



# Messaging Update

## Clubs and Leagues

Hi,

As we look ahead to the long weekend and the sun looks like it will be out again we want to wish you all a fun, relaxing, and cricket filled weekend with family and friends.

All the best,

Tom Raymond-Hill  
ECB Head of Network Support

### *FOURTEEN MILLION PEOPLE*

We have released our Annual Report and Financial Statements. The report looks at the progress we've made on delivering our Inspiring Generations strategy, focusing on our six priorities to grow the game, and make it accessible and welcoming for all.

The headlines show last year an incredible **14 million people** played, attended, or followed cricket. That's a new record high, and up by 3 million since 2019.

**Turnover was £303m**, up £96m from last year as sport and cricket continues to recover from the affects of Covid. Profit before tax was £21.5m, enabling important investment across the game.

Check out the full report and video using the links below to see what that looks like and means at every level of the game.

# THE HIGHLIGHTS



A NEW HIGH OF **14M** PLAYED, ATTENDED OR FOLLOWED CRICKET IN 2021, AN INCREASE OF **3M** SINCE 2019.



**£10.1M** INVESTED ACROSS PROFESSIONAL AND RECREATIONAL GAMES LAST YEAR FOR CAPITAL PROJECTS

**£16.6M** IN REVENUE GRANTS DISTRIBUTED ACROSS THE RECREATIONAL CRICKET NETWORK



**1.4M** CHILDREN PLAYED CRICKET IN 2020/21, WITH **GIRLS'** SHARE THE HIGHEST EVER SEEN (**34%**)



**105,000** KIDS TOOK PART IN ALL STARS AND DYNAMOS LAST YEAR

## INSPIRING GENERATIONS



**£25M** OF STRATEGIC FUNDING COMMITTED OVER **5 YEARS** IN SUPPORT OF EDI ACTIONS



**16.1M** PEOPLE WATCHED THE HUNDRED ON TV

**57%** OF VIEWERS HADN'T WATCHED ANY OTHER LIVE ECB CRICKET IN 2021

## INSPIRING GENERATIONS

[WATCH THE VIDEO](#)

[THE FULL REPORT](#)

### SECURITY ADVISORY

The ECB has been made aware of a potential threat from some unscrupulous companies who are offering to install Wi-Fi boosters to football clubs and other organisations to provide coverage in their public spaces. These boosters have been adapted and the companies intend to use them to data strip from mobile phones connected to them and take personal information and payment card details.

Unfortunately there are no details of the companies involved but we do know that the kit being sold is NEBRA HNT devices (ROCK PI version). It is unlikely they will specifically tell you that they are installing an HNT device as these are designed to generate income for the provider by mining data so most likely will disguise the kit somehow. As the details currently are sketchy, to protect yourselves we recommend as always to use a trusted provider – never go to the cheapest unless you know them well or they come recommended from a trusted source.

If we get any further details we will pass these on. Stay safe, remain vigilant!

[UK CLUBS ENCOURAGED TO SIGN-UP FOR THE "LV= INSURANCE BIG CRICKET TEA"](#)

This summer, LV= Insurance is launching the 'LV= Insurance Big Cricket Tea' and looking for cricket clubs across England and Wales to join in by throwing their doors open to their local community across the weekend of 12th – 14th August.

You can sign up for free now. Every club hosting their own Big Cricket Tea will be provided with tools, ideas and the chance to raffle incredible money-can't-buy prizes courtesy of LV= Insurance. It's a great way to encourage your local community to come discover and support their local club!

Taking part is open to everyone from village to ECB Premier League and you can even apply for funding support to host your event through the *ECB Inspired to Play Grant* by checking your club's eligibility [here](#).

To register your interest or for more information, please email [lvbigcrickettea@csn.com](mailto:lvbigcrickettea@csn.com)

**REGISTER NOW**

**INSPIRED TO PLAY GRANT**

**Sign up for LV= Insurance Big Cricket Tea!**

**LV=** WE ARE ENGLAND CRICKET  
Official Partner of the #Funds4Runs Community Fund

**#InWithHeart**

## **CALL FOR STORIES**

The ECB are making a documentary on what the grand old game means to a wide variety of people. We're looking to capture interesting, uplifting, strange, poignant or funny stories from clubs across the country, and the real characters to make the sport so rich.

We're particularly keen on stories about:

- Fiercely intense local rivalries with a long history.

- People who are the heartbeats of a club – be that a groundsperson, president, captain, or someone who makes the teas – who are stepping down, retiring, or have recently passed away, and how the club will adapt without them.
- Community efforts currently being made to save clubs on the brink.
- Clubs on an extended losing streak but with a great spirit.
- Innovative thinking in club cricket when it comes to attracting new players, especially women and disability.

Any avenues to explore would be gratefully received by Jimmy Lee of the ECB creative team.

[Jimmy.lee@ecb.co.uk](mailto:Jimmy.lee@ecb.co.uk)



## SUNGUARDING SPORT

As the weather gets better and consistent we are pleased to share the [Outdoor Kids Sun Safety Code](#), devised by the Melanoma Fund. The campaign was developed by leading skin cancer specialists, alongside experts in physical education and safeguarding to ensure the information is up-to-date, accurate and relevant.

The ECB recommends that you ensure you are Sun Protection Accredited by signing up to the campaign. This is FREE to use and once registered you will receive a toolkit of resources.

**OUTDOOR KIDS SUN SAFETY CODE**



Proud to be an *official supporter*



Raising awareness of sun protection in sport and outdoor recreation

Find out more visit: [www.melanoma-fund.co.uk](http://www.melanoma-fund.co.uk)

England & Wales Cricket Board, Lord's Cricket Ground, London, NW8 8QZ