



LEICESTERSHIRE & RUTLAND
CRICKET FOUNDATION

THIS IS OUR GAME. THIS IS MY GAME.

STRATEGY 2025-2029



Charity Number: 1125155

FOREWORDS

TOM CAMPBELL

CHAIR OF TRUSTEES

I am excited to introduce 'This is Our Game. This is My Game' 2025-2029. The Leicestershire and Rutland Cricket Foundation is now an established charity with the objective of promoting the game of cricket, connecting communities, increasing participations and ensuring more people from all backgrounds can access the social and physical benefits of sport.

Our journey to this point has been shaped by extensive consultation with our clubs, volunteers, players, schools, and community partners. Through these conversations, we have gained valuable insights into the challenges we must address and the opportunities ahead. Whether its limited access to playing spaces, the need to recruit and retain volunteers, or ensuring equal opportunities for all, we recognise the challenges. We know that by working together with passion and determination, we can overcome these obstacles and create a cricketing landscape across Leicester, Leicestershire and Rutland that is vibrant, inclusive, and sustainable.

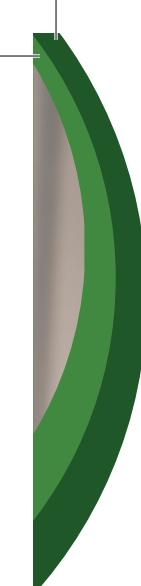
My Game 2025-2029 is not just a plan, it is a vision for how cricket can enrich lives across our region. The Foundation will continue to promote cricket as an inclusive game and the Strategy shows how we will do this. We are focused on increased participation in schools, growing Women and Girls cricket and expanding our disability programmes.

We will continue to support our recreational clubs ensuring that they have high quality support in safeguarding, access to volunteer training and a network for player development and competition. We will represent you in our work with the England and Wales Cricket Board and support engagement with our professional team, Leicestershire County Cricket Club.

As a Foundation, we will continue to support, innovate, and champion the game at every level. But we cannot do it alone. 'This is Our Game. This is My Game' is a call to action for everyone who shares our love for cricket, your support and involvement will be crucial in bringing this strategy to life. The next four years will be transformative for cricket across our county. By working together, we can create lasting change, empower individuals, and ensure that cricket is truly a sport for all.

This is Our Game. This is My Game. Let's build the future of cricket together.





NAMITA PATEL

MANAGING DIRECTOR

‘This is Our Game. This is My Game’ 2025-2029 Strategy is our commitment to the future of cricket across Leicester, Leicestershire, and Rutland. At Leicestershire & Rutland Cricket Foundation, we are driven by a passion for the game and a vision to make cricket accessible to all, regardless of background, age or ability.

We are privileged to represent one of the most diverse communities in the country. We believe that cricket has the power to bring people together, break down barriers and foster a true sense of belonging, whether played in the heart of our city or in the most rural parts of our counties.

This strategy prioritises that cricket is representative of the communities we serve. It must be a sport where everyone feels welcome, where every child can pick up a bat and ball and where opportunities exist for players to progress and thrive. This means expanding pathways for Women’s and Girls’ cricket, enhancing disability and inclusive programmes, and increasing engagement in communities where cricket has historically been less accessible.

Collaboration is at the heart of our approach. We will continue to strengthen our relationships with clubs, schools, volunteers, community organisations, local authorities and key partners to ensure that cricket thrives throughout our region. In partnership with Leicestershire County Cricket Club, we will leverage our platform to keep cricket at the heart of our county’s sporting identity.

For cricket to thrive, we must invest in people, facilities, and opportunities. This means not only increasing participation but also ensuring that clubs are well-supported, volunteers are valued, and our infrastructure is built for the future. Our commitment to sustainability will see us create new spaces for cricket, nurture talent, and develop a strong pathway from grassroots to elite level.

I want to thank everyone who has contributed so far, our clubs, volunteers, players, coaches, and supporters; your passion is the foundation of our success. Together let’s grow the game because This is Our Game. This is My Game.



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PURPOSE, VISION, MISSION

PURPOSE

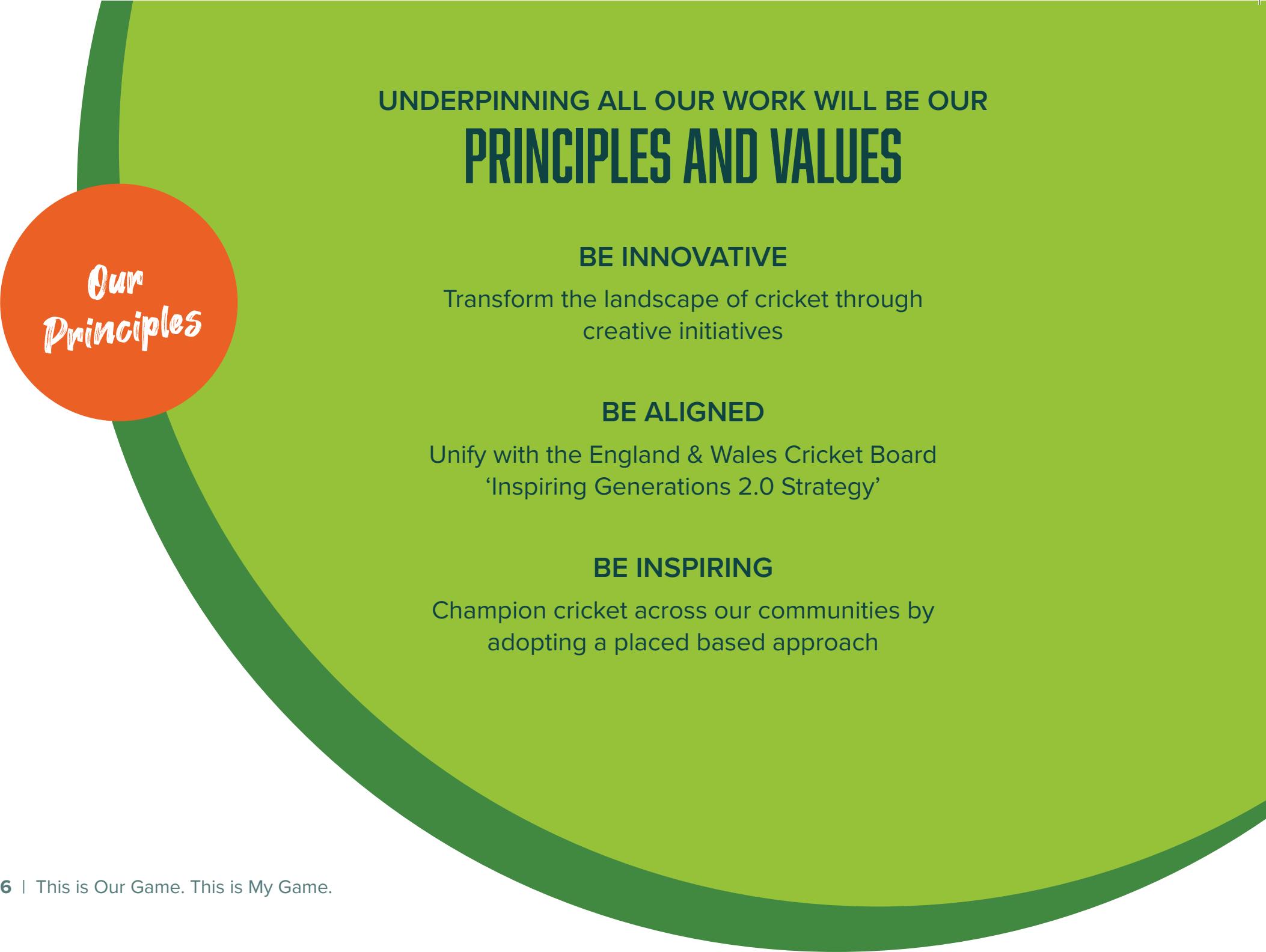
Unite communities and enrich lives through the power of cricket

VISION

For the communities of Leicester, Leicestershire and Rutland
to say “This is Our Game. This is My Game”

MISSION

To use the power of cricket to connect our community, improve
lives and get more bats and balls in peoples hands creating a
sustainable future for the game.



UNDERPINNING ALL OUR WORK WILL BE OUR **PRINCIPLES AND VALUES**

*Our
Principles*

BE INNOVATIVE

Transform the landscape of cricket through
creative initiatives

BE ALIGNED

Unify with the England & Wales Cricket Board
'Inspiring Generations 2.0 Strategy'

BE INSPIRING

Champion cricket across our communities by
adopting a place based approach



Our Values

SHARING POSITIVITY

Bringing positive-oriented thoughts, beliefs and attitudes

CARING AT OUR CORE

Promoting a strong sense of community, leaving participants
feeling valued, respected and connected

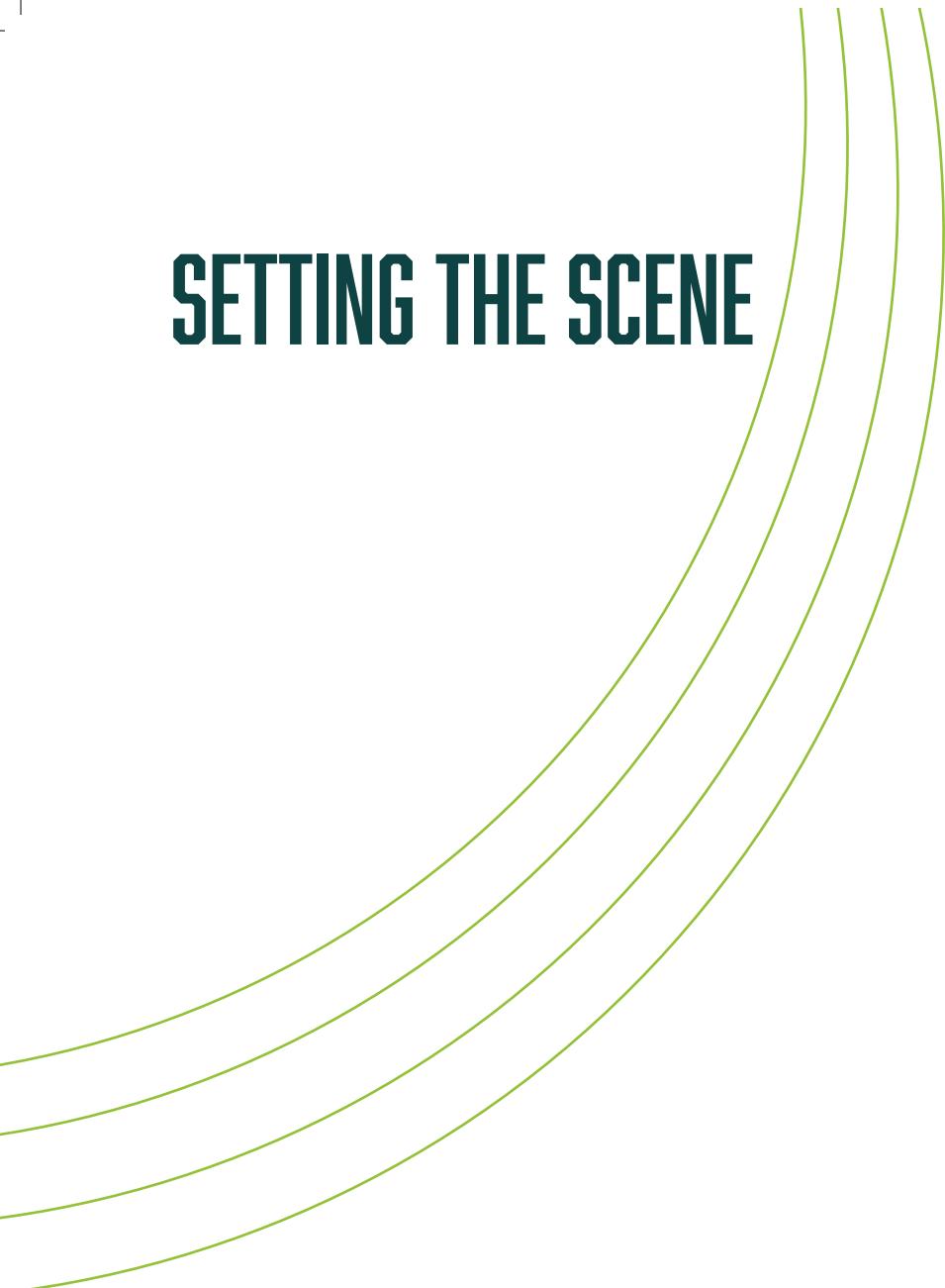
ELEVATING EVERYONE

Empowering communities with the tools to grow

A SAFE AND WELCOMING ENVIRONMENT FOR ALL

Creating a community where people can be their best

SETTING THE SCENE



The Leicestershire and Rutland Cricket Foundation (L&RCF) is committed to using cricket as a force for good, connecting communities, improving lives and breaking down social barriers. To achieve this, the Foundation has set an ambitious goal to become a standout charity, delivering class-leading programmes while ensuring long term financial sustainability. This strategy outlines the steps we will take to achieve this goal, ensuring the long-term sustainability of cricket in the region.

Cricket has a unique ability to unite people, fostering inclusion and well-being. Everything that L&RCF is working towards; every inclusive opportunity, community programme and recreational team that is on offer allows us to make great strides towards enhancing and extending the reputation, reach and profile of our game.

The newly established Foundation in 2024 aims to engage Leicester, Leicestershire and Rutland's diverse population, using cricket as a vehicle to break down social barriers and connect communities to promote positive physical and mental well-being.

Governance will be led by a ten-strong independent Board of Trustees, who bring a wealth of expertise and lived experiences to reflect and serve the local population. This strategy developed through extensive consultation, lays out a four-year County Wide Plan for cricket and community engagement supported by detailed operational plans to drive real impact

As part of our consultation we asked the network 'What are the challenges that cricket in Leicester, Leicestershire and Rutland are currently facing?'.

The Foundation faces several key challenges:

Recruitment of Young Players: Few young people transition from school activity to other cricket opportunities, especially secondary school age

Girls not filtering in to the game: Shortfall of girls progressing in to the recreational game.

Trust and Awareness: The Foundation needs greater presence and engagement across diverse communities in Leicester, Leicestershire and Rutland.

Volunteer Shortages: A declining volunteer base threatens long-term sustainability.

Lack of Space: Cricket spaces are being removed limiting growth opportunities.



THIS
STRATEGY
SETS THE
COURSE FOR
L&RCF TO OVERCOME
THESE CHALLENGES,
ENSURING THAT CRICKET
CONTINUES TO THRIVE
AS AN INCLUSIVE AND
TRANSFORMATIVE
SPORT FOR ALL.

THE DEMOGRAPHIC LANDSCAPE OF LEICESTER, LEICESTERSHIRE AND RUTLAND:

Leicester, Leicestershire, and Rutland form a region with a unique blend of urban, suburban, and rural communities. The diversity is reflected in the area's demographics, cultural heritages and social dynamics. This is an overview of the key demographic that shape this vibrant region:



LEICESTER

APPROXIMATELY 368,000 PEOPLE

- Ethnicity – White 41% (Including white British, Irish, other white)
- Asian/Asian British 43%
- Black/Black British 4%
- Mixed or other ethnic groups 12%

LEICESTERSHIRE

APPROXIMATELY 720,000 PEOPLE

- Ethnicity – White 88% (Including white British, Irish, other white)
- Asian/Asian British 8%
- Black/Black British 1%
- Mixed or other ethnic groups 3%

RUTLAND

APPROXIMATELY 40,000 PEOPLE

- Ethnicity – White 95% (Including white British, Irish, other white)
- Asian/Asian British 2%
- Black/Black British 1%
- Mixed or other ethnic groups 2%

HEALTH AND WELLBEING

Leicester faces urban health challenges, including higher rates of diabetes and cardiovascular diseases, linked partly to its demographics. Rural areas like Rutland generally report better health outcomes, with higher life expectancies.



SOCIO-ECONOMIC

Leicester City has approximately 25% of its population living in areas classified as among the most deprived areas in England with higher-than-average proportion of families living below the poverty line. This is less prevalent in the county and Rutland however still present, with small pockets experiencing low socio-economic status and health disparity.



THE HEALTH OF CRICKET IN LEICESTER, LEICESTERSHIRE AND RUTLAND IN 2025

SITES AND FACILITIES

226

GRASS PITCHES

71

GRASS PITCHES AT SCHOOLS

137

INDOOR CRICKET NETS

10

NON-TURF PITCHES

CLUBS AND TEAMS

196

ACTIVE CLUBS

720

ACTIVE TEAMS

410

SENIOR TEAMS

219

JUNIOR TEAMS

WOMEN AND GIRLS

27

WOMEN AND GIRLS CLUBS

91

WOMEN AND GIRLS TEAMS

31

GIRLS TEAMS

CHILDREN AND YOUNG PEOPLE

47

ALL STARS CENTRES

29

DYNAMOS CENTRES

68

CHANCE TO SHINE CENTRES

9

LORD TAVERNS CENTRES

There is an appetite for cricket across Leicester, Leicestershire and Rutland and it is experiencing both challenges and successes. A significant concern is the displacement of city clubs and limited growth of junior programmes due to inadequate facilities. In contrast, cricket in the wider county is in a stronger position with many clubs having their own venues and actively developing junior programmes. The main challenge in these areas lies in expanding participation and strengthening engagement with junior players through the schools' network. This strategy acknowledges the diverse cricket landscape across Leicester, Leicestershire and Rutland and adopts a placed based approach to address the specific needs of the communities we serve. Through collaboration with the Local Authority and Active Together we will develop our 'Facilities Strategy' in line with local 'Playing Pitch Strategies'.

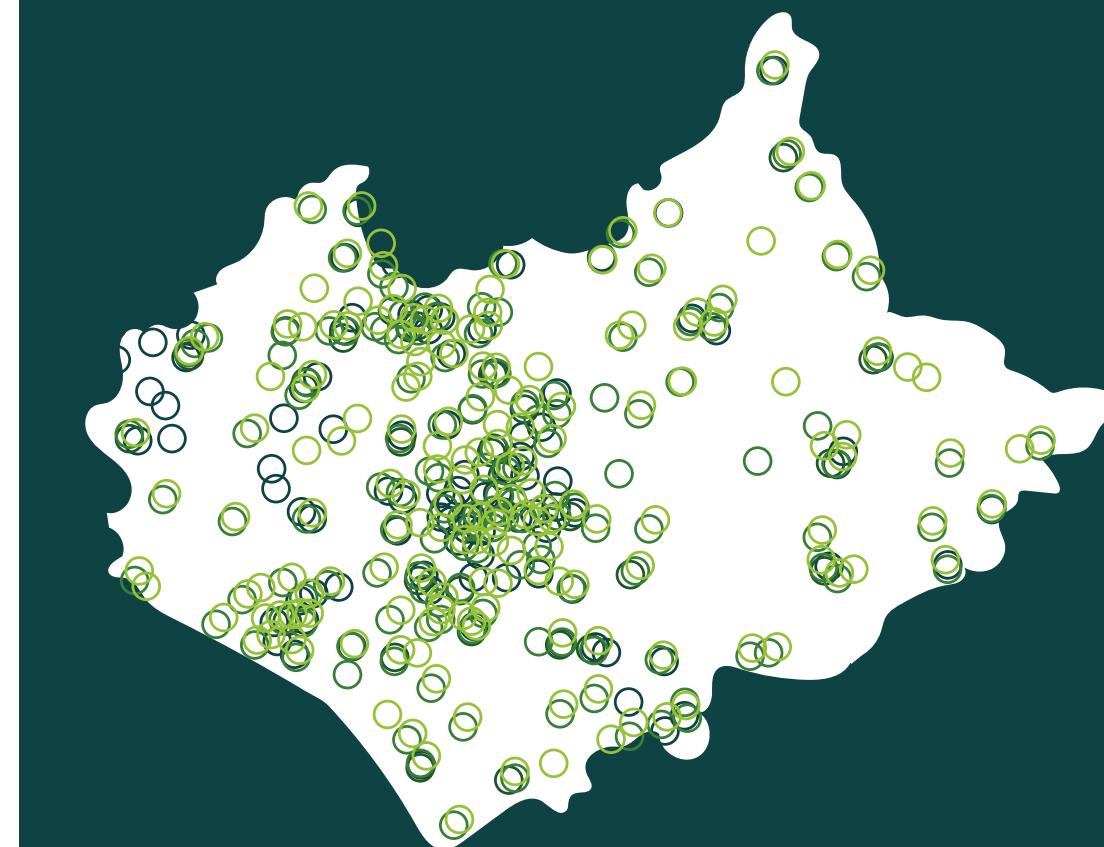
Alongside the traditional recreational game, Leicester has a vibrant cricket culture in parks, multi-use game areas (MUGAs) and other open spaces within the city boundaries where various unaffiliated competitions, leagues, casual games and tournaments take place. Through 'This is Our Game. This is My Game' STRATEGY 2025-2029 we will focus resources on engaging with these communities, providing guidance and supporting and bringing the game together under a more unified framework.

SITES AND FACILITIES

CLUBS AND TEAMS

WOMEN AND GIRLS

CHILDREN AND YOUNG PEOPLE



CASE STUDIES

BHOUMIK PREMJI'S JOURNEY WITH CHANCE TO SHINE STREET

Bhoumik's cricket journey began in India as a young child, playing street cricket with school friends. These early experiences not only fostered his love for the game but also provided a foundation for his skills and understanding of cricket. His passion for the sport has remained strong, and cricket continues to be a significant part of his life.

Discovering Street Cricket

Bhoumik was introduced to Chance to Shine Street cricket at Cossington, in the heart of Leicester City through a school friend. Encouraged by his friend, Bhoumik attended his first session and was immediately drawn to the welcoming and inclusive environment. Over the next three years, he became a regular participant, attending almost every week. The sessions not only provided him with the opportunity to play cricket but also helped him build friendships and stay active. Street cricket has positively impacted his life, strengthened his sense of community and provided him with cherished memories.

Why Street Cricket Was the Right Choice

Coming from a low-income background, he greatly appreciated the opportunity to learn and play cricket at no cost. The programme provided high-quality coaching, socialising opportunities, and crucial support from both mentors and peers. Through these sessions, he gained invaluable skills and experiences that shaped his personal and professional development.



Progress Since Attending Street

Bhoumik has achieved several significant milestones in his education and career since joining the programme. He completed Level 2 and Level 3 courses in sports coaching at college, gaining hands-on experience in the same street where he once played cricket. Currently, he is pursuing a BSc in Sport Coaching at Loughborough University and has earned Foundation and Core Coach certifications in cricket coaching. These achievements have enabled him to transition into a coaching role at the Street sessions held at Soar Valley College, where he now mentors and supports aspiring young cricketers.

Becoming a Coach

Reflecting on his journey, Bhoumik finds immense fulfillment in coaching at Street sessions. Giving back to the community that nurtured his passion for cricket is deeply rewarding. His role as a coach goes beyond teaching cricket skills—it involves fostering teamwork, confidence, and resilience among participants. Coaching allows him to inspire and empower the next generation, a responsibility he takes great pride in..

COUNTY GRANTS FUND

Tom Baldwin, Club Safeguarding Officer and fundraiser in chief said the following about the impact of the grant.

“As we’re trying to attract players to our club, the scoreboard just helps us look so much better: visibly having investment in proper gear really helps give the right impression; that we’re a club people would want to be involved with. As well as the scoreboard, of course we were able to install Wi-Fi equipment, which allowed the club to also install CCTV. Wi-fi now means we can live score on Play Cricket on a device and have the scoreboard accurate in real time - and the score can be seen by everyone. We often have spectators picnicking on the far boundary - now even they can keep up with what’s going on! When it comes to being used for the children’s games next season, it will be a game-changer.”

**TOM BALDWIN,
BURBAGE CLUB SAFEGUARDING OFFICER AND CHIEF FUNDRAISER**

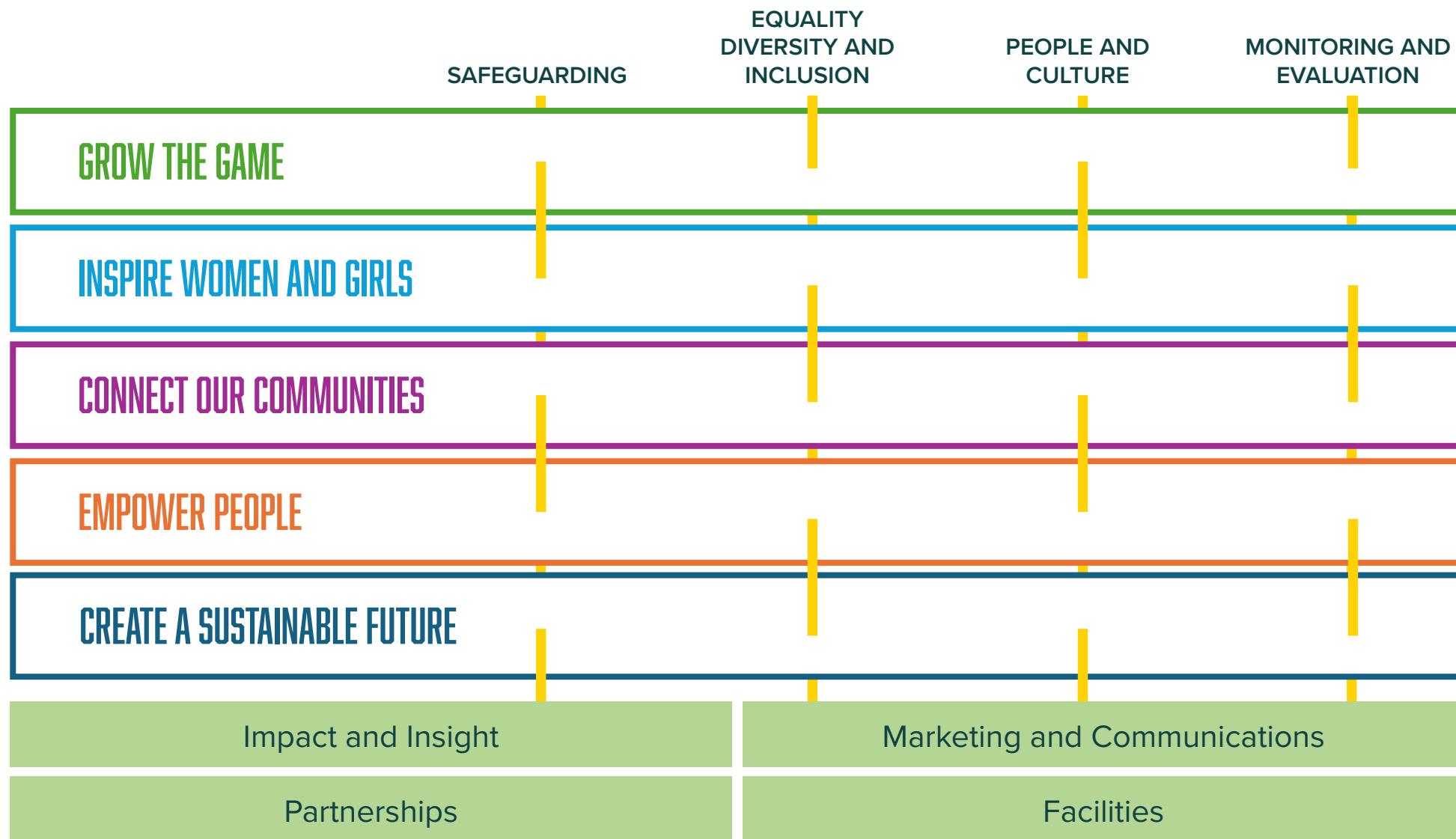


ENHANCING SCHOOL CRICKET

“We have used the Chance to Shine programme for the last few years now and each time it has been of great standard. The block programme is progressive and links well to our own curriculum. It is also great for CPD and Teachers and Teaching Assistants who come away with ideas for themselves that can be used in follow up sessions or adapted to suit other activities.”

MARRIOTT PRIMARY SCHOOL

To achieve our mission for the people of Leicester, Leicestershire and Rutland to say 'This is Our Game. This is My Game' we will deliver against a Strategic Framework:



Golden Threads

Strategic Pillars

Enablers



This is Our Game. This is My Game. | 17



PRIORITY 1: GROW THE GAME



By 2029 - To cultivate and sustain a love for the traditional game across generations and communities, celebrate the game, while making it accessible to modern audiences, and support clubs in diversifying their offerings, improving their facilities, and thriving as a community hub

FOCUS

To get bats and balls into more hands and introduce our communities to the power of cricket	Cultivate and sustain a love for the game across generations and communities.	Create opportunities for people from all backgrounds to take part in competitive cricket.	Provide support to clubs to diversify their offer, develop their facilities and thrive as a hub of the community	Develop a trusted and high-quality provision in schools, engaging young people in cricket at the earliest opportunity.
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INTERVENTIONS

Deliver school and community cricket activations	Develop multi-generational cricket programmes (e.g., family cricket days, parent-child leagues).	Work with the leagues within Leicester, Leicestershire and Rutland to develop and grow.	Support the club network to access funding, grants, and resources for clubs to upgrade facilities and create multi-use spaces.	Train and certify schoolteachers and coaches in delivering quality cricket sessions.
Launch mass participation events (e.g. cricket festivals, open days, street cricket programmes).	Promote storytelling and media campaigns showcasing cricket's history and values.	Create a thriving Super9s and D40 offer that provides a clear pathway for people with disabilities.	Encourage clubs to introduce varied formats like Junior Cricket, walking cricket, and women's leagues.	Expand curriculum-based cricket programmes and extracurricular school leagues.
Partner with local authorities and charities to create free access points for playing cricket.	Organise inter-community and inter-generational cricket tournaments	Develop alternative competitive provision within the region (Tapeball, Indoor, Softball, Street etc)	Support club-led outreach programmes in underserved areas	Partner with governing bodies to ensure sustained investment in school cricket.

SUCCESS OUTCOMES

Number of people participating in cricket programmes (children, young people, adults, schools, clubs).	Demographics (age, gender, ethnicity, disability, economic status or background) to ensure inclusivity.	Growth in participation over the period of this strategy
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PRIORITY 2: INSPIRE WOMEN AND GIRLS

By 2029 - Inspire Women and Girls - To inspire and empower Women and Girls in Leicester, Leicestershire and Rutland to play, enjoy and thrive in cricket by creating inclusive opportunities and welcoming environments, promoting visibility, and building pathways for lifelong engagement in the sport.



FOCUS

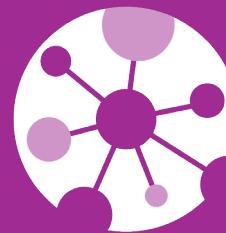
Ensure girls have early access to the game through club, community and school opportunities.	Develop female friendly spaces for women and girls to continue to access, and thrive, in cricket.	Ensure that Women and Girls representation at recreational level continues to grow with increased teams, sections and pathway opportunities.	Develop a clear pathway for Women and Girls in cricket, including non-playing pathways.	Increase opportunities for girls to play competitive cricket.
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INTERVENTIONS

Deliver cricket taster sessions in primary and secondary schools.	Work with clubs to improve facilities, such as changing rooms and social spaces.	Support clubs in forming new girls' and women's teams.	Create mentoring programmes for female leaders in cricket.	Expand junior girls' league structures.
Establish partnerships with schools and community groups to introduce cricket programs.	Offer coaching and umpiring courses specifically for Women and Girls.	Provide funding or equipment support for new teams.	Provide structured coaching and officiating courses for Women and Girls.	Organise girls-only tournaments and competitions.
Launch a girls' introductory cricket programme (e.g., All Stars or Dynamos Cricket for Girls).	Support clubs in developing inclusive policies and female-friendly environments.	Deliver recruitment campaigns targeting Women and Girls.	Develop a pathway document outlining playing and non-playing opportunities.	Support clubs in entering regional/national competitions.
Support clubs in setting up junior girls' sections.	Promote social and softball cricket as alternative formats.	Organise festivals and leagues to encourage participation	Encourage clubs to offer leadership roles to women and girls.	Develop transition programmes from junior to senior cricket.

SUCCESS OUTCOMES

No. of Women & Girls participating in cricket programmes.	Increase in female coaches, volunteers, and officials.	Retention rate of female players year-over-year.	Perception shift (Do Women and Girls feel cricket is MY GAME - measured via surveys).
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PRIORITY 3: CONNECT OUR COMMUNITIES

By 2029 - To use cricket and the brand of Leicestershire County Cricket Club as a unifying platform that connects diverse communities across Leicester, Leicestershire and Rutland by increasing awareness, enhancing accessibility, and fostering inclusivity, ensuring cricket is a sport for everyone.

FOCUS

Develop programmes that make cricket accessible across diverse communities, reducing barriers to participation.	Foster a welcoming environment across the club network that reflects our passion to make cricket is the 'world's most inclusive sport.	Provide opportunities to take part in cricket regardless of age, gender, ethnicity, disability, or economic status.	Use cricket as a force to impact on the health and wellbeing of the residents of Leicester, Leicestershire and Rutland.	Build trust and collaboration across LLR communities with L&RCF and LCCC.
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INTERVENTIONS

Create tailored cricket programmes for underrepresented and marginalised communities.	Train clubs on inclusivity, cultural awareness, and best practices for engaging diverse communities.	Develop and expand disability and inclusive cricket programmes.	Deliver targeted interventions aimed at tackling health inequalities.	Strengthen partnerships with community leaders, faith groups, and local authorities.
Provide free or subsidised cricket sessions in targeted areas.	Implement diversity and inclusion policies within club structures.	Women and Girls from all backgrounds to participate.	Develop cricket-led social initiatives to bring different community groups together using cricket as the 'hook'.	Create advisory groups representing diverse community voices in cricket.
Deliver outreach programmes in schools, community centres, and faith-based organisations.	Recognise and celebrate diversity through cultural cricket events and awareness campaigns.	Establish partnerships with local charities and organisations supporting underrepresented groups.	Celebrate the health and wellbeing benefits of the game to encourage participation and engagement.	Host focus groups to discuss barriers and solutions for inclusive cricket participation.
Offer multi-format cricket (e.g., tape ball, indoor cricket, walking cricket) to cater to different needs.	Promote storytelling and positive role models from different backgrounds.		Work with key local and national partners and charities to support activations targeting obesity, dementia and mental health.	Promote volunteerism and local leadership within community cricket programmes.

SUCCESS OUTCOMES

Feedback from community members about accessibility and engagement.	Success stories of individuals positively impacted by cricket.	Improved mental and physical wellbeing of participants engaged in provision.	Number of events or initiatives targeting underrepresented groups.
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PRIORITY 4: EMPOWER PEOPLE

By 2029 - To empower individuals and communities through cricket and its wider benefits by developing skills, providing growth opportunities, and fostering a sense of belonging and purpose to improve lives across Leicester, Leicestershire and Rutland.



FOCUS

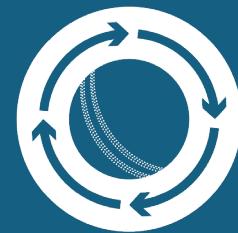
Use cricket as a platform for developing leadership, resilience, and teamwork skills.	Create community initiatives that promote health, well-being, and social cohesion.	Strengthen local talent pipelines, enabling pathways from Grassroots to elite cricket.	Support current, and recruit new, players, coaches, and officials with training and mentoring opportunities.	Develop and nurture more volunteers in to cricket to ensure cricket can continue to grow.
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INTERVENTIONS

Introduce cricket-based leadership programmes in schools and clubs.	Launch cricket-based mental health and physical fitness programmes.	Develop a structured grassroots-to-elite pathway framework.	Expand training programmes for coaches and umpires.	Create volunteer recruitment and training campaigns.
Run workshops on resilience and teamwork through cricket engagement.	Organise inclusive cricket events for diverse communities.	Enhance scouting and development programmes for young talent.	Provide mentorship opportunities for emerging players and officials.	Recognise and reward volunteer contributions.
Partner with educational institutions to integrate cricket into life-skills training.	Establish walking cricket or adapted formats for different age groups and abilities.	Partner with schools and clubs to improve talent identification and support.	Support female and underrepresented groups in cricket leadership roles.	Develop structured pathways for volunteers to progress into coaching or officiating roles

SUCCESS OUTCOMES

No. of coaches, volunteers, and leaders trained.	Impact stories from people empowered through cricket.	Confidence & skill development ratings (measured via surveys).
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PRIORITY 5: CREATE A SUSTAINABLE FUTURE

By 2029 - To create a thriving, resilient, and environmentally conscious cricketing ecosystem in Leicester, Leicestershire and Rutland that ensures long-term growth, financial sustainability, and positive community impact for generations to come.



FOCUS

Embed sustainable practices in all initiatives to support the long-term well-being of cricket clubs, communities and environments.	Create programmes with enduring social, economic, and cultural benefits, ensuring cricket's impact endures for future generations.	Empower people across Leicester, Leicestershire and Rutland to actively shape the future of cricket, ensuring their voices are heard, valued, and reflected in the decisions we make.	Develop facilities and spaces that are welcoming and enable cricket to continue to thrive in Leicester, Leicestershire and Rutland.	Build an exceptional community-facing identity that is recognised across the county.
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INTERVENTIONS

Introduce eco-friendly club initiatives (e.g., energy-efficient lighting, water conservation, recycling programmes).	Develop community outreach programmes that provide economic and social benefits.	Establish focus groups representing diverse communities.	Invest in modern, inclusive, and accessible cricket facilities.	Launch a marketing campaign to strengthen cricket's presence in the region.
Develop sustainability guidelines for all cricket clubs.	Strengthen partnerships with local businesses to secure funding and sponsorships.	Host regular forums and surveys to gather public input on cricket development.	Secure funding for club infrastructure improvements.	Develop a unified brand identity for Leicester, Leicestershire & Rutland cricket.
Promote responsible travel policies for teams and events.	Launch cultural initiatives that celebrate diversity in cricket.	Launch leadership pathways for young cricketers to have a voice in shaping policies.	Support clubs in upgrading pitches, pavilions, and training spaces.	Partner with schools, businesses, and media to amplify cricket's community role.

SUCCESS OUTCOMES

Funding secured from sponsorships, grants, and donations.	Partnerships secured for long-term support.	No. of facility improvements (better pitches, clubhouses, indoor facilities).	Growth in club memberships and financial sustainability of clubs.
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GOLDEN THREADS

SAFEGUARDING

(Ensuring a safe and welcoming environment for all)

ACTIONS:

- Implement and enforce safeguarding policies and procedures across all clubs, leagues and cricket facilities.
- Provide mandatory safeguarding training for all coaches, volunteers, and officials to ensure consistent understanding and compliance.
- Establish a clear, countywide reporting system for safeguarding concerns within community programmes, clubs and leagues.
- Adopt a listening agenda to actively seek and act on the voices of children, young people, and adults regarding their safety and wellbeing.
- Foster a proactive safeguarding culture across the cricket network, promoting openness, accountability, and continuous improvement.

EQUALITY, DIVERSITY & INCLUSION

(Ensuring cricket is accessible and representative of the community)

ACTIONS:

- Establish community partnerships to co-design cricket opportunities with local organisations (cultural associations, disability advocacy groups, youth services).
- Develop inclusive programmes tailored to underrepresented groups (Women and Girls, people with disabilities, ethnically diverse communities).
- Promote leadership pathways from diverse backgrounds within coaching and governance.
- Identify and reduce barriers to participation and engagement (financial, cultural, physical, logistical).

PEOPLE AND CULTURE

(Ensuring a strong and inclusive organisational culture)

ACTIONS:

- Foster a culture that is welcoming, inclusive and supportive at all levels of the organisation.
- Invest in people development, nurturing future leaders and advocates for the game.
- Promote feedback-driven leadership to enable continuous learning, reflection and improvement.
- Embed organisational values into recruitment, onboarding, performance management, and staff development processes.

MONITORING AND EVALUATION

(Ensuring we are delivering high quality, inclusive provision)

ACTIONS:

- Conduct independent audits and reviews to assess the effectiveness, reach, and quality of programmes.
- Establish a continuous feedback loop for clubs, participants, and workforce members, with clear mechanisms for responding and acting on insights.
- Track and analyse key metrics such as participation, retention, and diversity year over year to inform improvement.
- Assess cultural impact, including how cricket is perceived locally and the adoption of '*This is Our Game. This is My Game*'.
- Publish an annual impact report highlighting achievements, challenges, lessons learned, and strategic priorities for the year ahead.

ENABLERS

MARKETING AND COMMUNICATION

ACTIONS:

- Enhance brand presence and engagement across digital and traditional platforms to raise awareness and visibility.
- Deliver targeted campaigns to connect with and engage diverse communities.
- Develop clear, consistent messaging that highlights the impact and inclusivity of our programmes.

FACILITIES

ACTIONS:

- Ensure high-quality, accessible cricket facilities across Leicester, Leicestershire and Rutland.
- Support clubs and community groups in improving infrastructure to meet local needs.
- Promote sustainability in facility planning, development, and usage.

IMPACT AND INSIGHT

ACTIONS:

- Develop a robust data-driven approach to monitor, measure, and enhance impact.
- Use insights to inform future initiatives and ensure they are inclusive and community-led.
- Regularly evaluate and report on participation trends, retention, and community engagement.

PARTNERSHIPS

ACTIONS:

- Build partnerships that align with our organisational values and strategic objectives.
- Strengthen collaboration with Local Authorities, clubs, schools, and community organisations.
- Secure long-term commitments from partners across the corporate, public, and voluntary sectors to ensure sustainability.



30 | This is Our Game. This is My Game.

STATEMENTS OF INTENT BY 2029

GROW THE GAME

Develop a clear pathway within the recreational game that provides opportunity for people of all ages to access and engage with the game through school, community and club activations.

INSPIRE WOMEN AND GIRLS

Create exceptional, high-quality opportunities for Girls to participate in competitive cricket, ensuring access to club and community cricket, well-structured leagues, and pathways for progression at all levels of the game, creating flow in to the Women's game.

CONNECT OUR COMMUNITIES

Increase engagement within the diverse communities of Leicester, Leicestershire and Rutland, providing an opportunity to engage with cricket in all its forms and a space where views and opinions are heard and actioned.

EMPOWER PEOPLE

Establish a structured annual plan for volunteer development, offering opportunities to enhance their skills in coaching, groundwork, umpiring, scoring, and club support—building a knowledgeable and highly skilled workforce that strengthens the recreational game.

CREATE A SUSTAINABLE FUTURE

Create a committed 'Facilities Strategy' that uses the placed based approach to develop spaces within Leicester, Leicestershire and Rutland where people can play cricket in all its forms, working with the local authority, Active Partnership and Playing Pitch Strategies to provide opportunity for clubs to thrive and grow and become recognised community hubs for generations to come.

FINANCIAL SUSTAINABILITY PLAN

To ensure the long-term sustainability of cricket across Leicester, Leicestershire, and Rutland, the Foundation is committed to diversifying income sources and reducing reliance on external grants. Our approach focuses on generating sufficient revenue to support grassroots cricket while building financial resilience.

The Foundation is committed to making the most of the grants and funding we secure. We know that real impact comes from investing directly into our communities, and we will ensure that every pound we receive is spent effectively to make a tangible difference. It is vital that our funding directly supports our aims and delivers meaningful outcomes.

INCOME



CURRENT FUNDING LANDSCAPE

The Foundation currently relies significantly on external grants, with a substantial portion of funding coming from the ECB. While this support remains vital, reducing financial dependency and increasing financial independence is essential for future sustainability.

1. DEVELOP COMMERCIAL PARTNERSHIPS

- Build strong, long-term partnerships with local businesses that share the Foundation's values.
- Leverage the profile of Leicestershire County Cricket Club to attract sponsors.
- Offer branding, sponsorship, and engagement opportunities at community cricket events.

2. STRENGTHEN FUNDRAISING & GRANT DEVELOPMENT

- Recruit a Fundraising Officer to develop a multi-year funding strategy.
- Pursue grants from charitable trusts, sports bodies, and local authorities.
- Develop partnerships with foundations that support grassroots sport and community engagement and inclusion initiatives.

3. EXPAND EVENTS & FUNDRAISING INITIATIVES

- Establish a calendar of community and fundraising events including cricket tournaments and charity matches.
- Partner with local businesses for event sponsorship and collaborative fundraising.
- Increase paid for provision such as summer camps and after school clubs.

To measure progress, the Foundation will track three key metrics:

Annual Revenue Growth – Achieve yearly revenue targets, increasing revenue to meet the needs of this strategy by 2029

Diversification of Income – Reduce reliance on ECB funding creating sustainability within the organisation

Fundraising Success – Increase sponsorship deals and external funding

By focusing on these areas, the Foundation aims to build a sustainable financial model that supports cricket development across the region, ensuring that the sport remains accessible, inclusive, and well-funded across Leicester, Leicestershire, and Rutland.

DELIVERING OUR STRATEGY

RESOURCE

Effective implementation of the 'This is Our Game. This is My Game.' strategy will rely heavily on the availability and allocation of resources, including facilities, equipment, and technology. One of the key focus areas will be enhancing infrastructure utilising the ECB County Grants Fund effectively to provide accessible and high-quality cricketing experiences. This includes the maintenance and development of clubhouses, nets, and pitches to ensure they are fit for purpose and welcoming. Investment in grassroots programmes will also be critical, ensuring that clubs and schools have the necessary equipment to make cricket more accessible. Supporting underprivileged areas with subsidised or free resources will help in breaking down barriers to participation, ensuring that financial constraints do not hinder engagement as well as creating a network of community and clubs' champions who can continue to advocate for L&RCF and the game.

WORKFORCE

A strong workforce, comprising coaches, volunteers, umpires, and administrators, is crucial to the success of the 'This is Our Game. This is My Game' strategy. A structured approach to workforce development will include training, upskilling, and providing clear pathways for progression within the game. Initiatives such as coaching certifications, leadership development programs, and mentorship schemes will be essential in ensuring that the workforce remains motivated and competent. We will also target young people on to the coaching and umpiring pathway at the earliest opportunity, providing them with skills for life. Diversity within the workforce will also be a priority, ensuring that cricket is truly representative of the communities it serves. This means encouraging more Women and Girls, ethnically diverse communities, and individuals from different socio-economic backgrounds to take up roles within the game. In addition, volunteer recruitment and retention strategies will be critical, ensuring that clubs and community programmes have the necessary resource to thrive.

Implementing the Leicestershire and Rutland Cricket Foundation's 'This is Our Game. This is My Game' Strategy 2025-2029 requires a multi-faceted approach across five key areas: **Resource, Workforce, Partnerships, Finance, and Place Based Development.**

PARTNERSHIPS

The success of the 'This is Our Game. This is My Game' strategy will depend on collaborations with key stakeholders. Strengthening ties with local schools, community organisations, businesses, and local government will help in expanding the reach of cricket across Leicester, Leicestershire and Rutland. Schools play a crucial role in introducing young people to the sport, and a deeper integration of cricket within physical education curriculums at both primary and secondary levels can lead to higher participation rates. Corporate partnerships will be another key area. Through corporate sponsorships we will target unrestricted funding opportunities that will allow us to widen the reach of our current provision and explore opportunities for new programmes. Additionally, our strong partnership with the England and Wales Cricket Board (ECB) will ensure alignment with broader cricketing strategies, access to funding opportunities, and the sharing of best practices.

Each of these areas plays a vital role in shaping the future of cricket in the region, ensuring that the game remains inclusive, sustainable, and deeply embedded within the community.

FINANCE

Sustainable financial planning is at the heart of ensuring the long-term success of cricket across the region. Diversified revenue streams will be necessary to support the growth and development of the sport. This includes a mix of funding sources such as sponsorships, grants and event-generated income. Grant applications to local and national funding bodies will be an essential part of securing financial sustainability, particularly for infrastructure projects and community programmes. Additionally, commercial partnerships and sponsorship deals with local businesses can provide much-needed investment, whilst also exploring alternative revenue sources such as hosting cricket festivals, corporate events, and training camps. Encouraging financial literacy among club administrators will also be vital. By equipping them with the skills to manage budgets effectively, optimise fundraising efforts, and ensure transparency in financial dealings, the foundation can build a strong economic foundation for cricket in the region and will support us in creating sustainable clubs of the future.

PLACE-BASED DEVELOPMENT

A place-based approach ensures that our programmes are tailored to the unique needs of different communities across Leicester, Leicestershire and Rutland. This means recognising the distinct challenges and opportunities within urban and rural areas, as well as engaging with different cultural and demographic groups. In areas where cricket is already well-established, efforts may focus on improving performance pathways, strengthening club structures, and enhancing facilities. Conversely, in communities with lower participation rates, we will target outreach programmes, the introduction of alternative cricket formats (such as street cricket, tape ball or indoor leagues), and collaboration with community organisations to foster engagement. By taking a hyper-local approach, the L&RCF can ensure that cricket remains relevant and appealing to people from all backgrounds. This may include specific initiatives aimed at increasing participation among underrepresented groups, such as Women and Girls, people with disabilities, and those from ethnically diverse communities.

CONCLUSION

The implementation of the 'This is Our Game. This is My Game' strategy from 2025 to 2029 requires a comprehensive, inclusive, and sustainable approach. Through strategic allocation of resources, investment in workforce development, strong partnerships, sound financial management, and a place-based focus, Leicester, Leicestershire and Rutland can continue to grow as vibrant cricketing communities. The ultimate goal is to ensure that cricket is not only a sport played on the field but a force for social cohesion, good health and well-being, personal development, and community engagement across the region and the people of Leicester, Leicestershire and Rutland say

'This is Our Game. This is My Game'

DELIVERING 'THIS IS OUR GAME. THIS IS MY GAME' TOGETHER



The relationship between Leicestershire County Cricket Club (LCCC) and the Leicestershire and Rutland Cricket Foundation is built on shared ambition and mutual benefit. While LCCC provides an elite-level platform and a rich historical legacy, L&RCF ensures that cricket remains deeply embedded within the community, accessible to all, and flourishing at the grassroots.

By using the power and brand of LCCC, L&RCF strengthens community ties, drives participation, and ensures that cricket thrives across Leicester, Leicestershire and Rutland from the playground to the professional stage. In return, LCCC gains a broader audience, a more engaged supporter base, and a sustainable future rooted in the passion and diversity of its local community.

Together, we are not just growing cricket, we are ensuring that cricket is truly seen as 'This is Our Game. This is My Game.'

A SHARED MISSION FOR GROWTH AND INCLUSIVITY

L&RCF is dedicated to using cricket as a force for good, connecting communities and improving lives. LCCC serves as the county's professional cricket institution, offering aspiration and inspiration for local players, clubs, and fans. The relationship between the two is symbiotic while LCCC provides visibility, history, and prestige, the L&RCF ensures that cricket's grassroots continue to thrive, bringing more people into the game and, ultimately, strengthening the Club's future.

By working closely together, L&RCF and LCCC can ensure that cricket in the region is not just a sport for a select few but an inclusive and dynamic activity for all. Whether it's inspiring the next

generation of players, increasing match attendance or fostering a sense of local pride and identity, our collaboration is fundamental to the long-term growth of cricket in Leicester, Leicestershire and Rutland.

USING THE POWER AND BRAND OF LEICESTERSHIRE COUNTY CRICKET CLUB

As a recognised brand in English cricket with a proud history and a loyal following, LCCC is a powerful brand. However, in today's competitive sporting landscape, engaging new audiences and expanding the Club's reach requires innovative, community-driven approaches – a role that L&RCF is perfectly positioned to fulfil :

CONNECT WITH OUR COMMUNITY

L&RCF will use LCCC's reputation and visibility to attract new participants by delivering cricket programmes in schools, communities, and diverse neighbourhoods. By operating as part of the LCCC brand, the Foundation creates accessible entry points into the sport. Key initiatives include:

- School and community coaching programmes to build early affiliation between young players and the Club.
- Player appearances and community cricket events featuring LCCC professionals to strengthen ties between the Club and local communities beyond match days.
- Utilising LCCC facilities for grassroots initiatives, such as junior tournaments and engagement days, creating an aspirational link between the community and the professional game.
- Identify talented players within schools, clubs and community sessions for the Girls and Boys Talent Pathway at LCCC

CREATING A LOVE FOR THE GAME

For LCCC to thrive, it needs strong local support. L&RCF plays a crucial role in building this support by increasing grassroots engagement and fostering a lifelong connection to the Club.

- Introducing children to cricket through school programmes, L&RCF plants the seed for future generations of LCCC supporters.
- Expanding cricket's reach through projects for underrepresented groups, Women and Girls', people with disabilities and inner-city initiatives.
- Enhancing the fan experience by creating interactive opportunities for recreational players with the professional team through training sessions, Q&A events, and coaching camps.
- Utilising the 'Grace Space' at LCCC to host community engagement events, creating an inclusive and welcoming environment for all.

BY WORKING
TOGETHER, LCCC
AND L&RCF WILL ENSURE
THAT CRICKET REMAINS AT
THE HEART OF LEICESTER,
LEICESTERSHIRE, AND RUTLAND—
GROWING THE GAME, ENGAGING
COMMUNITIES, AND SECURING
A VIBRANT FUTURE FOR
THE SPORT.

PARTNERSHIPS

To successfully deliver 'This is Our Game. This is My Game' Strategy 2025-2029 Leicestershire and Rutland Cricket Foundation cannot work alone.

We are supported by a strong network of stakeholders who have played a key role in shaping this strategy and will be instrumental in its delivery. Partnership working is essential to expanding our reach, strengthen our impact and ensure we meet the needs of the clubs and communities we serve. By collaborating with key partners we can drive meaningful change, create more opportunities and make cricket accessible to all.



Working with the Leicestershire and Rutland Cricket League to support the growth of the recreational game in the counties. MCC Foundation Hubs provide coaching to State School educated cricketers aged 11-16.



Providing insight for L&RCF to deliver cricket in the city. Working in partnership to develop facilities as part of the Playing Pitch Strategy.



Providing insight for L&RCF to deliver cricket in the county. Working in partnership to develop facilities as part of the Playing Pitch Strategy.



Providing insight for L&RCF to deliver cricket in Rutland. Working in partnership to develop facilities as part of the Playing Pitch Strategy.



Partnership guidance and support in getting people active, sharing insight and local place-based collaborations.



Funding Partner to deliver Chance to Shine Schools programme and Chance to Shine Street programme.



Recruitment, education and retention of umpires and scorers, developing the game and ensuring there are new officials coming in to the game.



Funding partner to deliver Disability Sport (Super 1s, Table Cricket and LT Wicketz (Diversionary activity).



Partnership to deliver coach education across the counties developing our work force and improving the game.



Partnership of sports clubs within Leicestershire targeted at supporting the community to be more active and engaged.



Working with the Leicestershire and Rutland Youth League to support youth cricket and grow the game.



Partnering for engagement and insight to support the delivery of our programmes in targeted areas.



South Asian and Caribbean Cricket Organisation – supporting city-based clubs to develop and grow.



Partnering for engagement and insight to support the delivery of our programmes in targeted areas.



MCC Foundation Hubs provide coaching to State School educated cricketers aged 11-16.

+ many more partners and key stakeholders



LEICESTERSHIRE & RUTLAND
CRICKET FOUNDATION

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#OurGameMyGame #PowerofCricket

 Leicestershire & Rutland Cricket Foundation

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