



**LONDON
SPORT**

Connecting the ECB with local Sutton partners

MAYOR OF LONDON



THE CHALLENGE

- The ECB was due to launch a new cricket competition in 2020 to engage a new audience including more families and girls and women, as these are underrepresented as players and spectators of cricket.
- Due to the pandemic the launch was delayed a year.
- In early 2021, England and Wales Cricket Board (ECB) contacted London Sport seeking support in developing a community event to showcase the launch of the new competition.
- The requirements were that it takes place within a non-traditional cricket facility, its focus was on their priority audience, and that the community within the locality was higher than average with ethnic diversity and lower economic status.
- Plans were in place to deliver the festival in early summer 2021, however further Covid-related restrictions meant we had to postpone the event.



THE IMPACT

- Responded to the ECB's request to identify a suitable location as well as partners who could support the planning and delivery of an event.
- Through work I had already undertaken with Sutton Council, Sutton School Sports Partnership and Everyone Active a location was identified and agreed by ECB; a leisure centre that was under utilised within the local community.
- Over 100 girls, many of whom are inactive attended a festival of cricket.
- Regular ongoing delivery planned for David Weir Leisure Centre beginning in June 2022.
- All girls who attended the event will be given free tickets to attend a Hundred match later in the summer.
- Improved ongoing relationship between local partners involved.
- Connects a new audience within Sutton to the facility.
- Demonstrates how London Sport can have a role in linking NGB priorities with local priorities and need.



ACTION SHOTS



IMPACT

At the end of the day, we caught up with two of the girls from a local school in Sutton who participated in the event. The girls reflected on the event and how it made them feel.

- *"It was really fun, we did so many different activities, and I also learned a lot in the process."*
- *"I didn't have much experience in cricket before today but after this event, I will definitely be playing cricket again."*

These feelings were echoed by many of their peers throughout the day. Many of the girls expressed that it was their first experience playing cricket and the event made them all the more likely to pursue the sport in the future.



POST-EVENT THOUGHTS

After the event, we also spoke with London Sport Relationship Manager David Gentles and ECB London Park Champion Coordinator Sabah Hamed.

“We’re trying to activate girls who are underrepresented in sport generally and allowing them to enjoy themselves in the process” – DG

“We want to give the girls a safe space where they can be themselves, whilst providing a long-term pathway into participation” – SH

“The key now is to ensure that these girls come away from this with the urge to play more cricket” – DG

“We will be holding regular after-school cricket sessions for the girls. We don’t want this to be a short-term programme of 6-8 weeks, we want to have a long-lasting impact of 12 months plus” – SH

Both David and Sabah were instrumental in coordinating the event and bringing it to life for the girls in attendance.

Katie Miller from Sutton School Sports Partnership was also instrumental and the event wouldn’t have happened without her connections to schools in Sutton.



The logo features the words "LONDON" and "SPORT" in a bold, red, sans-serif font, stacked vertically. This text is centered within a white shield-shaped background that has rounded top corners and a pointed bottom. The shield is set against a solid red background.

**LONDON
SPORT**

londonsport.org | [@londonsport](https://twitter.com/londonsport) | [#MostActiveCity](https://twitter.com/hashtag/MostActiveCity)