



DERBYSHIRE CRICKET FOUNDATION IMPACT REPORT 2022



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Head of DCF Welcome



Richard Wood

I am delighted to welcome you to the Derbyshire Cricket Foundation (DCF) Impact Report for 2022.

Cricket really has bounced back in 2022 after the impact of two years of Covid-19. Cricket clubs and leagues have worked incredibly hard to grow the game with over 3,000 open age games played and over 1,300 junior games played. Junior fixtures were up 25% compared to 2021 and open age fixtures up 13%. We have worked hard this year to ensure that cricket can be enjoyed in a safe and welcoming environment. We have trained over 120 Club Safeguarding Officers over the last 12 months which is by far the highest number of officers trained in a single year. This really highlights cricket clubs commitment to creating safe environments for their members.

We are committed to making cricket a game for everyone and we have made good progress during 2022. We have seen almost 2,400 children introduced to the game through All Stars and Dynamos, with near to 30% of those participants being girls. We have increased ethnic diversity across all of our programmes and have taken focussed action to increase the diversity of children, and those from areas of deprivation, participating in our All Stars and Dynamos programmes.

Cricket clubs are continuing to invest in their coaching workforce and DCF are providing additional support through Coach Bursaries. We have issued over £5,000 of coach bursaries in 2022 to support the development of coaches. We've had a record year for the number of coaches we have trained with over 160 coaches completing one of the 19 coaching courses we have delivered, 32% of those coaches were female and 15% ethnically diverse.

We have seen significant growth again this year in the Women's game. Thanks to the amazing efforts of our cricket clubs, we now have over 45 clubs with a women's section and 57 teams. That's a 25% growth on 2021 which represents nearly half of the clubs in the county. 33 teams made the progression from our women's softball festivals to play regular cricket in the East Midlands Women's Cricket League

The DCF team have been committed to connecting communities and improving lives through the work we do and we have had some significant impact in 2022. We delivered another high quality Summer Play Scheme through the Government Holiday Activities and Food programme (HAF), in partnership with Aspire Community and Wrestling Alliance. We provided 16 days of activity and provided over 600 meals to 90+ children as well as providing lots of positive experiences for the children. Our Disability Cricket programme has grown from strength to strength this year, with the establishment of our first Super 1's Hub which regularly sees 8 young people attending. We now have 6 cricket clubs in Derbyshire providing accessible and inclusive cricket as 'Disability Champion Clubs'.

The DCF team have worked incredibly hard throughout the year to support the network of cricket in Derbyshire. We recognise we still have lots to do in our mission to make cricket a game for everyone and we look forward to working with all our stakeholders as we seek to grow and diversify the game further in 2023.

I would like to take the opportunity to thank all of our volunteers, coaches, officials, players, cricket clubs and organisations that have had such a positive impact in 2022.

On the following pages, we celebrate the success, impact and growth of cricket in 2022. I hope you enjoy it!

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OUR PURPOSE...
TO EMPOWER COMMUNITIES AND IMPROVE LIVES THROUGH CRICKET

OUR MISSION...
WE WILL INSPIRE A GENERATION TO SAY THAT 'CRICKET IS A GAME FOR ME'

OUR PRIORITIES ARE...

GROW & NURTURE CLUBS & LEAGUES

TRANSFORM THE WOMEN & GIRLS GAME

ENGAGE CHILDREN & YOUNG PEOPLE

SUPPORT & DEVELOP OUR VOLUNTEERS

CONNECT COMMUNITIES

Derbyshire Cricket Foundation work across the whole of the county to develop and deliver a diverse range of programmes and events designed to support local communities and cricket clubs. We use cricket to **ENGAGE, EDUCATE, INSPIRE** and **IMPROVE OPPORTUNITIES** for the people of Derbyshire.

We work with cricket clubs, leagues, community groups and key stakeholders to provide positive experiences that have a lasting impact on the lives of those we engage.

At Derbyshire Cricket Foundation (DCF) we believe that everyone should be able to say "cricket is a game for me", and 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 the DCF.

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Grow & Nurture Clubs and Leagues

Participation up! More games played in 2022 than previous years

3,033
Games of open age league cricket in 2022

1354
Junior fixtures

Open age fixtures up **13%** on 2021

Junior fixtures up **25%** on 2021

104
Derbyshire Clubs

120
Affiliated Clubs

82
Junior Sections

£180,000+
Investment into clubs

6
Senior Leagues

7
Junior Leagues

7
Cricket Development Groups

18
Clubs played in DCF Development League.
28% Increase on 2021

8
Clubs played in the U19 Hundred Ball Competition

38
Clubs played in the ECB Junior National Cup Competitions

Over 200
Club volunteers joined our workshops and forums during 2022



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Transform The Women & Girls Game

Women's cricket continues to grow at a rapid rate in Derbyshire! **More women's teams than ever before!**

22 Softball Festivals in 2022 v **18** in 2021

45 clubs in 2022... **57** Women's Teams

503 Women played softball cricket

25% increase in the number of clubs with a women's section

59% women's softball players are aged 41+

"Thank you to all at Darley Dale CC for hosting the festival, we had an enjoyable day in a lovely atmosphere"



"I love the fact that we are all different ages, shapes, sizes, fitness levels, skill levels, everything and we just come together and just play. There's no pressure and its something for us!"

"As time went on from us starting and a team developing, we have created friendships and it's like a family"

33 teams involved in the East Midlands Women's Cricket League for 2022, **94%** growth from 2021

Female volunteering - making our clubs sustainable, family friendly, and providing role-models

1 in 4 softball players volunteer at their clubs

49 female coaches trained

42 female activators delivering National Programmes

Girls Cricket - Creating a sustainable pathway for girls of the future

The Derbyshire U12 Girls League continues to provide competitive cricket for girls in Derbyshire!

7 teams

84 girls

21 games scheduled

Women & Girls Performance Pathway

We had a record number of players involved in our Girls Performance Programme in 2022, with **137** girls receiving high quality coaching and match play across the summer!

An increase of 5% on the number of players in 2021.

55
Games
Played **37%**

11 Intra
County
Festivals

4 Age
Groups



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Engage Children & Young People

Inspiring a generation to choose cricket through high quality coaching delivery in schools

1,800 hours of coaching to **110** Primary Schools
12,000 children inspired
242 teachers trained

“The children and staff really maximised on the opportunity of working alongside the expert coach and enjoying a quality of provision that they would not have been able to access. We even have some children - girls! - who now aspire to be professional cricket players! Thank you so much”



“The class absolutely loved the sessions with Jack. He was engaging and made all the sessions fun. He included the SEND children and made the lessons very inclusive. Jack was approachable and gave me some great tips for future PE lessons”

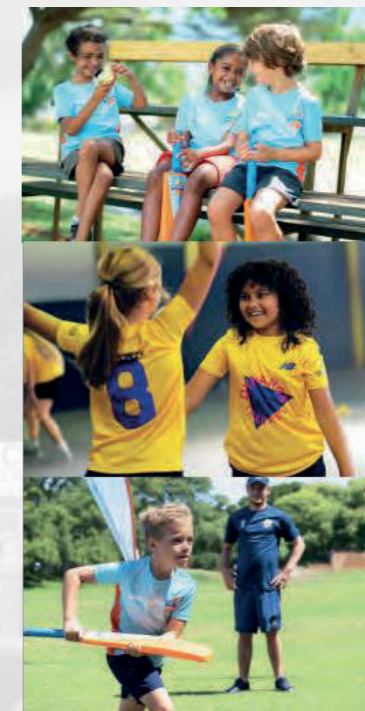
National Programmes continue to inspire the next generation of children to choose cricket!!



1620
5-8 year olds

61 ↑ **7%**
Centres

28%
female participants
26% in 2021



773 ↑ **16%**
9-11 year olds

42
Centres

27%
female participants

Ethnic diversity increased across all programmes

Our Falcons camps provide opportunities for children to continue their development throughout the school holidays



500+ ↑
5-14 year olds

18 ↑
Summer Camps

26% ↑
Female Participants
24% in 2021



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Make Cricket Accessible

We launched our first Super 1's Disability Cricket Hub, providing inclusive and accessible cricket coaching

33 inclusive sessions delivered
33 hours of contact time
10 participants

“My son Thomas just loves the cricket sessions with Jess Bakewell at Alfreton Leisure Centre which has added a new interest in his life. He joins in with friends and is unhappy when the session finishes”



“Jess has also introduced other activities which Thomas may not have experienced before for example T20 game away from the sessions”

“It was difficult to find a club where he could fit in with his needs socially and physically”

Derbyshire Cricket Clubs leading the way in making cricket accessible by becoming Disability Champion Clubs

What have you noticed that your child has gained from attending the sessions?

They always want to go to the sessions. They know all the coaches well and love working with them. The sessions have been fun and energetic, while also developing their cricketing skills and abilities. The various drills are rotated often enough to keep them concentrated on the task, but most of all they are made lively and fun.

Disability Champion Club - Parent Feedback

We have worked with a record number of Special Education Needs or Disability Schools, providing table cricket activities!

14 Special Educational Needs schools engaged through Table Cricket
420 Children Inspired
84 Hours of Delivery
28 Teachers Engaged

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Make Cricket Accessible

Taking Cricket to Urban Areas through Chance to Shine Street Cricket!!

67

Sessions
Delivered

45

Unique
Participants

190

Hours of
Coaching

2 Competitions **6** Teams **15** Games

"It's boosted my confidence, it's helped me get better with my social skills and it's got everything I can ask for"

"I enjoy cricket and it's very welcoming here. It allows me to be a better cricketer"

We engaged a new audience through our Walking Cricket Programme

Our walking cricket centres provide an opportunity for participants to get active and socialise with their peers.

2 Venues

32 Unique
Participants

48 Hours of Activity



We launched our access to cricket grant with the aim of removing cost as a barrier to participation

26 Individual grants awarded

£4,200 Total grants awarded

15% Female

34% Ethnic Diversity

Derbyshire Cricket Foundation



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Make Cricket Accessible

Record numbers of coaches trained in 2022 with greater diversity than ever before!

167
Coaches Trained

19
Coaching Courses

32%
Female
v20% in 2021

15%
Ethnic Diversity

“I’ve enjoyed the small groups that allow for great discussions to happen between the tutors and us as coaches. Hearing about other coaches experiences has opened my eyes to not just the way my club works” Lucy Yates – Core Coach

Volunteers are the heartbeat of our cricket clubs and are instrumental to the growth of the game

130+ Grassroots Cricket Volunteer nominations, 75% increase on 2021.
Over 30+ volunteers celebrated through our 'Volunteer of the Month' campaign

Improving Opportunities

Holiday Play Scheme

We provided activity and food provision for vulnerable children in Derby City, in partnership with Aspire Community & Wrestling Alliance.

Access to Cricket

We launched our Access to Cricket Grant with the aim of removing cost as a barrier to participation.

26
Individual grants awarded
£4,200
Total grants awarded

16 days of activity session delivery

40 children on average each day

90 unique children engaged

640 meals provided

DERBYSHIRE Cricket Foundation

DCF & Aspire Wrestling Alliance Holiday Club Summer 2022

FREE places on National Programmes were provided for children from areas of deprivation.

111
ALL STARS
cricket

84
DYNAMOS
CRICKET

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Fundraising & Events

Our annual Diwali Celebration was the biggest to date with close to **300** people in attendance. The event raised in excess of **£13,000** to support the delivery of key community projects In Derby City.



Media & Communications



73,000+
page views ↑ 19k

42,000 +
sessions ↑ 12k

28,400+
users ↑ 7.4k



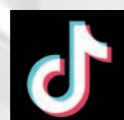
50,000+ average impressions per month
5,619 average profile visits per month ↑ 124%
2,881 followers ↑ 9%



4,000+ average reach per month
70% male **30%** female audience
1,547 followers ↑ 20%



7,000+ average reach per month ↑ 18%
53% male **47%** female audience - **3%** increase in female audience
1,731 followers - up 460



11,800+ Likes
52% audience aged 18-24
1,038 followers

Sponsors and Partners

We are extremely grateful to all our sponsors and partners for their ongoing support. Without them it would not be possible to have the positive impact we have.

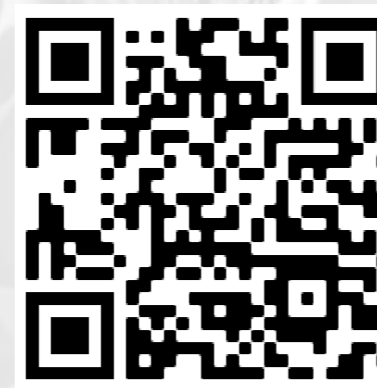
WAYS OF GETTING INVOLVED

We are continually seeking support for a wide range of projects, programmes, and events across all our priority areas.

DONATE - You can donate directly to the Foundation at <https://www.justgiving.com/campaign/DCF>

FUNDRAISE - We welcome your support in raising vital funds for the Foundation in any way you can.

SPONSORSHIP - We have a wide range of sponsorship opportunities for businesses and individuals who would like to help us on our journey to making **CRICKET A GAME FOR EVERYONE**. For more info visit our website:



FURTHER INFORMATION

For further information on the work we do and to find out how you can support, please email info@dcfcricket.com

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Events to look out for in 2023:

An Evening with ...

Golf Day

T20 Walkathon

Diwali Celebrations

Contact us

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