



# WILTSHIRE CRICKET LIMITED

NON-EXECUTIVE DIRECTOR RECRUITMENT  
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Cricket



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## APPOINTMENT OF NON-EXECUTIVE DIRECTORS

**February 2026**

1. Introduction
2. About Wiltshire Cricket
3. The Role
4. Person Specification
5. How to Apply

### INTRODUCTION

#### **Welcome from Lee Ward, Chair**

Thank you for your interest in becoming a Non-Executive Director of Wiltshire Cricket Limited.

Cricket in Wiltshire is entering an exciting new era with the launch of our four-year strategy, **“Beyond Boundaries: Powering Cricket’s Future”**. This strategy sets out our ambition to make cricket the most accessible and enjoyed sport in Wiltshire, inspiring a lifelong love of the game for everyone, regardless of age, gender, ability, or background.

Our mission is clear: to break down barriers, create inclusive environments, and deliver innovative opportunities that bring communities together. Cricket has the power to unite people, improve physical and mental well-being, and foster fairness and respect. These values - Ambition, Respect, and Fairness - are at the heart of everything we do.

Reflecting on recent years, Wiltshire Cricket has grown significantly, doubling the size of our development team, professionalising governance, and expanding our reach across schools, clubs, and communities. Now, with major national investment and a renewed focus on inclusivity, talent development, and facilities, we are poised to deliver even greater impact.

As a Non-Executive Director, you will play a vital role in shaping this future –helping us to deliver our strategic objectives, champion diversity, and ensure strong governance. Whether this is your first board role or you bring extensive experience, we welcome your application. Together, we can make cricket in Wiltshire a sport that truly goes beyond boundaries.



## ABOUT WILTSHIRE CRICKET

Wiltshire Cricket Limited (WCL) is the governing body for cricket in Wiltshire, responsible for everything from grassroots participation in schools and clubs to the National Counties team and talent pathway.

Our vision is **“To be the most accessible and enjoyed sport in Wiltshire”**, and our mission is **“Inspiring a lifelong love of cricket for all of Wiltshire.”** We believe cricket can transform lives - improving health, tackling social isolation, and building inclusive communities.

### OUR VISION, MISSION AND VALUES






Our work spans six strategic pillars:

- **Improve the Playing and Participation Offer** – More choice, better access, and enhanced experiences for all.
- **Accelerate the Growth of Women’s and Girls’ Cricket** – Embedding female participation and leadership across the game.
- **Develop an Engaged and Inspired Workforce of Volunteers** – Supporting coaches, officials, and club leaders.
- **Drive Change Towards an Inclusive, Diverse and Safe Game** – Creating welcoming environments and tackling discrimination.
- **Deliver a High-Performing and Inspiring Talent Pathway** – Supporting players to reach their full potential.
- **Support the Improvement of, and Access to, Quality Facilities and Infrastructure** – Ensuring cricket is played in safe, modern, and inclusive spaces.



## OUR OBJECTIVES



 <p><b>PLAYING AND PARTICIPATION OFFER</b></p> <p>Improve the Playing and Participation Offer with better choice, access and experience</p>	 <p><b>WOMEN’S AND GIRLS’ CRICKET</b></p> <p>Accelerate the growth of Women’s and Girls’ Cricket</p>	 <p><b>VOLUNTEER WORKFORCE</b></p> <p>Develop an engaged and inspired workforce of Volunteers</p>
 <p><b>INCLUSIVE, DIVERSE AND SAFE GAME</b></p> <p>Drive change towards an Inclusive, Diverse and Safe game</p>	 <p><b>TALENT PATHWAY</b></p> <p>Deliver a high performing and inspiring Talent Pathway</p>	 <p><b>FACILITIES AND INFRASTRUCTURE</b></p> <p>Support the improvement of, and access to, quality Facilities and Infrastructure</p>

We are committed to working collaboratively with clubs, schools, leagues, and partners to deliver these ambitions and make cricket a sport for everyone.



## THE ROLE

### **The Opportunity**

WCL is seeking to identify and appoint up to two independent Non-Executive Directors to join the Board and play an important role in representing and upholding the interests of communities across Wiltshire during this transformational time in cricket.

Whilst the continuous development of the game remains of paramount importance, this opportunity for people to join us who share our passion and commitment comes after a period of reflection and a desire to ensure we are a well-governed, sustainable organisation that is representative of the county and communities we serve.

As a Non-Executive Director, you will play an important role in inspiring the next generation of cricketers and having a positive impact on the health and wellbeing of people across the county.

You will provide expertise and guidance to the Board and Development Team to help deliver our 2025–2029 strategy, ensuring Wiltshire Cricket becomes the most accessible and enjoyed sport in Wiltshire. This includes championing inclusivity, supporting growth in participation, and helping us achieve excellence across our six strategic pillars.

## Responsibilities

- Provide leadership, independence, and objectivity
- Promote and enhance cricket and community development under the remit of WCL
- Be an advocate of WCL
- Provide a creative and informed contribution in strategy formation
- Monitor performance related to the company strategy and objectives
- Bring experience, personal qualities, impartiality, and knowledge
- Help connect the company with potentially useful networks
- Ensure good governance in line with Sport England's and ECB's frameworks
- Ensure good practice and adherence to the company's processes
- Share the legal duties and responsibilities
- Represent the interests of the members and the local communities WCL serve.



## PERSON SPECIFICATION

### The Person

- Have creative drive and proactivity in identifying issues in need of consideration and action.

- Possess a personal commitment to Equity, Diversity & Inclusion (EDI) principles.
- Passionate about cricket and/or other sports and physical activity, and understand its importance within a community.
- Able to build constructive relationships and understand the power of partnership working.
- Ability to motivate and inspire others.
- Understanding of organisational development and planning for business/charity growth.
- Able and willing to act as an ambassador for sport to a broad audience.
- Exercise independent judgement, reasonable care, skill and diligence.

### **Particular Skills and Experience Sought**

- **Fundraising and Sponsorship** – experience in generating income through partnerships, sponsorships, or charitable fundraising.
- **Marketing and Communications** – ability to enhance brand presence, stakeholder engagement, and digital outreach.
- **IT and Digital Transformation** – understanding of technology solutions to improve organisational efficiency and engagement.
- **HR and People Management** – experience in workforce development, recruitment, and creating positive organisational culture.

We are committed to ensuring there is a diversity of thought and experience across our Board and therefore applications are invited from those who are passionate about making a difference in their community.

Wiltshire Cricket welcomes applications from individuals of all backgrounds and is committed to achieving diversity across its Board.

We welcome applications from those with previous Board experience as well as those for whom this may be their first venture into this type of role, in addition to people from communities currently underrepresented in Board roles within cricket, namely women, those from ethnically diverse backgrounds, and disabled candidates.

Whilst a passion for (or previous experience of) cricket would be beneficial, we are also keen to hear from people who have energy and enthusiasm for the impact of sport and charity activities in general, and who are able to offer their time and expertise.



## **HOW TO APPLY**

### **Location**

Hybrid model – all WCL Board meetings are hybrid with the option to attend in person (at our WCL Offices in Chippenham, Wiltshire) or dial in online.

### **Time Commitment**

Minimum of six Board meetings per year. Communication and support may be sought in between meetings in relation to key Board matters, as well as attendance at 1-2 major events per year.

### **Term of Office**

Three years, with a maximum of three terms.

### **Remuneration**

These roles will be voluntary (travel expenses and other expenses will be

paid in relation to meetings and events attended).

## **To apply**

Candidates wishing to apply should submit a CV (including comprehensive details of key achievements and responsibilities) along with a covering letter which fully addresses the competencies outlined in the role description and person specification, to [info@wiltshirecricket.co.uk](mailto:info@wiltshirecricket.co.uk)

The closing date for applications is 9<sup>th</sup> March 2026 at 5pm.

We will be in touch with candidates to confirm receipt of applications and will be looking to schedule interviews before the end of March.

## **Accessibility**

For a conversation in confidence, please contact Lee Ward, Chair at [lee.ward@wiltshirecricket.co.uk](mailto:lee.ward@wiltshirecricket.co.uk) and +44 (0)7870 980821.

Should you require access to these documents in alternative formats, please contact Lee Ward on [lee.ward@wiltshirecricket.co.uk](mailto:lee.ward@wiltshirecricket.co.uk).

If you have comments that would support us to improve access to documentation, or our application processes more generally, please do not hesitate to contact us via [info@wiltshirecricket.co.uk](mailto:info@wiltshirecricket.co.uk).





Wiltshire Cricket  
Unit 10, Forest gate  
Pewsham  
Chippenham  
Wiltshire  
SN15 3RS

Company Registration Number:  
07338735

[www.wiltshirecricket.co.uk](http://www.wiltshirecricket.co.uk)

