



# DERBYSHIRE CRICKET FOUNDATION IMPACT REPORT 2023







Richard Wood - Managing Director

At the Derbyshire Cricket Foundation (DCF) we **empower communities** and **improve lives** through cricket. I am delighted to share our 2023 Impact Report which demonstrates examples of how we do this through delivering activity which;

**Improves health and well-being** - involving people of all ages in activity that improves their physical and mental health, and their happiness.

**Makes cricket accessible** to everybody, regardless of their ability, gender, age, ethnicity, social background or where they live. Cricket is a game for everyone, and we benefit from diverse participation.

**Connects communities** - improving happiness and combatting loneliness, by helping people develop new social and support networks and friendships.

Provides opportunities for **personal development** - helping people develop new and **transferable skills**.

**Develops individuals** by providing them with new and transferable skills, which can enrich their personal and professional lives.

Introduces new people to cricket in a **fun and friendly** environment.

Provides opportunity for those with **talent and passion** for cricket to access development opportunities which help them reach their full potential.

I am very proud of the progress we have made this year, and the whole DCF team are committed to working with our partners and stakeholders across Derbyshire to increase our impact and further widen our reach during 2024.

OUR PURPOSE...

IS TO **EMPOWER COMMUNITIES** AND **IMPROVE LIVES** THROUGH THE GAME OF 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

IMPROVE  
OPPORTUNITIES

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 those participating, whether they be players, spectators, volunteers, officials, coaches or those working on behalf of the DCF.



# GROW AND NURTURE CLUBS AND LEAGUES

Club cricket continues to thrive with more cricket played across the county this year!!

**6000**

Games of cricket scheduled in 2023 - 6% up

**104**  
Derbyshire Clubs

**1600**

Junior Fixtures played - 7% Up

**52**  
Clubmark Accredited Clubs

**60%**

More girls fixtures played

**82**  
Junior Sections

**24%** more women's games played

**6**  
Senior Leagues

**7**  
Junior Leagues

**£100,000+**  
Investment into clubs

**21** Clubs received investment in their facilities  
Over **£50,000** invested to create welcoming environments

**23**  
Clubs played in DCF Development League  
**27%** up

**39**  
Clubs played in the ECB Junior National Club Competitions

Over **200**  
Club volunteers joined our workshops and forums during 2023





# TRANSFORM THE WOMEN'S & GIRLS GAME

Cricket clubs in Derbyshire continue to grow and develop the women's game. 2023 saw a **record number of clubs and teams** running Women's cricket.

**26** Softball Festivals in 2023

**55** clubs in 2023... **72** Women's Teams - 25% up

**625** Women played softball cricket in 2023 - 25% up

More than half of players are aged 41+

"Getting into women's softball cricket has been one of the best decisions I have made. It's a fun filled atmosphere bubbling with laughter, camaraderie and team spirit. My advice to anyone is - give it a try and I promise you won't look back." Cathy Harris - Matlock & Cromford Cricket Club



The East Midlands Women's Cricket League is playing a key role in the growth and sustainability of Women's cricket.

**41** Derbyshire teams in the East Midlands Womens League - 70% up

**704** Fixtures scheduled - up 43%

**8** clubs played in the Derbyshire & Cheshire Women's League with **59** fixtures played

Clubs in Derbyshire are continuing to invest in developing their female workforce.

**53 female activators** trained in 2023 to support the delivery of All Stars and Dynamos programmes - 26% up

**37** female coaches trained

To hear more about the impact women's cricket is having on the growth of clubs in Derbyshire scan or click the QR Code



## Girls Cricket on the rise in Derbyshire.....

Girls cricket continues to be an important priority for the DCF and Derbyshire Cricket Clubs. We made progress in 2023 towards creating a sustainable pathway for girls from All Stars through to the Women's game.

### Derbyshire U12's League

**28%** increase in teams

**27 Games**

### Girls Dynamos Festivals

**22** team entries

**14** new teams entered





In partnership with the ECB and Chance to Shine, we took cricket to girls in State Secondary Schools



- 5** State Secondary Schools
- 62** hours of coaching delivered
- 650** girls engaged

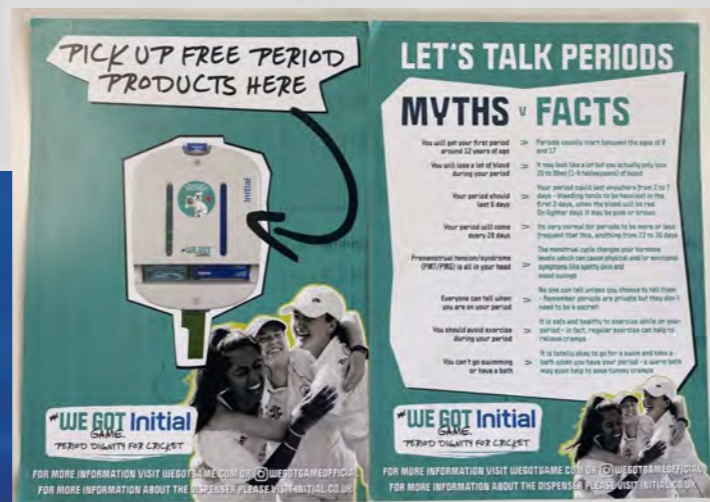
“What we found was first and foremost having a female coach come in to deliver the cricket sessions was really empowering for the girls because they could see that not only can you play, but you can also have a career out of it” Clare Causer- PE Teacher, Chellaston Academy

To hear more about the impact of the Girls Secondary School programme scan or click the QR code



**DCF partnered with ECB and Initial Washroom Hygiene to bring period dignity to grassroots cricket!**

- 8** Clubs provided with dispensers and sanitary products!!
- 1000** new clubs nationally in 2024



**Our Women's & Girls Performance Pathway is playing a vital part in the growth and development of the Women's & Girls game.**

- 129** players were involved in our Performance Programme in 2023
- 4** Performance Squads
- 3** Development Squads
- 68** Scheduled Games and **14** Intra County Match Days



**Derbyshire Pathway continues to develop Regional and National talent...**

**18 Girls** involved in Blaze regional observation games and **3 Girls** played for the **Blaze Academy** during 2023

Lara Shaw played for the Blaze 2nd XI and was selected for the Regional Cricket Academy Summer Festival

In 2023 Sarah Glenn (pictured right) received her 50th International T20 cap and Bess Heath made her England Debut. Both players progressed through the Derbyshire pathway from Age 10.





### ECB National Programmes engage and inspire the next generation of children to choose cricket.

**1832**

5-8 Year olds

**13% Increase**

V 2022

**74** Centres

**28% female**

participants



**773**

9-11 Year olds

**46** Centres

**10% Increase**

V 2022

**31% female**

participants

We are committed to making cricket accessible by removing cost as barrier to playing cricket. In partnership with the ECB, we provided **317 children** with funded places.

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

**1406** Participants

**43%** female participants



In 2023 we increased our activity in state primary schools and engaged more children in high quality coaching.

In partnership with Chance to Shine we delivered...

**2380** hours of coaching

**110** Primary Schools

**15,500+** children inspired

**250+** teachers trained

We prioritised some of our delivery to schools that were in the most disadvantaged areas with over 40% of their children in receipt of free school meals.

We wanted to take cricket to children who might not get the opportunity without our programme.

We engaged over **3000 children** across **23 schools**

“I am a firm believer that children should be given the opportunity to experience as many different sports as possible and that cricket plays a key role in a child’s development in terms of hand-eye co-ordination, teamwork and general participation in physical exercise”



“The Children really enjoyed the introductory session to cricket. The coach recognized which children needed further support and those that needed extending”





Teachers have an instrumental role in helping us to inspire the next generation to choose cricket!!

During 2023 we worked with Glebe Junior School after they attended our Teacher CPD session delivered in partnership with Chance to Shine and Youth Sport Trust.

Glebe Junior School were our Chance to Shine School of the year...

We asked the teachers and children about their experience of the programme:

"The impact was felt by both staff and students, after internal CPD was given to all staff"

"Teachers feel more confident delivering cricket, and pupils are seeing the real benefit of cricket"

"I used to not pay attention in cricket lessons, but now I've learned lots about cricket, and now it is my favourite sport"

"I am more confident now, from people saying well done, it makes me feel good about myself"

To hear more from the teachers and children at Glebe Junior School scan or click the QR Code:



We celebrated all of our fantastic volunteers in the game at our Cricket Collective Awards...

Rising Star  
Elisha Poiney



Unsung Hero  
Neil Mawby



Connecting Communities  
The Kellogg Family



Inspired to Play

Janice Watkins



SafeHands

Angie Smithurst



Growing the Game

Stuart Rudkin



Cricket Innovators

Rosie Gibson



Game Changer

Ellie Wilson



Lifetime Achiever

Ian Worthy







 CHANCE TO SHINE STREET

COACHES ASSOCIATION Derbyshire

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# WORKFORCE & VOLUNTEERS

**Our coach development programme continues to inspire the next generation of coaches to support the growth of the game!**

**14** Coaching Courses

**135** Coaches trained

**28%** Female

**16%** Ethnic Diversity

**80**  
Foundation Coaches

**32**  
Core Coaches

**23**  
Support Coaches

“It's 1 of the best courses I've ever attended. You learnt a lot & it really got you thinking about coaching”



“Thank you Jon and team, It was great to learn best practice in a continuous and well supported learning environment throughout”



**Volunteers are the heartbeat of our cricket clubs**

**120+** Cricket Collective Volunteer Nominations

**61** Safeguarding Officers trained



Young volunteers are key to the long term sustainability of the game...

We launched our Young Volunteers programme during 2023 engaging and training 30 young people.

We formed our Youth Council to help inform the direction of junior cricket in the county



“The reason I joined the youth council was because I love cricket, I love watching cricket and it was a great way to get involved in the decision making that goes on in cricket.”

“My favourite thing about the youth council was meeting people from other local clubs who enjoy cricket and also really enjoyed the free courses and session that were offered that helped me broaden my knowledge on the game”





# MAKE CRICKET ACCESSIBLE

Our Chance to Shine Street Cricket continues to provide accessible opportunities in Urban areas...

**5** Programmes running

**186** Sessions delivered totalling over 250 hours

**120** Participants

**25%**

**Female**

**88% participants  
Ethnically Diverse**

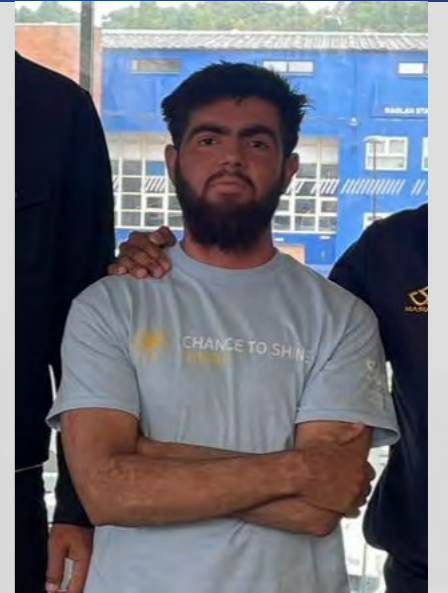


“The hub at Sherwin keeps me active, gives me a chance to meet other people, helps with my mental health and the coaches like Pete are Class” - Fahad

“Through the competitions we attend, I got to go to Lords and play. There's not much more you can ask for” - Bilal



Bilal Saeed is a participant from the Young Adult Chance to Shine Street session. **Bilal Saeed**, has recently completed the ECB Foundation coaching course, which was funded by an ECB bursary. This came from Bilal just attending and participating in the street sessions. The coaches noticed him helping others with how to play the game and giving tips of what to do. Bilal has this to say:



*“It felt like a privilege as the coaches chose me out of everyone there, seeing as I just came to play some cricket on Monday night, to then getting opportunity to become a coach”*

Bilal has since supported some of the street sessions he previously participated in as well as helping to coach some of our Street Games sessions in Normanton Park.

*“It has definitely opened some new doors as I was previously on the fence about what I wanted to pursue.”*

*“I feel like as I’m still a young cricketer, there’s still a lot I need to learn however my aims are to teach others the things I wished I knew when I was in their position. I want to show them that cricket doesn’t have to just be a competitive sport and you can enjoy yourself along the way. I also want to show them that improving and working on your cricketing ability can also improve you as a person and help you grow.”*



## MAKE CRICKET ACCESSIBLE

Disability cricket offer on the rise in Derbyshire with more activity than ever before!!

**We have delivered table cricket to a record number of schools during 2023!**

**25** schools received table cricket sessions - 78% increase

**294** hours delivered - over 3 times more than in 2022

**500** children inspired **50** Teachers engaged

**Our Super 1's Disability Cricket Hub continues to provide inclusive and accessible cricket sessions**

**36** weekly sessions

**8** hours of lifestyle workshops

“Since attending the Super 1s sessions, xxx has gone from strength to strength with his social interactions and confidence around others in the group setting, as well as developing his own cricket skills at the same time”



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

We now have a number of clubs in the county who are providing inclusive and accessible cricket sessions for people with Disabilities. Swanwick Hall Cricket Club spoke to us about becoming a champion club...



“We are an inclusive club and we wanted to involve the players in the club like we would any other child or adult”

“We didn't really know what to expect, what the first session would look like, and how we would adapt the activities to what might be a completely different set of needs and requirements”



Scan or click the QR code to hear from the club about their experiences of becoming a Disability Champion Club



“They were ill founded concerns because when the kids arrived, it was quite natural for us all and we made sure they enjoyed it”





# IMPROVING ACCESS AND OPPORTUNITY

At DCF we are committed to ensuring that cricket is **'A Game For Everyone'**. We recognise that cost can be a barrier to accessing cricket and we are determined to remove that barrier to ensure as many people as possible can enjoy the great game.

During 2023 we awarded Access to Cricket grants for those in need of financial support to help fund activity and purchase equipment.

**55** Individual grants awarded

**£5,675** Total grants awarded

**40%** Female

**30%** Ethnic Diversity



**We provided financial support to under-represented groups and to those experiencing financial hardship to help increase the diversity of our coaching workforce.....**

**61**  
Coaches Supported

**£6,475**  
Bursaries Awarded

**39** Female  
**22** Ethnically Diverse

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

We delivered **23 programmes** across the county to provide free access to children from low socio-economic groups (LSEG). In total we provided **371 participants** with free access to an All Stars or Dynamos programme.

**12** Programmes

**229** Free Places



**11** Programmes

**142** Free Places

## MEDIA & COMMUNICATIONS

**We are extremely proud of the work we do and the impact we have. We use our media platforms to help us grow the game!**



**78,000+**  
page views

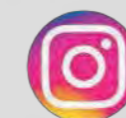
**45,000 +**  
sessions

**28,600+**



**57,000+** average impressions per month – up 11% on 2022

**3,038** followers – **up 5%** on 2022



**11,000+** reach over 12 months

**1,848** followers – **up 20%** on 2022



**18,000+** average reach per month - up 57%

**2,053** followers - up 18% on 2022

**52%** male **48%** female audience



**16,500+** Likes

51% audience aged 18-24

1,400 followers – up 40% on 2022



# FUNDRAISING & EVENTS

Our fundraising events are vital in raising funds that enable us to improve access and increase opportunities for people to play cricket.

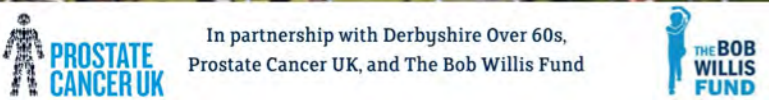


**70** walkers

**20** Miles or **5** Miles

**£2000** to the Bob Willis Fund which supports Prostate Cancer

**£1895** to the DCF Access to Cricket Fund



Our annual **T20 Walkathon** took place in partnership with the Derbyshire Cricket Over 60's to complete part of a national campaign – **Ron's Walks**



We were proud to host our first **Iftar** event to celebrate Ramadan



We delivered our first Charity Golf Day at Morley Hayes Golf Course during September, raising over **£2,500** to support the work we do. Congratulations to Autograph Care Group on winning our inaugural Golf Day!

**48** Golfers

**18** business sponsors

**12** Teams



Our 9th Diwali Celebration was the biggest to date with close to **300** people in attendance. The event raised in excess of **£23,500** to support the delivery of key community projects In Derby City.





## We are engaging new communities through cricket...

Our **Move4Cricket** programme launched in 2023, providing cricket and exercise sessions to women in Derby City.

**20** participants

**60%** South Asian

Age between 18-56

“So much fun, great teamwork, learnt indoor cricket is much fast paced. Learning different rules of indoor cricket. I’m still practicing my over arm bowling. Learnt how to communicate with paired batter, when to run etc. I’ve loved it and always looked forward to the next session. Lucy has been brilliant, friendly and patient and explains things in a calm easy manner and was very approachable if unsure how to bowl etc.”



## Walking cricket continues to grow...

Our Walking Cricket Programmes provide an opportunity for participants over the age of 60 to get active and socialise with their peers

“I enjoy the opportunity to engage in physical activity, although I don’t think my body agrees. The social aspect afterwards does help to build new acquaintances and allows the participants to engage in sometimes lively discussions. Very often about football.” Barry, Alfreton

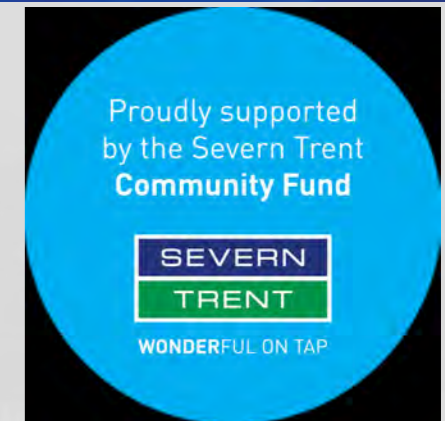
**5 Centres** - 150% increase on 2022

Over **50 participants**

## We use cricket to improve and enrich peoples lives...

### Monday Mates - Dementia Cafe

Our welcoming café has provide opportunity for people living with Dementia to come together and take part in some light adapted exercise as well as enjoy some light refreshments.



**26** unique participants

**2 hours** per month

**8 volunteers** engaged to support the programme

Oldest attendee **87 years old**



### Parkinson’s Walking Cricket

Our Parkinson’s Walking cricket programme supported by Parkinsons UK, is having a positive impact on the lives of the participants it’s engaged....



“Proud to say my dad attends this. It’s absolutely fantastic and he loves every minute of it!! Getting him into shape for our beach cricket next year!! Thank you Derbyshire Cricket Foundation for putting on these sessions. They mean so much!”





# #A Game For Everyone

## WAYS OF GETTING INVOLVED

We welcome new sponsors and businesses looking to support the work we do. 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 information visit our website:

## Contact us

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