



# Wiltshire Cricket

## Affiliated Club Recreational Game

### Call

November 2025

# WELCOME

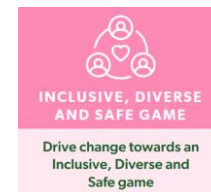
## Purpose of the Calls:

- Bi-monthly calls for club leaders in recreational cricket
- Reminders
- Updates
- Guests
- Programmes and Initiatives
- Q and A opportunity



# TODAY'S AGENDA

- Introducing Wiltshire Cricket's strategy for 2025-2029
- ECB Club Development Support – James Simpson
- Wiltshire Cricket Club Development Support
- Women's and Girls Club Development in Wiltshire
- Safeguarding Update
- Howzat Cricket Magazine
- Junior Cricket Update
- Q and A opportunity with Leshia Hawkins and guest speakers



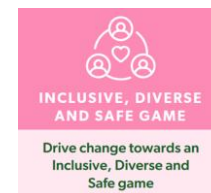
# OUR STRATEGY, 2025-2029

## 2020-2024 – Driving Cricket’s Future and the first County Partnership Agreement:

- Significant growth as an organisation
- Increased breadth of work and launch of new programmes
- Big focus on compliance

Whilst rewarding and positive in delivering results, this did lead to:

- Some lack of clarity around our core purpose – what is guiding our work?
- Delivery of programmes and initiatives focused a lot activity but not necessarily cultures



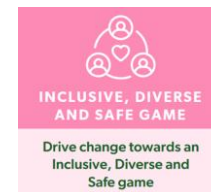
# OUR STRATEGY, 2025-2029

## 2025 – 2029; Introducing “BEYOND BOUNDARIES, Powering Cricket’s Future”

Our strategy is built with the mission of “*inspiring a lifelong love of cricket for all of Wiltshire*”

A recurring theme of our strategy is delivering our strategy with positive cultures and experiences at the heart of all that we do. Therefore, we will measure success by:

- **What people are thinking**
- **How people feel**
- **What people are saying**
- **What people are doing**





Wiltshire  
Cricket



# OUR STRATEGY, 2025-2029



## OUR VISION, MISSION AND VALUES



### OUR VISION

*To be the most accessible and enjoyed sport in Wiltshire*

### OUR MISSION

*Inspiring a lifelong love of cricket for all of Wiltshire*



#### AMBITION

*We have a desire to continually grow and improve, exceed expectations and excel in all that we do.*



#### RESPECT

*We believe in being respectful in all that we do and to everyone that we deal with, symbolised by being honest, showing empathy and being caring in how we behave and communicate.*



#### FAIRNESS

*We believe in the benefits that can be gained by being open to views from different perspectives, experiences and backgrounds, and believe we should strive for fairness and equity in all that we do.*



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# OUR STRATEGY, 2025-2029



## OUR OBJECTIVES



### PLAYING AND PARTICIPATION OFFER

Improve the Playing and Participation Offer with better choice, access and experience



### WOMEN'S AND GIRLS' CRICKET

Accelerate the growth of Women's and Girls' Cricket



### VOLUNTEER WORKFORCE

Develop an engaged and inspired workforce of Volunteers



### INCLUSIVE, DIVERSE AND SAFE GAME

Drive change towards an Inclusive, Diverse and Safe game



### TALENT PATHWAY

Deliver a high performing and inspiring Talent Pathway



### FACILITIES AND INFRASTRUCTURE

Support the improvement of, and access to, quality Facilities and Infrastructure

# ECB RECREATIONAL GAME

**Welcome to Leshia Hawkins, ECB Managing Director, Recreational Game**



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# ECB CLUB DEVELOPMENT SUPPORT

## James Simpson, ECB Senior Manager Clubs and Leagues



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# Thriving Clubs, Connected Communities

Empower clubs to build strong foundations, define their own path, and grow through deep-rooted community connections.



## Playing Offer

inclusive, accessible,  
and appealing to  
both current and  
prospective players



## People

Effective leadership  
that inspires and  
empowers



## Places

welcoming facilities  
that serve as vibrant  
and valued assets



## Practices

Uniting the entire  
club around a shared  
vision, core values,  
and strategic  
priorities



**Thriving Clubs,  
Connected  
Communities**

# Thriving Clubs, Connected Communities

OBJECTIVE	Set clubs up for success	Support clubs to deliver	Recognise progress
HOW	Accredited Club Status through <b>Club Affiliation</b>	<b>Club Development Pathway</b>	<b>Club Development Recognition</b>
WHY	<p>Elevate affiliation as the benchmark of good governance</p> <p>“<b>Getting our governance right was essential</b> to making better decisions and creating a club that people want to be part of”            Sam Adkin, Grimston CC (Norfolk)</p>	<p>Make it simpler for clubs to access information and support</p> <p>“Defining <b>our purpose and vision</b> mean we have a strong platform to develop the club. Our members can see that we are developing in the future, which motivates them and <b>makes them want to contribute.</b>”            Ben Pearce, Nettleham Cricket Club (Lincs)</p>	<p>Celebrate progress, spotlight excellence and share good practice</p> <p>“Recognition is <b>not about league positions</b> - it’s about impact. Whether a club takes small steps or major leaps, the emphasis is on real progress: <b>strengthening foundations, enriching culture, and fostering belonging.</b>”            Becky Linsell, Millhouses Works CC (Yorkshire)</p>

# Thriving Clubs, Connected Communities

Club Affiliation will be the badge of trust that recognises safe, well-run, and inclusive clubs committed to strong governance, sustainability, and community-based cricket – leading to ECB Accredited Club status.

To help you every step of the way, we've created the [Club Affiliation Toolkit](#). This collection of guides, templates, and checklists will help you understand the new requirements, implement best practices, and ensure your club is ready to thrive.



**We are an Affiliated Cricket Club**

**We're 1 of 5,000+ clubs making cricket a game for EVERYONE**

**What this means for you**

- Safer Environment**  
Club committed to implementing safeguarding policy
- Inclusive**  
Discrimination is not tolerated
- Fair Play**  
Club follows ECB regulations
- Development**  
Access to training & qualifications

**Our shared Commitment**

- Anti-Discrimination
- Shared Standards
- Fair Sanctions
- Conduct Rules
- Safe Hands Policy
- Participant Agreement
- SHMS Registration
- Future Regulations

**What you need to know**

All players, coaches, members, volunteers, officers/directors, employees, committee members, match officials, contractors and spectators must comply with:

- ✓ ECB'S ANTI-DISCRIMINATION REGULATIONS
- ✓ ECB'S SAFEGUARDING REGULATIONS
- ✓ GCS & PCRS (WHERE APPLICABLE)
- ✓ ECB'S SAFEGUARDING REGULATIONS
- ✓ CLUB SAFEGUARDING MEASURES AND DISCIPLINARY PROCESSES

**The Cricket Collective**  
Making cricket happen

# Thriving Clubs, Connected Communities

Thriving clubs are built on a shared sense of purpose and strong leadership, creating inclusive environments where everyone feels valued and inspired.

The **Club Development Pathway** is an umbrella platform that provides clubs with tailored tools, guidance, and learning to build confidence and drive progress — all centred around what matters most: **Playing Offer, People, Places, and Practices.**



- Whole Club Development Workshop
- Club Leadership Programmes
  - Female Leaders
  - Committee
  - Captains
- Governance Webinar Series
  - Financial Management
  - Fund raising
  - Community Engagement
  - Membership Engagement
  - Succession Planning



# WILTSHIRE CRICKET

## CLUB DEVELOPMENT SUPPORT

In terms of Club Support from Wiltshire Cricket between 2025-2029 please rank in order the things you would find the most beneficial





Wiltshire  
Cricket



# BUDDLE



## Available Workshops:

- **Creating a marketing strategy**
- **Developing an inclusive environment**
- **Engaging your community**
- **Financial management**
- **Leadership and governance**
- **Maximising your volunteers' experience**
- **Positive experiences for all people**
- **Raising money**
- **Your culture and values**
- **Future planning**



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# WOMEN'S AND GIRLS CLUB UPDATE

## Thea Hopkins, Wiltshire Cricket Women's and Girls' Development Officer



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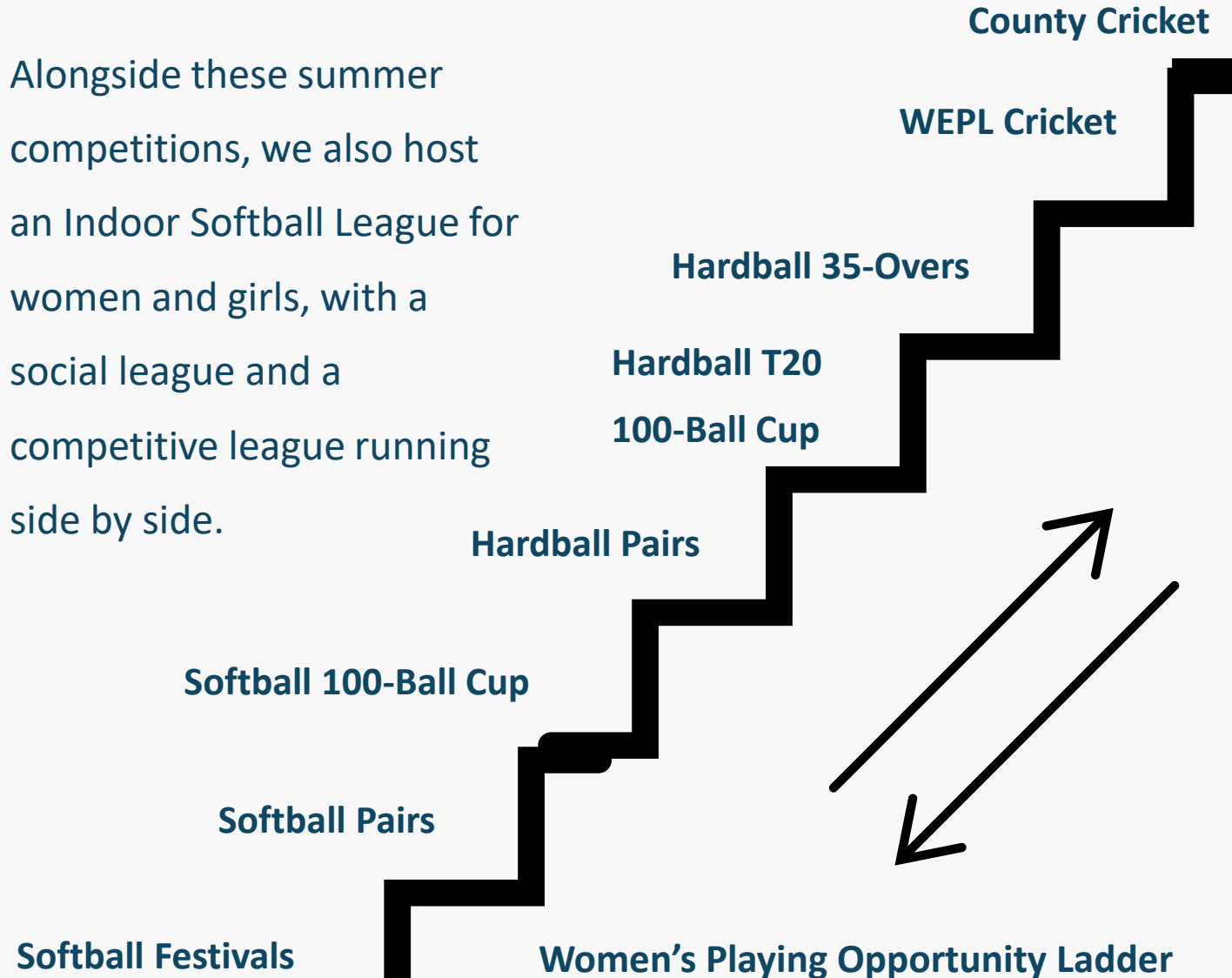
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# Women's Playing Opportunities



- At the start of the 2024 season Wiltshire Cricket added in the Women's Hardball Pairs league, this league creates a step between Softball Pairs and Hardball T20's
- Alongside these summer competitions, we also host an Indoor Softball League for women and girls, with a social league and a competitive league running side by side.



# Girls' Playing Opportunities



The girls opportunities include;

- Girls League cricket (U11/13/15s)
- Girls Indoor league cricket (U11/13/15s)
- Girls festivals
- Girls colour me cricket
- Girls glow in the dark cricket
- Street Cricket
- Young Leader Training
- Girls School Cricket
- ECB Girls Winter Dynamos
- ECB U11 - U19
- Cup Offers

County Cricket

MCC Hubs

U15 Indoor/Outdoor

U11 Indoor/Outdoor

U9's Mixed Festivals

Dynamos Cricket

Allstars Cricket

Girls' Playing Opportunity Ladder

# Club Development

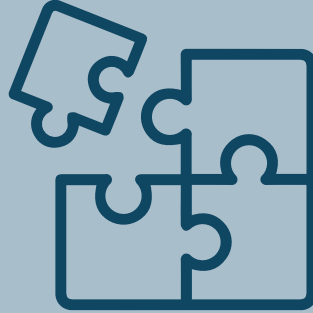
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## Support



### Email

- W&G CDO will send out emails to selected clubs
- Clubs are selected through various reasons (e.g no girls section/no women's Hardball Cricket etc)



### Meeting

- Face to face or online meeting arranged with club W&G lead
- Club-led meeting - where the club wants support and how their club.



### Support

- Ongoing support for clubs through documents/emails and follow up meetings
- Usually a follow up across the winter with actions aimed for in the summer

# ICC Women's T20 World Cup 2026 - Coming to ENGLAND

The Women's T20 World Cup is coming to England!  
This gives us some brilliant opportunities to run some  
promotion and engagement before the World Cup begins.



We will be running activities such as:

- Women's World Cup SB Tournaments
- W&G Expo Day on International Women's Day
- School Cricket Day - 23rd April 2-26

**Bristol County Ground**  
**Edgbaston**  
**Hampshire Bowl**  
**Headingley**

**Lord's**  
**Old Trafford**  
**The Oval**



# INTERNATIONAL WOMENS DAY

# WOMEN & GIRLS' EXPO 2026



**SUNDAY 8TH MARCH 2026**

Gloucestershire County Ground  
10:30 - 17:30 - Drop in Day

## Highlights of the Event:

- ✓ Workshops
- ✓ Q&A Panels
- ✓ Company Stands
- ✓ Guest Speakers



Email/email@email.com

**Contact Us**

# SAFEGUARDING UPDATE

## Iestyn Lewis, Wiltshire Cricket County Safeguarding Officer



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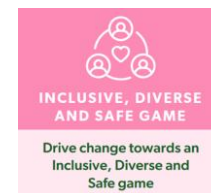


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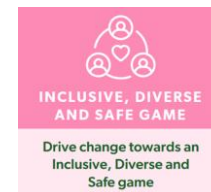
# SAFEGUARDING – From Compliance to Culture

- Cricket is now moving from the game engaging with policies and procedures to safeguard all involved to wanting a culture of safeguarding embedded through all aspects of the game.
- This is one of the focuses of Wiltshire Cricket's 2025-2029 Strategy and I will be working with the new Diversity and Inclusion Officer, in partnership with all our stakeholders to instil a safeguarding culture across all areas of Wiltshire Cricket.



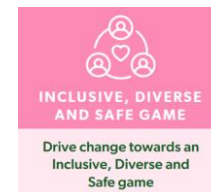
# SAFEGUARDING – Some useful resources

- **Don't forget to have fun** – what children hear when parents cheer
  - *A book that explores the emotional impact of parental behaviour in youth sports.*
- **5 questions to ask:**
  - *5 questions parents are suggested to ask of a club that their children are involved at. Simple, short questions clubs can use to judge how they would be perceived by parents*
- **Closed season safeguarding checklist**
  - *Some pointers for tasks that can be managed in advance of the 2026 season*



# SAFEGUARDING – Cricket Regulator and CLUE

- There has been some reorganization at the Cricket Regulator and the ECB. From early next year Wiltshire will have a new County Safeguarding Advisor and Managed Participants Officer.
- The Cricket Regulator has commissioned a new software package, CLUE, which will be used to manage all safeguarding concerns in cricket. There is a new reporting form which will be used to gather information.



# SAFEGUARDING – Safe Hands and SHMS

## Safe Hands Courses:

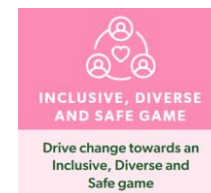
There are two SafeHands courses for new (and renewing) Club Safeguarding Officers:

- 19<sup>th</sup> January 2026
- 21<sup>st</sup> March 2026

Both available to book on the Wiltshire Cricket website.

## SHMS:

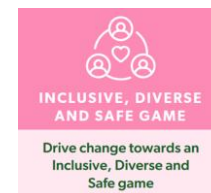
This is continually evolving, more information to be shared in the next call



# SAFEGUARDING – Safety in Cricket

A number of Wiltshire Cricket staff recently attended a presentation delivered by the ECB Safety in Cricket Officer. This covered a wide range of topics relating to physical safety of all those involved or impacted by the playing of cricket, e.g:

- What are the physical risks associated in cricket, and why do we want to minimise them?
- What do we know about injuries in recreational cricket?
- What do we do to prevent injuries in cricket?





# SAFEGUARDING:

## Safety in Cricket Future projects

### Future Projects

#### Injury Surveillance

- Junior cricketers in junior cricket
- Junior cricketers in open age cricket
- EPP / Age Group Cricketers

#### Growth & Maturation in Junior Cricketers

#### Preventative Warm-Ups

#### E-Learning:

- Concussion E-Learning to be re-launched
- Fast Bowling E-Learning
- General Safety in Cricket E-Learning

#### Extreme Weather Guidance



# HOWZAT CRICKET MAGAZINE

## Chris Davis, Howzat Cricket Magazine



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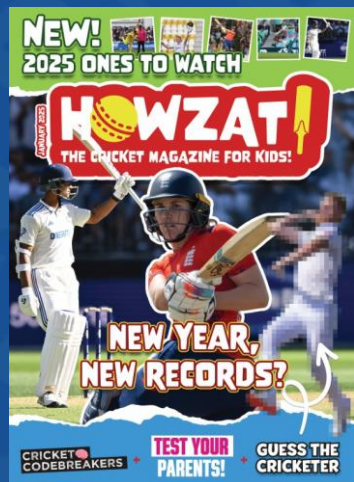
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# HOWZAT!

THE CRICKET MAGAZINE FOR KIDS!

OVERVIEW

NOVEMBER 2025





## What is Howzat Cricket Mag?

Join the movement.

Howzat Cricket Magazine is the only dedicated cricket magazine for children aged 7–12. Packed with engaging stories, quizzes, interviews, puzzles, fun facts, and brilliant cricket-themed activities, it's the perfect way to continue to inspire your junior members and help them fall in love with the game!

### What's Inside Each Issue?

- **Player Posters & Interviews:** Exciting cut-outs, exclusive insights, and the latest from the cricketing world!
- **Fun Games & Activities:** Codebreakers, wordsearches and much more – hours of fun and learning.
- **Skills & Coaching Tips:** Top tips to help young players improve.
- **Real Club Stories:** Showcasing grassroots cricket from around the country.



**Howzat's mission is to inspire a deeper love and understanding of cricket while nurturing the next generation of fans and players**



## Why Howzat?

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### Promotes Cricket

Encourages interest in the game, nurturing future cricket enthusiasts and players.

### Educates

Enhances **critical thinking** and **vocabulary building** and provides a **tablet-free alternative** for kids—a healthy antidote to screen time.

### Fills the Gap

There is currently no children's cricket magazine in the UK or globally. Howzat magazine has addressed this void and benefits the broader cricketing community.

### Supports the recreational game

We offer a 'kickback' for clubs, whereby 10% of any subscription goes to the cricket club that the subscriber belongs to.





## How Can Your Club Get involved?

### 1. Showcase your club

Become a feature club on the Howzat website for free, simply [complete this 5 minute form](#) to feature your club as a junior cricket advocate. We will:

- Showcase what you are doing for junior cricket and provide a link directly to your club
- Provide you with the opportunity to feature your stories in the magazine and on social media to gain national exposure

### 2. Promote to your members

Promote the magazine to your members – the perfect gift for Christmas!

- Pricing is just £4.99 a month or £49.99 for 12 months (with a free calendar!)
- **10% of every subscription will go to the club they belong to**

### 3. Clubhouse Partnership

Purchase our annual subscription for £49.99 for your clubhouse and you will:

- Receive 12 months subscription delivered to your clubhouse
- **Receive 3 months free digital subscription for all junior members**
- **Receive 15% kick back commission** from all subsequent subscription purchases from members of your club directly into your club bank account



Get in touch

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To find out more, visit  
[www.howzaticricketmag.com](http://www.howzaticricketmag.com) or email  
[info@howzaticricketmag.com](mailto:info@howzaticricketmag.com)



# JUNIOR CRICKET UPDATE

## Sam Dent, Wiltshire Cricket Development Manager



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# Working Ideas for 2026

Change  
format of  
some  
leagues

Review girls  
playing down  
multiple ages  
in mixed  
leagues

Change to  
coloured kit  
from 2026

Introduction  
of League  
Development  
Officer

Create a  
sharing hub  
for clubs

Online  
courses for  
scoring,  
umpiring  
etc

Clearer  
rules &  
regulations

Introduce  
additional  
leagues -  
U10 & U17

One  
dedicated  
Play-cricket  
site

# Proposed League Structure

U10 Pairs League
Development
<p><b>Have Fun</b></p> <ol style="list-style-type: none"> <li>1. Transition to Hard Ball</li> <li>2. Nurture love of the game</li> <li>3. Everyone bats and bowls</li> <li>4. Have fun and come back for more</li> <li>5. Play with Friends</li> </ol>

U11 Pairs League
Development
<p><b>Develop Skills</b></p> <ol style="list-style-type: none"> <li>1. Develop basic skills</li> <li>2. Nurture love of the game</li> <li>3. Everyone bats and bowls</li> <li>4. Have fun and come back for more</li> <li>5. Play as a team</li> </ol>

U11 T20
Performance & Development
<p><b>Winning is a Bonus</b></p> <ol style="list-style-type: none"> <li>1. Develop basic skills</li> <li>2. Nurture love of the game</li> <li>3. Have fun and come back for more</li> <li>4. Teamwork &amp; resilience</li> <li>5. Improve technique</li> </ol>

U13 League
Performance & Development
<p><b>Play &amp; Compete</b></p> <ol style="list-style-type: none"> <li>1. Develop match skills</li> <li>2. Nurture love of the game</li> <li>3. Everyone bats and bowls</li> <li>4. Take satisfaction from progress</li> <li>5. Teamwork &amp; resilience</li> </ol>

U13 T20
Performance
<p><b>Play to Win</b></p> <ol style="list-style-type: none"> <li>1. Put your skills to the test</li> <li>2. Pick strongest team</li> <li>3. Enjoy the win</li> <li>4. Use of key players to win games</li> <li>5. Good enough is old enough</li> </ol>


U15 League
Performance & Development
<p><b>Play &amp; Compete</b></p> <ol style="list-style-type: none"> <li>1. Develop match skills</li> <li>2. Nurture love of the game</li> <li>3. Everyone bats and bowls</li> <li>4. Take satisfaction from progress</li> <li>5. Show self-discipline</li> </ol>

U15 T20
Performance
<p><b>Play to Win</b></p> <ol style="list-style-type: none"> <li>1. Put your skills to the test</li> <li>2. Pick strongest team</li> <li>3. Enjoy the win</li> <li>4. Use of key players to help win games</li> </ol>

U17 T20
Development
<p><b>Play &amp; Compete</b></p> <ol style="list-style-type: none"> <li>1. Develop match skills</li> <li>2. Nurture love of the game</li> <li>3. Everyone bats and bowls</li> <li>4. Take satisfaction from progress</li> <li>5. Self reflection on game</li> </ol>

U19 T20
Performance
<p><b>Play to Win</b></p> <ol style="list-style-type: none"> <li>1. Put your skills to the test</li> <li>2. Pick strongest team</li> <li>3. Enjoy the win</li> <li>4. Use of key players to win games</li> <li>5. Good enough is old enough</li> </ol>

Player and League Progression



# Q AND A OPPORTUNITY



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