

SUSSEX CRICKET FOUNDATION 2020

IMPACT REPORT



FOUNDATION



THE INTRODUCTION

**From the Community
Cricket Director —
Gary Wallis-Taylor**

GARY WALLIS- TAYLER REFLECTS ON A CHALLENGING 2020



Due to the COVID pandemic, 2020 was a challenging but equally rewarding year for the Sussex Cricket Foundation. In March 2020, the Country went into a national lockdown, which saw our physical delivery suspended and majority of Foundation staff placed on 'furlough' leave.

At the start of the pandemic, we worked towards the following objectives with support from the ECB – Protect, Prepare and Play. We successfully protected our organisation by use of 'furlough' and our network of affiliated clubs through the introduction of online club webinars and regular communication. To help ease any financial concerns within clubs the Foundation helped secure over £600k of grant funding obtained through the Government, Sport England, and the ECB, this went along way to protecting the longterm future of our network.

The ongoing pandemic eventually ended all our Chance to Shine and Lord Taverners delivery for the 2019-20 academic year though we managed to resume delivery in September 2020. Despite not being able to physically deliver sessions to children, we launched our SCF Virtual Schools Cup Competition which saw over 6000 entries from 2500 unique participants, a fantastic achievement in these challenging times.

We were eventually given the go ahead to resume Cricketing activity in July and we were indebted to several key people who helped prepare for the safe return of recreational cricket across the County. Thanks to the efforts of the 1st Central Sussex Cricket League Committee, the Sussex Slam, the Sussex Junior Cricket Festival and Richard Wolfe, a volunteer who provided opportunities to our disability players, we managed to ensure organised cricketing opportunities were made available for men, women, junior boys & girls and people with disabilities, during what would be a shortened season.

The playing opportunities that were made available to all during the summer was quite

incredible and something that we as an organisation were extremely proud of. The highlights included 635 scheduled fixtures in our 1st Central August Cup and over 250 completed fixtures in our inaugural Sussex Slam, a new midweek t20 competition for Men & Women.

The successes of this summer would not have happened without the work of volunteers within our club network. Volunteers in sport, are hard to come by and as an organisation we felt it was important to recognise these people who give up their own time to ensure cricket runs within their club/community. We teamed up with 1st Central to launch our SCF Covid Heroes Awards which saw 9 categories created. Over 50 nominations were received across the 9 categories and online voting was used to determine the 9 winners which saw over 6000 online votes. We are planning to recognise all nominees with an event at The 1st Central County Ground during 2021.

Despite the ongoing challenges faced by Coronavirus we still managed to develop our community-based initiatives such as Sporting Memories which continued through the power of ZOOM and introduction of new projects organised by a Covid-19 working group led by Club President, Sir Rod Aldridge. Exciting initiatives such as our new Mental Health & Wellbeing Platform, the first professional sports club to have their own bespoke hub in the hope it provides support to those in need and our In the Bag initiative, which sees food bags delivered to families in need in Brighton & Hove are two huge success stories.

I am extremely proud to be asked to lead the Foundation and I am looking forward to the challenges ahead and driving the foundation forward in years to come.

MEET THE CHAMPIONS

WE ARE DELIGHTED TO ANNOUNCE BEN BROWN (CLUB CAPTAIN), GEORGIA ADAMS (SUSSEX WOMENS CAPTAIN) AND DAN FIELD (SUSSEX VI CAPTAIN/ ENGLAND INTERNATIONAL) AS THE FIRST EVER CHAMPIONS OF THE SUSSEX CRICKET FOUNDATION.

As Champions, they will help the Sussex Cricket Foundation in their mission to actively change lives through cricket across the community.

This will include spreading the word about Sussex Cricket Foundation's community activities and raise the profile of fundraising efforts, take part in events and visits, help inspire people to get involved in cricket and provide an important link between the Foundation and Sussex's elite dressing rooms.

All three Champions have witnessed the power of the Foundation's work themselves, whether through the role it has played in their own cricketing lives or in the lives of the players they now lead as captains. highlights included 635 scheduled fixtures in our 1st Central August Cup and over 250 completed fixtures in our inaugural Sussex Slam, a new midweek t20 competition for Men & Women.

Ben Brown —

"It's a massive privilege to become one of the first Champions of the Foundation alongside Georgia Adams, the women's captain, and Dan Field, our visually impaired captain. It's a huge honour and I think it is really special to be asked to fulfil that role. If we can use our positions as captains of the club to benefit the local community and spread Sussex Cricket throughout the county to do some good, then that's got to be a great thing. I'm really pleased to be able to represent the players as a whole. Part of the role is to try and get the players to really engage in the community and make a difference to people's lives at the end of the day."

Georgia Adams —

"I'm absolutely delighted to be a Champion of the Sussex Cricket Foundation for 2021. I'm so excited to get involved in the community and encourage people to play the game and love the game in the way we do. I can't wait to get involved in some of the local events and hopefully inspire some of the younger generation to take up cricket."

Dan Field —

"It's a massive honour. Sussex have been amazing and provided a huge amount of support for me to play blind cricket for a long time now. They've created an opportunity for me and for a lot of other people across the county not just to have really successful blind cricket careers, but to make a lot of life-long friends and to have some amazing experiences. I'm very keen to play a part in making sure that more and more people can have those opportunities going forward, not just with disability cricket but cricket in general. I want more and more people to play cricket and to enjoy it."



ADULT CRICKET

CLUBMARKED CLUBS

- 82 Newly trained coaches

WORKFORCE (QUALIFIED)

- 12 Newly qualified coaches
- 47 Newly qualified umpires

VIRTUAL CLUB WEBINARS

- 9 Club Webinars
- Engaging with over 100 clubs

1ST CENTRAL AUGUST CUP

- August Cup designed to replace the lost 2020 season, offering all Clubs five competitive matches, based on location and broad ability.
- Format confirmed as 40/40, generating massive participation.
- 343 teams in SCL in 2020, representing 143 Clubs.
- 254 teams entered August Cup, representing 120 Clubs.
- 74% of teams entered, 84% of Clubs.
- 41 groups of six teams, 1 group of eight. 635 fixtures scheduled.
- 42 group winners played 21 play-off matches on 5/9.
- 12 surviving A/B Group winners played neutral site play-off finals on 12/9
- Congratulations to Eastbourne 1s and St Matthias 1s, who won 7 matches out of 7!

COVID HERO AWARDS

The full list of the 2020 Covid Hero award winners is as follows:



All Stars Cricket Hero

David Glover (Findon CC)

Junior Cricket Hero

Matt Peskett - Southwater CC

Social Media Engagement

Sam Cooper - Southwater CC

Grounds Hero

Phil Wickwar - Burgess Hill CC

Officiating Hero

Steve Thomas - Sussex Cricket Women & Girls

Womens Cricket Hero

Melissa Ayling - Southwater CC

Initiative of the Year

Richard Wolff - Sussex Cricket Disability

Community Hero

Harry Metters - Findon CC

Volunteer of the Year

Tim Dudgeon - Battle CC

Nominees - 53

Voters - 2016 (6177 votes cast)



VOLUNTEER OF THE YEAR TIM DUDGEON (BATTLE CC)



COMMUNITY HERO HARRY METTERS (FINDON CC)



58

NUMBER SUSSEX SLAM MATCHES PLAYED IN 2020)

203

NUMBER SUSSEX SLAM MATCHES PLAYED IN 2020)

635

TOTAL NUMBER OF 1ST CENTRAL AUGUST CUP MATCHES IN 2020

TOTAL NUMBER OF CRICKET MATCHES PLAYED IN SUSSEX IN 2020 (COMPLETED) 

127

1,216

PLAYERS TOOK PART IN THE FIRST YEAR OF THE SUSSEX SLAM

CRICKET FOR CHANGE

MENTAL HEALTH & WELLBEING PLATFORM

Sussex Cricket is proud to present its new Mental Health & Wellbeing Hub, a free, online resource designed to help anyone that needs to find hope and support through the power of shared experiences.

Completely free to use and totally anonymous with no registration required, the mobile-optimised platform has been created with the support and approval of Sussex Partnership NHS Foundation Trust and developed in partnership with Frog Systems.

At the heart of the hub is the 'Champions Cinema', an ever-growing collection of thousands of videos of 60 seconds or less where people from the Sussex Cricket community and beyond share their experiences relating to an A to Z of topics that impact or can help with our mental health and wellbeing.

Contributors include Sussex Cricket players and staff, club cricketers, experts from Sussex Partnership NHS Foundation Trust as well as individuals from a whole host of backgrounds and life experience.

The fully searchable library also provides links to trusted local resources and further help relevant to the videos you view.

Your support for Sussex Cricket has always been incredible, but especially so during a particularly difficult year for everyone. We want to make sure we are doing what we can to support you – our supporters, our partners, and our community – in return.

All of us have faced challenges to our mental health and wellbeing in recent months and the effects will be felt for a long-time to come. We hope that the Sussex Cricket Mental Health & Wellbeing Platform will help in providing the support you, your friends or family might need



IN THE BAG

Over six weeks of the summer holidays, Sussex Cricket Foundation worked with the Brighton and Hove Food Partnership to address the urgent issue of 'holiday hunger', which is experienced by many families who rely on free school meals to feed their children.

In total, 1,247 bags were distributed to at least 305 families as part of the 'In The Bag' initiative, with £4,000 in funding raised by Sussex Cricket through the Together Through This Test auction.

The 'In The Bag' kits were put together at Hove Park School (the food hub) by a team of 12 Food Partnership volunteers, before being distributed by Chomp, Children's Centre Food Banks, WASP, The Phoenix Food Hub and Woodingdean Food Bank.

Each kit contained recipes and ready-weighed out ingredients for ease, with the Food Partnership choosing recipes that were simple to make, known to work and provide options for children's involvement.

TEA 4 TWO

The initiative encouraged local cricket clubs to use their recently re-opened facilities as a hub for donations of food, with the Sussex Cricket Foundation today contacting all 182 affiliated clubs, urging them to get involved and partner with a local food bank.

Club members and the local community were able to drop off food donations while training and matches are taking place. A volunteer, nominated by the club, will then pick up the donations and deliver the food to the chosen food bank.

IN THE BAG - SUPPORTING FAMILIES ACROSS BRIGHTON



STREET CRICKET

- Hubs - 8
- Participants - 125

8 Chance to Shine Street programmes for 8-14 year olds in Sussex. The venues for these are Bevendean Primary School, The Crew Club and The Manor Gym, Whitehawk Chichester – Swanfield Park Community Centre, Eastbourne – Shinewater Leisure Centre, Hastings – Horntye Park Sport Complex, Littlehampton – Southfield Jubilee Centre and Southwick – Southwick Leisure Centre



CHANCE TO SHINE STREET

TEA 4 TWO



1ST CENTRAL



POWERED BY THE OCCASIONAL DOUGHNUT!

“

THE ALDRIDGE FOUNDATION HUB WAS AMAZING FOR MY DAUGHTER. IT ALLOWED FOR MY DAUGHTER TO HAVE A REAL POSITIVE EXPERIENCE CRICKET AND HAS INSPIRED HER TO WANT TO BE INVOLVED IN THE SPORT MORE. A LOT OF THIS WAS DOWN TO THE APPROACH OF THE COACHES AND THE ENVIRONMENT. THIS REALLY SUITED HER AND ALLOWED HER TO LEARN A LOT ABOUT THE GAME THAT SHE WOULD NOT HAVE LEARNT ELSEWHERE. THE FACILITIES ARE AMAZING AND THIS REALLY INSPIRED HER AS IT REALLY MADE HER WANT TO ACHIEVE MORE WITH THE SPORT. SEEING THE WOMEN'S TEAM TRAINING BEFORE AND THEN BEING COACHED BY AN EX PLAYER RAISED HER ASPIRATIONS AND MADE HER WANTING TO COME BACK FOR MORE. HAVING THIS OPPORTUNITY FOR FREE IS AMAZING AND YOU WOULD NOT GET THIS ANYWHERE ELSE. SHE WOULD LIKE TO PERSONALLY THANK CHARLOTTE AND THE ALDRIDGE FOUNDATION FOR MAKING THIS HAPPEN.

PARENT

“

WE ARE EXTREMELY PROUD TO BE BREAKING NEW GROUND AS THE FIRST SPORTS CLUB IN THE WORLD TO SUPPORT ITS COMMUNITY IN THIS WAY. WE HAVE LONG BEEN ABLE TO COUNT ON PEOPLE'S SUPPORT AND WE'RE DELIGHTED TO BE OFFERING SOME SUPPORT BACK IN AN AREA THAT IS SO IMPORTANT, PARTICULARLY NOW. IT WAS FELT WITH OUR CONNECTIVITY ACROSS THE ENTIRE SPECTRUM OF AGE, GENDER, BACKGROUND AND PERSONAL CIRCUMSTANCES THAT SUSSEX CRICKET IS IDEALLY PLACED TO REACH OUT TO OUR SUPPORTERS AND WIDER COMMUNITY AT SUCH A CHALLENGING TIME.

SIR ROD ALDRIDGE – PRESIDENT SUSSEX CRICKET



“

Can I also take this opportunity to thank you and all your team for their incredibly hard work in the last year and the very upbeat messaging that you provided to clubs, we really appreciate your efforts, which have undoubtedly helped our club to grow its membership, launch new teams and accelerate our development of women's cricket which I personally think is vital to the health of our game in the long-term.

TIM GREGORY- CHAIRMAN, CHICHESTER PRIORY CRICKET CLUB

FINANCE & FACILITIES

£628,000

INVESTED INTO GRASSROOTS CRICKET ACROSS SUSSEX IN THE LAST 12 MONTHS



370,000

GOVERNMENT GRANTS



108,000

SPORT ENGLAND



150,000

ECB



28,000

SPEN CAMA - 15 CLUBS SUPPORTED



NEW ROLLER AT DENTON CC COURTESY OF SPEN CAMA FUNDING



THE LAST YEAR HAS SHOWN THAT CRICKET HAS SUCH AN IMPORTANT PART TO PLAY IN BRINGING COMMUNITIES BACK TOGETHER. WE ARE LOOKING FORWARD TO ANOTHER EXCITING SUMMER OF CRICKET FOR ALL IN CITIES, TOWNS AND VILLAGES ACROSS SUSSEX.

JON FILBY - CHAIR OF SUSSEX CRICKET FOUNDATION

DISABILITY CRICKET

SUSSEX CRICKET FOUNDATION'S DISABILITY CRICKET PROGRAMME PROVIDES INCLUSIVE AND ACCESSIBLE OPPORTUNITIES FOR INDIVIDUALS AND GROUPS TO LEARN AND PLAY CRICKET IN A SAFE AND ENJOYABLE ENVIRONMENT.

Sussex Cricket Foundation's disability cricket programme provides inclusive and accessible opportunities for individuals and groups to learn and play cricket in a safe and enjoyable environment.

The programme provides coaching and competition opportunities for schools, colleges, community disability service providers and charities. It also provides a performance pathway for talented individuals to play representative cricket for one of our county disability squads.

There is also scope for motivated participants and budding volunteers to develop their confidence and communication skills by undertaking leadership and coaching awards.

PERFORMANCE PATHWAY

- 5 new players recruited to join the Sussex D40 squad.
- 8 x D40/Super 9's friendly fixtures completed



INCLUSIVE & ACCESSIBLE CRICKET OPPORTUNITIES

221

PARTICIPANTS

24

PROJECTS

3

COMPETITION DAYS

LORD'S TAVERNERS TABLE CRICKET

8

SUPER 1'S CLUBS

179

REGULAR PARTICIPANTS



LORD'S TAVERNERS SUPER 1'S

45

TASTER SESSIONS

105

REGULAR PARTICIPANTS



LEADERSHIP & COACHING



LORD'S TAVERNERS SPORTS LEADERSHIP UK AWARDS

TABLE CRICKET

9

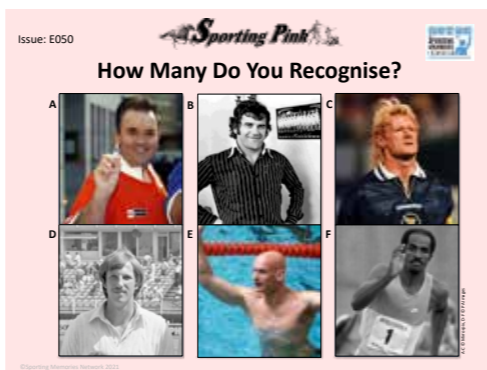
YOUNG LEADERS

SPORTING MEMORIES



Using the rich history and heritage of sport, Sporting Memories clubs are open to any people over the age of 50 who enjoy reminiscing about their experiences of watching or playing it.

The clubs take place each week and are a friendly, welcoming environment that is open to all. Many of our members attend to enjoy the company of other older sports fans, some of our members live with dementia or have memory problems, some have experienced depression, they may have had a stroke or live with Parkinson's, all have one thing in common, a love for sport!



1194

TOTAL PARTICIPATIONS



2020



78

MEMBERS

55

NEW MEMBERS



HOVE

564

TOTAL PARTICIPATIONS TO END OF 2020

29



TOTAL MEMBERS



6



NEW MEMBERS



WORTHING

STARTED
21.
03.
2019

21



TOTAL MEMBERS

POLEGATE

STARTED
22.
05.
2019

24



TOTAL MEMBERS

BEXHILL

STARTED
07.
10.
2019

4



TOTAL MEMBERS

WOMENS & GIRLS CRICKET STATS 2020

39

↑ 3 FROM 2020

CLUBS WITH AN ACTIVE WOMEN, GIRLS' OR BOTH SECTION

230+

GIRLS ATTENDED COUNTY TRIALS

↑ 200% FROM 2017

SCHOOLS

- 25 schools took part in the U13 Indoor Lady Taverners Comp
- 21 Schools took part in the U15 Indoor Lady Taverners Comp
- 16 Schools took part in the U13 Chance to Compete Indoor Comp
- 16 Schools took part in the U15 Chance to Compete Indoor Comp
- Over 100 girls attended the Brighton & Hove Primary schools indoor skills festival at BACA
- 5 teams took part in the U11 girls festival at Arundel.
- 9 teams took part in the U11 girls festival we ran BAC.

EASTBOURNE RENEGADES SUSSEX SLAM WINNERS



330

PARTICIPANTS

2

HUBS

ALDRIDGE HUBS



ALDRIDGE FOUNDATION



WOMEN'S SOFTBALL FESTIVALS

CLUBS

- 8 teams in the hard ball and 8 teams in the soft ball Sussex Slam
- 54 Sussex Slam fixtures scheduled in 8 weeks.
- 8 clubs entered the U13 Indoor tournament
- 6 women's clubs involved in the Indoor league

95

WOMEN PLAYING



4

SOFTBALL FESTIVALS



SUSSEX CRICKET FOUNDATION IS AN INTEGRAL PART OF THE ORGANISATION OF SUSSEX CRICKET. IT IS OUR CHARITABLE ARM AND RUNS ALL OF OUR COMMUNITY CRICKET ACTIVITY, AND OUR WIDER COMMUNITY PROGRAMMES WHICH AIM TO ENHANCE LIVES THROUGH THE POWER OF CRICKET.

RECREATIONAL CRICKET ACROSS ALL FORMATS AND FOR ALL PEOPLE CONTINUES TO GROW ACROSS SUSSEX, AND OUR WIDE RANGING COMMUNITY PROGRAMMES CONTINUE TO REACH MORE PEOPLE.

WE ARE VERY PROUD OF THE IMPACT WE MADE IN 2020 DESPITE THE PANDEMIC, AND LOOK FORWARD WITH RENEWED OPTIMISM FOR CRICKET IN THE COUNTY IN 2021 AND BEYOND.

ROB ANDREW
SUSSEX CEO

28

SCHOOLS

2,364

UNIQUE PARTICIPANTS

VIRTUAL SCHOOLS DAY



72

SCHOOLS

SCHOOLS CRICKET

21

COMPETITIONS

4,667

GIRLS SECONDARY SCHOOL PROGRAMME

- Schools - 15
- Unique participants - 1891

COMPETITIONS

- Chance to Compete - 11
- Participants - 364



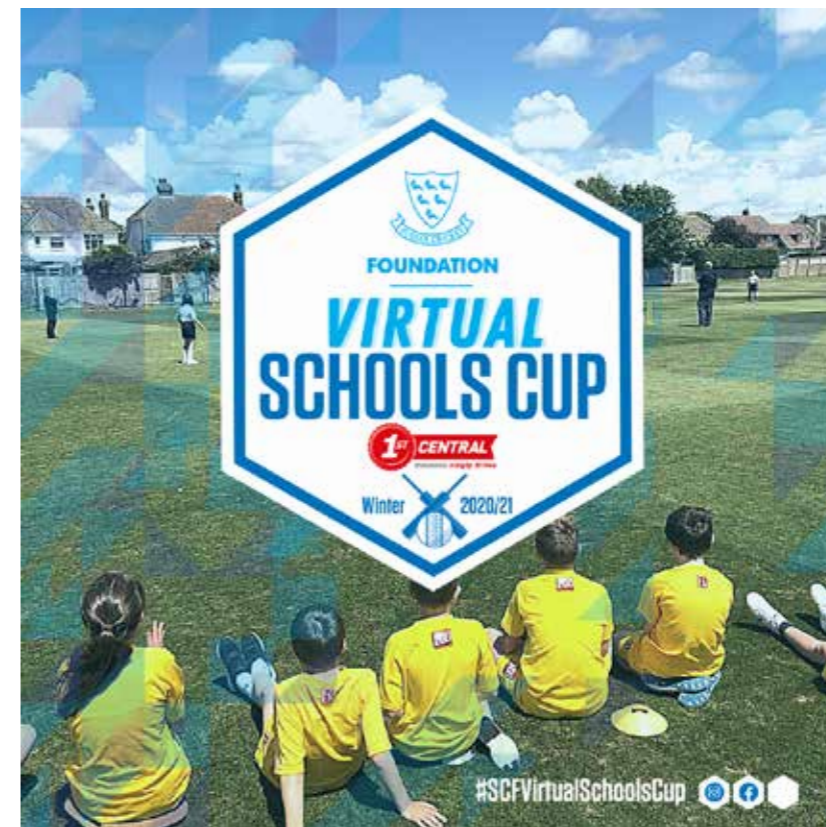
UNIQUE PARTICIPANTS IN OUR CHANCE TO SHINE SCHOOLS PROGRAMME

SCHOOLS CRICKET



COMPETITIONS & ROADSHOWS

- Cricket Roadshows
- Schools - 28 Schools taking part in cricket roadshos
- Unique Participants - 2562
- 102 Teachers Trained
- Competitions
- Winter Kwik - 21
- Participants - 923



JUNIOR CRICKET



ALL STARS CRICKET



23

CENTRES

323

CHILDREN

ALL STARS



LOOKING AHEAD

JUNIOR LEAGUE

One Countywide structure with all four leagues working to the same constitution and set of rules and regulations. Standardised pitch lengths, ball size, ball supplier and overall working practices including Safeguarding.

A new management Committee has been set up to work closely with the four Regional Leagues to ensure effective and progressive participation across Sussex, with more cricket and better opportunities for all levels of the game.

A progressive and fresh approach to the way in which clubs can arrange the formats of their matches will create a far more appropriate environment for our young cricketers to progress, learn the game and ultimately enjoy playing Cricket.



YOUNG LEADERS IN CRICKET

- We have over 120 Young Leaders registered for the course in 2021, all having to complete a minimum of 20hrs volunteering to complete the awards, so that'll be a minimum of 2400 hours given back to our clubs.

SUSSEX SLAM

- Sussex Slam - the growth of the Sussex Slam has been astronomical! From 58 mens teams in 2020, to 106 teams in 2021. The addition of the Women's hard ball competition too will add a further 16 teams playing Slam cricket in 2021. As word grows and the Slam delivers on it's goals of bringing more cricket to more people and bringing people back to the game, we are hopeful that in 2022 the competitions will further develop and continue to attract new clubs, pubs and work places, as well as established clubs to take part in this fast, fun and exciting format of the game.

DISABILITY CHAMPION CLUBS

We are working with several clubs across Sussex to help them establish their discreet Disability sections as part of the ECB's national Disability Champions Club initiative.



We will be restarting our Wicketz programme with three projects in Crawley, across Bewbush and Dormans Youth Centres and ICC for groups of young people between 13 and 18yo.

We have plans to grow all the projects post-Covid and will reach out further into the Community with both our partners and local Crawley Community to showcase what the project can do.



FRIENDLY CRICKET

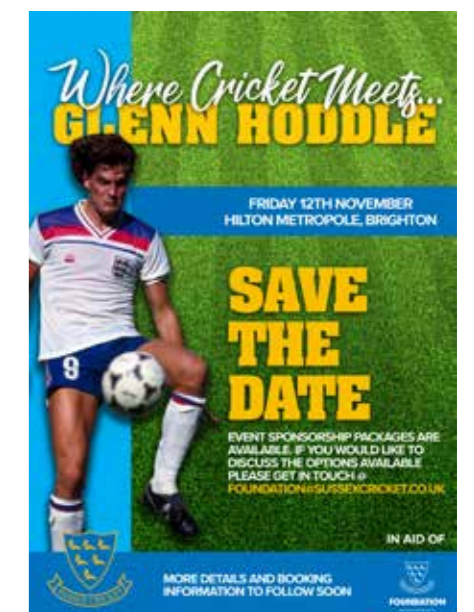
The growth and development of friendly cricket in Sussex is of great importance to us. During 2021 we will be creating a Friendly Cricket Steering Group, in which we will be able to share best practice and tackle the issues that are specific to the 'Non-League' game in Sussex.

More information on Friendly Cricket can be found on our website - sussexcricket.co.uk/friendly-cricket

URBAN CRICKET PLANS

The growth and development of friendly We have created urban plans for Greater Brighton & Hove and Crawley. Our plans which will stretch across 5 years will see us increase participation, improve facilities and provide opportunities for all in two key areas of our County.

FUNDRAISING EVENT



DYNAMOS

In Summer 2021 the ECB are set to build on the success of All Stars Cricket and launch a brand new programme called Dynamos Cricket! Dynamos is designed for children aged between 8-11 and is a fantastic opportunity for children to build on the fundamentals skills learnt at All Stars.

Alongside All Stars graduates the programme also aims to introduce more children to the sport and build on the incredible success of the recent Cricket World Cup Victory.

Dynamos Cricket will be an 8 week course that will run during Summer 2020 either alongside an All Stars programme or your existing junior cricket offers, beginning in May or during the Summer Holidays alongside the start of the Hundred competition that Dynamos will be linked to.

All participants that sign up will receive a Dynamos Cricket t shirt, access to an online app and potential money can't buy experiences.

Clubs will receive a kit bag equipped with stumps, bats, balls, cones, activator t shirts and more. Everything required to run a fantastic Dynamos Cricket programme.



“

JUST TO SAY A HUGE THANK YOU FOR THE SESSIONS THAT ADAM HAS RUN THIS TERM. HE HAS ONCE AGAIN HAS FULLY ENGAGED THE TWO CLASSES IN ACTIVE CRICKET SESSIONS, WHICH THEY HAVE VERY MUCH ENJOYED. OUR STAFF, INCLUDING OUR APPRENTICE HAVE BEEN ABLE TO LEARN FROM HIM ALSO. HE IS PUNCTUAL, ENTHUSIASTIC AND CREDIT TO SUSSEX CRICKET.

HELEN VINE

CHANCE TO SHINE PROGRAMME,
ALL SAINTS CHURCH OF ENGLAND
PRIMARY SCHOOL, BEXHILL





To donate **£1**, text **SCF46001** to **70201**

To donate **£3**, text **SCF46001** to **70331**

To donate **£5**, text **SCF46001** to **70970**

To donate **£10**, text **SCF46001** to **70191**



@sussexcricketfoundation



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@SussexCricketFD



foundation@sussexcricket.co.uk

As Sussex Cricket's charitable arm, our aim is to actively change lives through cricket across the community.

We use the game and the Sussex Cricket brand to deliver accessible and enjoyable opportunities that grow the sport, tackle inequalities, improve health and wellbeing and enable people to fulfil their potential.

Sussex Cricket Foundation

The 1st Central County Ground
Eaton Road, Hove
East Sussex, BN3 3AN

www.sussexcricket.co.uk

Registered Charity No: 1162649