player numbers are playing members and exclude All Stars & Dynamos entry-programme participants. All figures are based on the 33 responding clubs only — not all Devon clubs.

CLUB STRENGTHS

Where Devon clubs are strongest

Positive, evidence-backed signals from across the responding clubs.

Junior cricket

76%

Junior cricket is offered at **three-quarters** of responding clubs, providing a strong foundation for junior participation.

Financial resilience

7 months

Cash reserves at the typical club cover **over half a year** of running costs.

All Stars & Dynamos

79%

Entry-level programmes are **well established** at responding clubs across the county.

Broad income mix

8 of 12

Most clubs draw on a **wide mix of income streams** rather than a single source.

Sponsorship presence

94%

Local sponsorship is part of club income at **almost every responding club**.

Broad playing offer

9 of 12

The typical club offers 9 of 12 formats — from softball to open-age, there's a **route in for most players**.

METHODOLOGY

Based on 33 responding clubs. Figures describe the responding group, not every club in Devon.

ROOM TO GROW

Opportunities across Devon

Areas where many clubs may have room to grow — opportunities, not problems.

Female players

23%

Female players are around 23% of players — the **clearest area to grow**.

Girls' & women's cricket offered

73%

73% of clubs offer girls' and/or women's cricket — 36% offer both, 21% girls' only, 15% women's only. **Adding the missing side** is the route to more female players.

Junior conversion

17%

17% of junior players also play open-age cricket — **juniors stepping up early**.

Junior step-up

23%

Only 6 of 26 clubs kept all their aged-out juniors — at the other 3 in 4, not all stayed on, so there's **room to keep more playing**.

Unmet demand

61%

of clubs had demand they couldn't meet this year

Youth demand — 39% of clubs

All Stars / Dynamos or age-groups oversubscribed.

Existing players — 36% of clubs

Couldn't get as many games as they wanted.

Access — 9% of clubs

Turned players away or ran a waiting list.

Why? Not enough volunteers (27%), coaches (21%), or teams / playing opportunities (18%).

METHODOLOGY

Percentages are the share of 33 responding clubs. Clubs could report more than one kind of unmet demand, so the three areas add to more than 61%. Junior step-up is based on the 26 clubs where juniors reached the end of junior age.

OFFER & INCOME

What clubs offer — and earn from

Formats offered and income earned, most to least common — green = most clubs do it, amber = less common.

Income streams (% of clubs)

100%	Membership subs / match fees
94%	Sponsorship / advertising
82%	Fundraising
79%	Donations
73%	Bar / food / drink
73%	All Stars / Dynamos
70%	Social membership
58%	Grants / funding
45%	Bank interest
42%	Pitch hire
27%	Clubhouse hire
24%	Gift Aid on donations

Biggest untapped income: ***Gift Aid, facility hire, bank interest****.*

Playing formats (% of clubs)

97%	Open-age competitive
94%	Friendly cricket
91%	Outdoor training
76%	Junior cricket
76%	All Stars
73%	Softball cricket
73%	Indoor training
61%	Dynamos
58%	Junior girls' cricket
52%	Women's competitive
21%	Walking cricket
9%	Disability cricket

Least common formats: ***walking, disability, women's competitive****.*

METHODOLOGY

Gift Aid needs charity or CASC (Community Amateur Sports Club) status and an annual claims return — could be worthwhile, but adds additional effort. Based on 33 responding clubs; % = share offering or using each.

BENCHMARK YOUR CLUB

How does your club compare?

Typical figures across responding clubs — a yardstick for committee discussion, not a target.

SPONSORSHIP

Sponsors / advertisers per club

12

most clubs 4–28

Typical sponsorship income

£4,050

most clubs £1,560–£7,460

Typical sponsor / advertiser amount

£250

sponsorship income ÷ number of sponsors

MEMBERSHIP & SUBS

Typical adult membership fee

£65

most clubs £39–£85

Typical junior membership fee

£38

most clubs £20–£50

Typical subs & match-fee income

£4,800

combined, per year

METHODOLOGY

Typical = the median responding club. 'Most clubs' = the middle half (25th–75th percentile). Figures rounded; based on responding clubs only, no individual club identified. Fee structures vary — some clubs charge a single upfront membership fee, others a lower upfront fee plus match fees per game — so fee figures aren't always like-for-like. Sponsorship figures come from the 30 clubs reporting a sponsorship total; the per-sponsor figure from the 27 that also gave a sponsor count.

Ways to strengthen club finances

Opportunities from the survey — each takes some effort, but can pay off.

Put reserves to work

55% of clubs earn no interest on cash.

A savings or notice account **turns idle reserves into income**.

Means locking cash away for a while — best if reserves are comfortable.

Review your banking

55% of clubs pay bank charges.

Some banks still offer fee-free community accounts (usually under £100k income).

Options have narrowed; switching is admin, and matchday cash needs branch or counter access.

Consider Gift Aid

79% of clubs receive donations.

Charities and CASCs can **reclaim around 25%** through Gift Aid.

Only about 1 in 10 clubs is a charity or CASC — most would need to register first.

Review your insurance

94% of clubs pay for insurance.

ECB-affiliated clubs get **core liability cover free** via the ECB/Howden scheme.

Register on Safe Hands; check you're not double-paying. Property and kit need separate cover.

METHODOLOGY *Opportunities to explore, not one-size-fits-all — each takes some effort, and some depend on your club's status (e.g. registered CASC or charity for Gift Aid). Based on 33 responding clubs.*

PATTERNS

What tends to go together

Associations in this year's data — things that tend to go together, not causes, and not rankings.

Girls' pathway & female players

Clubs with a girls' pathway have **56% more female representation** — 25% of players against 16% — and closing that gap without losing existing members would make a club around 12% larger.

+56% · +12%

Sponsor numbers & income

Clubs with 12 or more sponsors raise a median £6,500 a year; clubs with fewer raise £830. **More sponsors tends to go hand in hand with higher income** — more than how much each sponsor pays.

£6.5k vs £830

Entry programmes & juniors

Clubs running All Stars or Dynamos have **much larger junior sections** — typically around 60 juniors, against about 7 at clubs without a programme. An entry programme tends to go hand in hand with a thriving junior section.

~60 vs ~7

METHODOLOGY

Female shares are of all players in each group. The 12% assumes existing members stay — an illustration, not an observed change. Junior figures exclude All Stars / Dynamos. Sponsorship uses the 27 clubs giving both a sponsor count and a total (p6).

What you told us

Priorities, challenges and support needs from the 33 responding clubs — share of clubs selecting each.

Top priorities

Grow women's / girls' cricket	61%
Improve facilities	58%
Grow junior cricket	45%
Recruit / retain volunteers	33%

Common challenges

Limited time / committee capacity	55%
Financial constraints	52%
Facility limitations	45%
Lack of volunteers	45%

Support clubs are looking for

Funding / grants	73%
Facilities / funding applications	70%
Grow women's & girls' cricket	39%
Volunteer recruitment	33%

METHODOLOGY *Multiple-choice questions; clubs could select more than one. Percentages are the share of 33 responding clubs.*

KEY TAKEAWAYS

Five things we learnt

The five observations from this year's survey most worth remembering.

1. **Nearly half of all players across Devon (49%)** are under 18 — helping more step up into open-age cricket is an opportunity.
2. Reserves are broadly healthy — the typical responding club holds **around seven months** of running costs in cash.
3. Women's and girls' cricket is the **clearest room to grow** — around 23% of players, and lowest at smaller clubs.
4. **61% of clubs had demand they couldn't meet** — the demand to grow is there; volunteers and coaches are the main constraint.
5. Funding is the **biggest ask** and volunteer time the **biggest barrier** — 73% want funding help; 55% cite committee capacity.

METHODOLOGY

Each observation is drawn from this year's 33 responding clubs (not all Devon clubs) — useful prompts for committee discussion, not instructions.

FOR YOUR COMMITTEE

What could your committee discuss?

Optional prompts for your next meeting — not a checklist, and not a judgement of any club.

1. Are we making full use of **sponsorship, Gift Aid, bank interest and facility hire**?
2. Is a shortage of volunteers, coaches, facilities or playing opportunities **limiting participation**?
3. Could we strengthen our offer for **girls and women**?
4. Are enough juniors **progressing into open-age cricket**?
5. Are our **cash reserves** appropriate and working effectively for the club?

Your DCF officer is here to help

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Looking ahead

Thank you to every club that took part — here's what happens next.

Thank you

This report exists because clubs gave their time. Thank you to every club that completed the survey.

Annual insight

We hope to make this a regular picture — if clubs find it valuable — so you can see how Devon cricket develops over time.

Personalised reports

Clubs that took part in the survey also received a personalised Club Insight Report, benchmarking their club against similar ones.

The next survey

If we run the survey again, every response makes the county picture sharper — for every club.

Your DCF officer is here to help — get in touch to talk through any of the opportunities in this report.

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