

IMPACT REPORT

2025

*Empowering
Nurturing
Inspiring*

EMPOWERING A COUNTY THAT IS ACTIVE, INCLUSIVE AND
SUPPORTED THROUGH CRICKET FOR ALL



Contents

- 3. The Importance of WCF
- 4. Foreword
- 5. Reach and Impact
- 6. Community
- 7. Chance to Shine Street
- 8. Active Ageing
- 9. Disability Cricket
- 10. Schools
- 11. Safeguarding
- 12. Club support
- 13. Cricket Competitions
- 14. Womens & Girls'
- 15. National Programmes
- 16. Education
- 17. Coaching Offer
- 18. Strategy 2026-2030
- 19. Contact us





We Are
Inclusive



We Have
Heart



We Are
Collaborative



We Are
Investing

THE *Importance* OF WCF

Worcestershire Cricket Foundation is a committed charity that uses cricket to provide programmes and activities for all communities throughout Worcestershire.

We work with schools, clubs, charities, and other partners to empower a county that is active, inclusive, and supported through cricket for all.



Foreword

It is with great pleasure that we welcome you to the Worcestershire Cricket Foundation's 2025 Impact Report. We are incredibly proud of our dedicated team, trustees, and the countless volunteers within the cricket network, all of whom have contributed to what has been a record-breaking year for the charity. In 2025, the WCF supported and delivered cricket to 36,716 people across Worcestershire and Dudley.

Working in collaboration with the ECB, we supported nine cricket clubs with vital funding to improve their facilities and create welcoming environments. In total, £72,450 was provided to cricket clubs across Worcestershire.

This year marked a period of record-breaking success for the Foundation, with several flagship events reaching their highest ever participation numbers. We also held our first ever Women's and Girls' Cricket Awards, breaking new ground for the Foundation.

In July, we welcomed 1,500 children from across Worcestershire and Dudley to New Road for our annual Schools Day. The day provided a blend of cricket skills sessions and the chance to enjoy the live match atmosphere.

Building on the success of our inaugural National Walking Cricket Festival, we were delighted to host the event once again at New Road. This year, we welcomed an impressive 281 participants, representing counties from across the country.

This year also saw our first full year of Walkers and Talkers, delivering twelve events to 404 participants. A particular highlight was our Christmas special, which brought together forty-four participants for a festive walk followed by Christmas lunch.

In September, we hosted our first ever Women's and Girls' Awards Evening in partnership with Worcestershire County Cricket Club. The night celebrated the passion, dedication, and progress within the women's and girls' game in Worcestershire, with eight award categories recognising achievements across playing, coaching, officiating, and volunteering.

The continued growth of the women's and girls' game has been evident throughout the summer, with increases in sections, teams, and fixtures across the county. Our second Women's and Girls' Transition to Hardball Programme engaged one hundred female participants, reinforcing our commitment to inspiring and expanding the female game—particularly as we look ahead to an exciting 2026 home World Cup.

In December, Billy Clark stepped down as Executive Director, and Harry Kitchen assumed the position following a decade of service with the Foundation. Harry has previously held several key roles, including Head of Participation & Growth, Schools Manager, and Wicketz Development Officer. We were also delighted to welcome Ben Powers as our new Schools Manager and Jonathan Pearce as our new Head of Participation & Growth, further strengthening our team as we continue to expand the reach of the Worcestershire Cricket Foundation.

We would like to extend our heartfelt thanks to all WCF staff, our Board of Trustees, Foundation partners, and the volunteers across the club network and wider community. Their dedication, passion, and hard work underpin everything we do and make achievements like this possible.

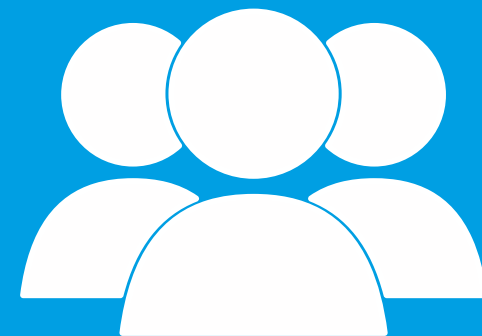
Looking ahead to 2026, we remain committed to widening our impact, bringing our strategy to life, and ensuring #CricketForAll becomes a reality for every community we serve. We will continue to collaborate closely with stakeholders, partners, local cricket networks, and community groups to build on the successes of 2025 and deliver even greater impact in the year ahead.

Harry Kitchen, Executive Director

Reach and Impact

36,716

No. of people reached



22,283



School children



325

Volunteers upskilled



6,524

Delivery Hours



12,239

Female participants



£76,370

Investment into cricket clubs



Community

271

National Walking Cricket
festival participants

11

Tapeball
Festival teams

927

Community
delivery hours

46 

Youth club
delivery hours

1171

HAF participants

120

Ramadan Festival
participants



720

Meals for
children

3770

 Total participants engaged

“Meeting people from around the country, very interesting to see how widely walking cricket is played, every game was played in a competitive but respectful way, lots of cross team support for individual players. It was also so special playing on the ground where I spent many summer days in years gone by watching Graeme Hick and co, having grown up in Worcestershire. Was a great day out and we look forward to it in the future.”

National walking cricket participant



Chance to Shine Street

 **3788**

Total attendances
+ 25% from 2024

**10**

Street Clubs

162

Male participants

88

Female participants

When Jack first joined Chance to Shine Street, he lacked confidence and had low self-esteem. He was very quiet and found it hard to engage with the coaches. Over time, that changed.

Through Street, Jack has grown in confidence, made new friends, and now feels comfortable interacting with the coaches. He has always shown a real passion for cricket and loves learning new skills. The sessions have even given him the confidence to join a local cricket club.

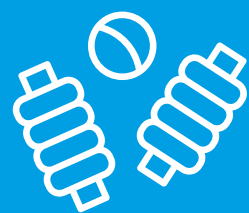
Since joining Chance to Shine Street, Jack has been transformed — with positive changes clearly seen at school and at home.



Active Ageing

30

Seated multi-sports
delivery centres



191

Worcestershire walking cricket
participants

3

Festivals

6

Walking cricket
hubs

403

Walkers & Talkers
participants



171

Hours of seated Multi-
sports delivery

"The residents absolutely loved the seated multi-sports sessions. Some individuals who don't usually attend activities have enjoyed it so much that they're now making it a priority in their week, even asking for more sessions. It's fantastic to see such enthusiasm, and it really highlights how engaging, inclusive, and enjoyable these sessions are for everyone involved." **Parkfield Grange Care Home**



Disability Cricket

8 

Hubs

10

Visually Impaired
participants

92

Table
Cricket
sessions

6

ECB Disability
Champion Clubs



90

Super 1s
participants

425

SEND school
delivery hours

28

Disability performance
participants

13



Disability
festivals and fixtures

“Ben loves coming to cricket, he has progressed so much. We love seeing him flourish in another sport. It’s great for Ben to be able to exercise but also enjoy playing at his level and be with his peers. Having this inclusive team is so very important to us and more importantly Ben. We think it’s so important that Ben has the same opportunities as others and to be able to live a full enriching life.” **Super 1s parent**



Schools



2437

Chance to Shine
delivery hours

17260

Chance to Shine
children

1500



Children attended Schools
day at the cricket

Dynamos schools competitions

36

Competitions



189

Schools

300

Teams

1,080

Delivery hours
external to Chance
to Shine

3,523

Children offered
additional cricket
opportunities in school

“Our experience of Chance to Shine has been an extremely positive. The children have received high level coaching through the programme. The coaches are enthusiastic and fantastic role models for our children.” **Netherton Primary School**



Safeguarding

39

Club Safeguarding
Officers trained



WCF achieved gold
standard in
safeguarding

3

Club
safeguarding
forums

100%

Of clubs have a
Club Safeguarding
Officer

12

Safeguarding
newsletters sent to
club network

1

Pilot Youth
Forum ran for 12 months

“It is pleasing to see Worcestershire Cricket Foundation on track and achieving the safeguarding standards set out in the CPA.” **County Safeguarding Advisor, Cricket Regulator 2025**



Club Support



£72,450 
ECB County Grant scheme
awarded across 12 clubs

33
Clubs with ECB Club
Accredited Status



100+
Club support
visits

64 
Primary affiliated
clubs

520 
Club volunteers at the
'Get Set Weekend'

"These grants are vital for a small club like ours where we work hard to generate funds towards these projects but the with the help of these grants we can reach our targets much quicker and then refocus on the next project. This helps volunteers feels engaged and that their hard work is leading to progress for the club. Without this grant, we'd still be trying to save money for this project" **Stone CC**



Cricket Competitions



Clubs

1,841

Fixtures

107

Junior
County
League
Sunday
teams

Junior
competitions

35

8

Women's
divisions

Outdoor
competition entries

161

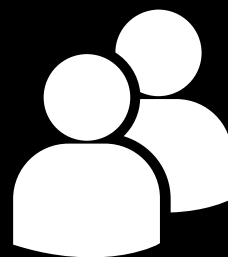
Softball

465

Hardball



Cup
competitions



3302

players

9 Indoor leagues

Junior indoor
teams
54

Women's indoor
teams
13

“The 2025 junior season was about more than runs and wickets. It was about developing confident, committed young cricketers.”

Worcester Nomads CC



Women & Girls'



Softball
cricket
festivals

7



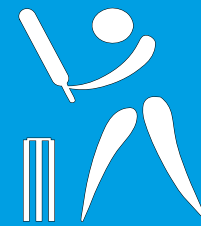
44

Junior girls
teams

175

MEGAfest
participants

1,546



Total female participant
engagement

23

Clubs with a
girls section

310

Fixtures

20

Indoor W&G
team entries

41

Women's
teams

29

Clubs with a
women's section

87

Hardball
transition
participants

Rayla was named Female of the Year at our annual Cricket Collective Awards. After sharing her achievement in a local community WhatsApp group, many women were inspired and keen to get involved in cricket.

With support from Rayla and Farrah, WCF now runs weekly women's softball cricket sessions delivered by an all-female team, attracting more than 20 South Asian women each week.



National Programmes

 **1025**
Bursary funded places

2928 

Total participants

1033 

Female participants

2008 All Stars

Activators trained

Total
Courses **133**

920
Dynamos

30 

Fladbury Cricket Club has launched its new Under 10s junior team, building on the success of its All Stars and Dynamos programmes.

What started as a fun, inclusive introduction to cricket has grown into a pathway for young players to develop skills, confidence, and a love for the game. Supported by coaches, volunteers, and families, Fladbury continues to nurture a welcoming community that inspires children to keep playing.



Education

36

ECB Foundation 1
coaches



22

Female coaches trained



120

People attended
an introduction
to umpiring &
scoring course

£5,100

Bursary funding
awarded

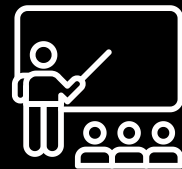
44



ECB Core
coaches

27

Courses



30

Funded places on
courses

“A lovely bunch of people and tutors! Feel privileged to have experienced it.” **Claire, Bewdley CC**

“It was such an enjoyable two Sundays. Thanks to all the Coach Developers and the rest of the cohort for a top experience.” **James, Stourbridge CC**



Coaching Offer

576 One-to-One
sessions delivered

Club Coaching



Cricket Camps



6
Venues

11
Camps

13

Cricket
Clubs

346

Delivery
Hours

1354

Total attendees



"Amy has been amazing. The kids absolutely love her. She has been incredible with them. Honestly, she is an asset. Can we have her again next year please?" **Pershore CC**



Strategy 2026–2030



Build a sustainable and thriving Black Country



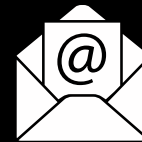
Ensure everyone can access welcoming places to play



Provide equal opportunity for everyone to play the game



Contact us for more information



info@worcestershirecricketfoundation.co.uk



www.worcestershirecricketfoundation.co.uk



Worcestershire Cricket Foundation



worcscricketfdn



Worcester Street Sixes, 2025