



OUR IMPACT 2024



DURHAM CRICKET
FOUNDATION



INTRODUCTION:

WHAT IS IMPACT ANYWAY?

As this report shows, Durham Cricket Foundation has a very busy programme of activities spread across a wide geographical area and involving people of all ages.

But being busy is not the same as making an impact. Our work must make a positive difference to the lives of those who are participating.

For some the impact may be modest, for others, it can be transformational.

We take time to understand the different ways in which our programmes achieve change. And we deliberately design different projects to address certain issues. For example:

- **Getting children into healthy habits, combatting the growing problem of childhood obesity.**

- **Providing accessible ways for people with disabilities to get outdoors and be active**
- **Creating welcoming spaces within which older people can enjoy friendship and overcome feelings of isolation**

So in this, our first impact report, we've worked hard to do more than just present some big numbers that sound impressive – we've taken time to understand what those numbers actually mean in terms of positive change in the lives of people and communities.

We hope you're inspired as you read on, and that you might consider how you can join us in our mission of Reaching Out and Raising Up all across this region.

**OUR WORK MUST MAKE A POSITIVE DIFFERENCE TO
THE LIVES OF THOSE WHO ARE PARTICIPATING.**





Part 1: COMMUNITY

1.COMMUNITY

1A. MAKING AN IMPACT WITH CHILDREN AND YOUNG PEOPLE

Young people growing up in today's world are surrounded by opportunities and technologies that their parents and grandparents might not have even dreamed of. But along with these exciting possibilities, they also face new and unique pressures, including challenges around mental health and wellbeing. There are also major inequalities, especially in our region, with many children and young people growing up in disadvantaged communities missing out on experiences that others take for granted.

We believe that all of our children and grandchildren should have the best possible start in life, with the chance to be healthy, have fun and feel proud of themselves. Cricket, with all its modern styles and formats, has proven to be a powerful way to engage, support and empower young people, helping to break down barriers and thrive in today's world.

Far beyond runs and wickets, cricket is a vehicle for confidence, community, and connection. Its various formats are fast, inclusive and adaptable offering something for every child, whether they've held a bat before or not.

In schools, on the streets, in hospitals and clubs, we've seen how cricket can open doors and change lives. Our work goes beyond the sport - it's about equity, identity and giving young people the space to feel included and thrive.

3631 HOURS

of combined delivery in schools



Community footprint

WE DELIVERED

A Girls Leadership Programme in **8**

Secondary schools

216 HOURS

of delivery (Girls' Leadership)

WE RUN:

3 Street cricket hubs in Sunderland

4 Free Disability Cricket Hubs across the region

2 Wicketz Programmes in Peterlee and Hartlepool

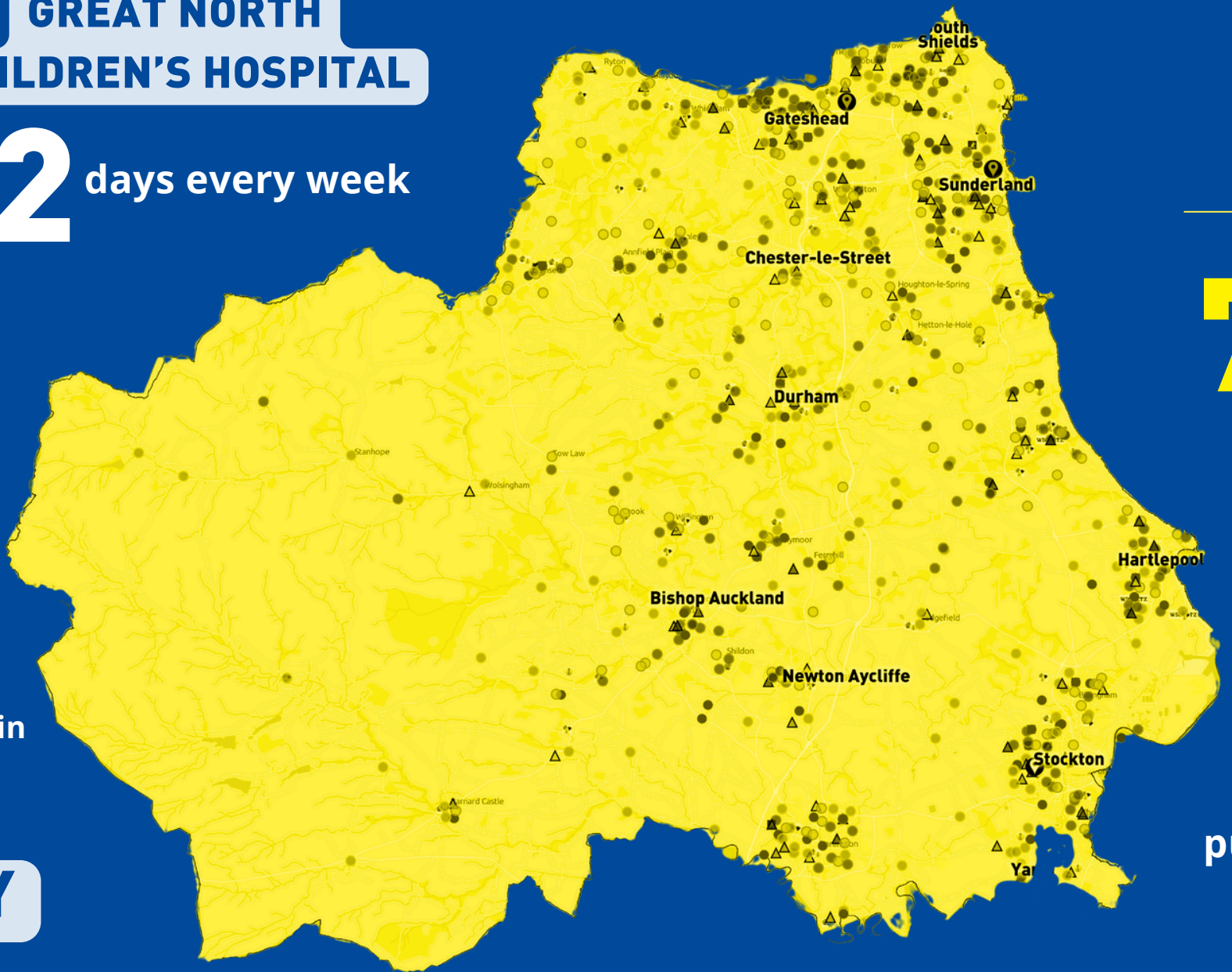
SEND SCHOOL DELIVERY

442 hours of delivery

2632 pupils in SEND schools

GREAT NORTH CHILDREN'S HOSPITAL

2 days every week



WE DELIVERED IN

28%

of all primary schools in our boundaries

This includes:

74 WHOLE SCHOOL PROGRAMMES

74 ONE DAY VISITS

2973 HOURS of delivery

6634 pupils benefit from our Whole School Programme

3434 Boys
3193 Girls

60%

of the Whole School Programme schools have over 40% of their pupils eligible for free school meals

836 SEND

338 Diverse community

*all data in this report is accurate as of 2024

OUR WORK IN SCHOOLS: = IN PARTNERSHIP WITH



CHANCE TO SHINE
Inspiring young people through cricket

We're really proud to be the regional delivery partner for Chance to Shine. In this way our dedicated team of coaches are able to offer a range of in-school programmes that give children the chance to not only play cricket, but grow a love for the sport, learn vital life skills, improve wider wellbeing and fulfil their potential.

What pupils told us:

90%

I HAD FUN IN MY CHANCE TO SHINE SESSION

86%

I FEEL CONFIDENT WHEN I PLAY CRICKET

95.4%

I FEEL INCLUDED WHEN PLAYING WITH MY COACH

Teachers agreed that Chance to Shine improved their pupils':



TEAMWORK:

97%



SELF-ESTEEM

97%



RESILIENCE

94%



CONFIDENCE

97%

STORY SPOTLIGHT:



“First time I’ve seen her feel like she’s properly included in the session and Alex totally took a lead with that.”

“Our children come from a real range of countries and backgrounds and sport is a really good way of uniting that together.”



Working with children and young people in the community

STREET CRICKET IN SUNDERLAND

A space to play. A place to belong.

In Sunderland, Street Cricket has been running since 2018 and for seven years, it has become an integral part of participants' weekly routines, while always welcoming newcomers. Run in partnership with Young Asian Voices (YAV), the Sunderland hub is a thriving example of how sport can break down barriers and open up opportunity.

This fully free programme provides easy to access, free opportunities in under-served areas to get involved in the game, while developing life skills and confidence in participants.

To tackle practical barriers, our partners YAV provide free bus transport, making it easier for families from low-income background to take part. But we're also tackling social barriers - especially around race, inclusion and belonging.

Eighty-six per cent of our participants come from diverse cultural backgrounds and Street Cricket offers a shared space where difference is respected and celebrated. Through the power of sport, young people build friendships across communities, challenge stereotypes and experience a strong sense of unity.

UNIQUE
PARTICIPANTS

97

86%

ARE FROM DIVERSE ETHNICITIES

What participants told us:

I FEEL
CONFIDENT
WHEN I PLAY CRICKET

100%

I FEEL
INCLUDED

100%



"I just feel confidence!"

"I would be a player, or a coach, if I don't get to be a player or **just teach kids for free.**

"I want to do that because some people might want to play but not have the income to."

Working with children and young people in the community

FREE SUMMER CRICKET CAMPS WITH MEALS

In summer 2024, the Durham Cricket Foundation partnered with Karbon Homes to deliver 26 free cricket camps across our region for children aged 5–8 (All Stars Cricket) and 8–11 (Dynamos Cricket). Each session included a healthy meal for every child attending.

This initiative was designed to support families and young people from low-income backgrounds, with a particular focus on children eligible for free school meals. By removing cost as a barrier and combining sport with nutrition, the programme created a fun, safe, and supportive environment where every child could take part, thrive, and feel included.

Funded by the England and Wales Cricket Board (ECB) and Sky Sports, these camps introduced children aged 5–11 to cricket in a fun and inclusive environment. All Stars Cricket sessions catered to 5–8-year-olds, while Dynamos Cricket was designed for 8–11-year-olds, focusing on gameplay and skill development.

By combining sport with nutrition, the programme supported physical health, emotional wellbeing, and social connection—turning the school holidays into a season of opportunity for children who might otherwise miss out.

808

children benefitted
from the programme

26

 venues across
the region

girls aged 8-11
attended girls' only camps

190



808 healthy meals
provided thanks to

karbon
homes

Free spaces
provided by:



sky sport

1.COMMUNITY

1B. MAKING AN IMPACT WITH ADULTS IN THE COMMUNITY

At every stage of life, people benefit from feeling connected, valued, and part of something bigger than themselves. That's why the Durham Cricket Foundation is committed to supporting adults in our communities. We create new opportunities for those living with disabilities, walk alongside people facing difficult times, and help to prevent the isolation and loneliness that too often come with age. We believe that everyone should have the chance to stay active, build friendships, and take pride in what they contribute. Through inclusive programmes and welcoming spaces, we use the power of sport—and the spirit of community that surrounds it—to bring people together, support their wellbeing, and help them thrive.

94%

SAY THEIR FRIENDSHIP
CIRCLE IS STRONGER

84%

SAY THEIR MENTAL
WELLBEING HAS IMPROVED



1.COMMUNITY

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**SAY THEIR MENTAL
WELLBEING HAS IMPROVED**



Making an impact with adults in the community

WALKING CRICKET

One of the Foundation's flagship programmes, walking cricket offers weekly sessions across the county to engage with adults and improve their physical and mental wellbeing.

Seventy five per cent of participants say that they have become more physically active, with 80 per cent saying that their friendship circle is stronger.

We are proud to reach and engage with both participants who wanted to prolong their cricket career through our offer of walking cricket as well as new participants into the game, who have never played before but took an interest in the sport at an older age.

65%

SAY THEIR MENTAL
HEALTH HAS IMPROVED

75%

ARE MORE ACTIVE

80%

SAY THEIR
FRIENDSHIP
CIRCLE IS STRONGER

“
WITHOUT WALKING CRICKET
THERE WOULD BE NO CHANCE OF
PLAYING A GAME THAT WAS
WITHIN MY LIMITS. I AM 90 YEARS
OLD AND COULD NOT FACE FAST
BOWLING, NOR RUN FAST.
”

“
IT HAS BEEN FANTASTIC TO BE
ABLE TO PLAY CRICKET AGAIN AT
A TIME OF LIFE WHEN I THOUGHT
THAT WAS BEHIND ME. THE
ACTUAL CRICKET SESSIONS
INITIALLY HELPED WITH FITNESS
BUT MORE IMPORTANTLY HAVE
PROMPTED ME TO TAKE MORE
EXERCISE AWAY FROM THE
SESSIONS.
”



Making an impact with adults in the community

ARTS AND CRAFTS

Our Arts & Crafts groups happen at our stadium in Chester-le-Street. When the country was opening up again after Covid we recognised that many people, especially older people, had begun to feel quite isolated and alone. We wanted to offer our local community an opportunity to get out and reconnect again in a safe space around enjoyable activities. The idea really took off and we now have a solid core of attenders. Even better, recent surveys have shown just how much impact these groups are making for those involved.



88%

**SAY THEIR MENTAL
HEALTH HAS IMPROVED**

82%

**SAY THEY HAVE BECOME
MORE CONFIDENT**

— “ —

**I'VE FOUND IT SO GOOD FOR MY MENTAL HEALTH AND
HAVE MADE SOME LOVELY FRIENDS, THEY ARE ALL A
LOVELY GROUP OF LADIES AND GENT.**

**I'M LEARNING NEW SKILLS EVERY WEEK AND ENJOY
TAKING THIS HOME AND SHARING WITH MY
DAUGHTERS.**

— ” —

— “ —

**SINCE STARTING IN SEPTEMBER ANGELA HAS
ENCOURAGED US IN A VARIETY OF TECHNIQUES
ENCOURAGING OUR ARTISTIC SIDE TO SHINE
THROUGH.**

**HER FRIENDLY MANNER HAS MADE ME FEEL
MOST WELCOME AND ENCOURAGES
CONVERSATIONS AND FRIENDSHIP WITH THE
OTHER MEMBERS.**

— ” —

100%

**SAY THEIR
FRIENDSHIP
CIRCLE IS STRONGER**



Part 2: **CRICKET**



2. CRICKET

2. Developing the grassroots game

Durham Cricket Foundation's work to develop the grassroots game builds on a proud and deep-rooted tradition. In communities across the North East, cricket clubs have long been more than just places to play—they are enduring social anchors. Some have existed for generations, even centuries, like Darlington Cricket Club (founded in 1827) and Philadelphia Cricket Club in Houghton-le-Spring (established in 1868).

At a time when many traditional institutions that support community life - pubs, churches, working men's clubs - are in decline, local cricket clubs continue to provide vital spaces where people connect, contribute, and belong. The Foundation's support helps ensure these clubs remain sustainable, nurturing not only the physical and mental wellbeing of participants, but also encouraging volunteering, developing local talent, and strengthening the social fabric of our communities for the long term.

More than 7,500 players - both junior and senior - take to the field week in, week out, not just to play a sport they love but to be part of a community. For many, cricket is woven into family life, community routines and local identity. It's how friendships are formed, weekends are shaped and values are passed on.

With 101 active clubs across the region, our grassroots network is thriving. The Foundation's support helps these clubs grow and evolve - strengthening their infrastructure, nurturing young talent, empowering volunteers, and keeping the game alive for future generations.

By investing in grassroots cricket, we're investing in stronger, healthier, more connected communities—built around a shared love for the game.

7,544

JUNIOR AND SENIOR ACTIVE PLAYERS

101

**CRICKET CLUBS IN
OUR REGION**



ALL STARS CRICKET AND DYNAMOS CRICKET



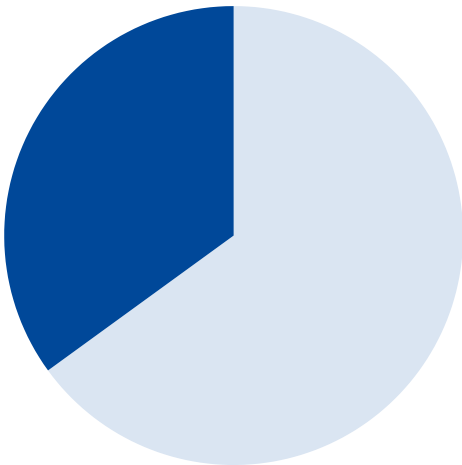
In partnership with



Every year, we help over 3000 children from all backgrounds to become more active through cricket in entry-level programmes across over 70 clubs in the county, 35% of participants are girls.

Overall DCF came 10th in the country (out of 38 other cricket organisations) for overall numbers - 3161 participants in All Stars and Dynamos Cricket. Something we are hugely proud of is coming 8th in the country for girls' participants totalling 1100 girls.

Girls
35%



Boys
65%

All Stars and Dynamos Cricket have been crucial in growing junior cricket in our region. These entry-level programmes consistently bring in new participants to the game who are getting involved for the first time.

The programmes have supported more girls to play from a young age - and subsequently grow girls' teams and fixtures across the county.



GIRLS TAKING PART



30%

Girls made up 30% of All Stars Cricket participants in Durham in 2024

44%



JINIOR CRICKET

We run the junior league for all clubs in our jurisdiction and are quite unique in this compared to other cricket organisations.

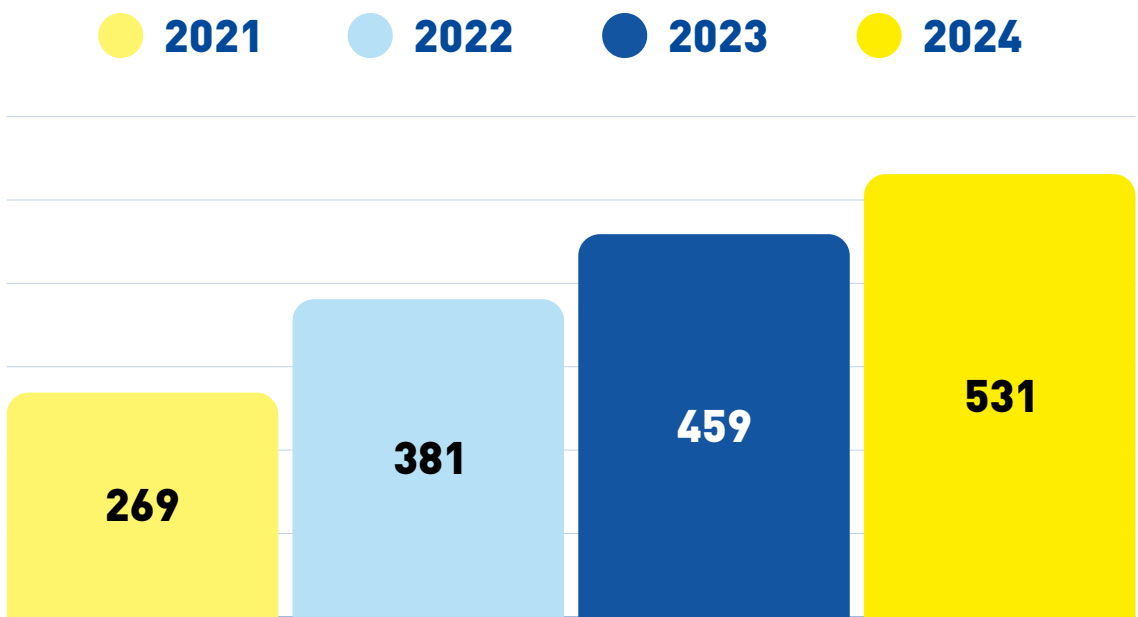
Under-9s Teams

A key focus of our previous strategy was to strengthen the pathway from All Stars Cricket into Club Cricket, ensuring the long-term sustainability of the game. This meant creating a clear and supportive bridge between entry-level participation and regular club competition.

Over the past three seasons, this vision has come to life through a significant expansion in Under-9s cricket. In 2022 just 35 U9 teams took part in our Junior League. By 2025, that number has grown to 155 – an increase of 120 new teams, representing a more than **fourfold growth**.

This rapid development has not only increased playing opportunities for young children but also helped clubs attract new families, build volunteer capacity and secure their future through early engagement.

We have almost **DOUBLED** junior cricket teams in three seasons.



The presence of nearly 400 boys' and girls' junior teams in our leagues today is a testament to the success of our sustainable approach.

By building this strong foundation at the youngest levels, we are ensuring cricket continues to thrive – both now and for generations to come.

NEARLY
400
BOYS' AND GIRLS' JUNIOR TEAMS
PLAYED IN LEAGUES



GIRLS' CRICKET

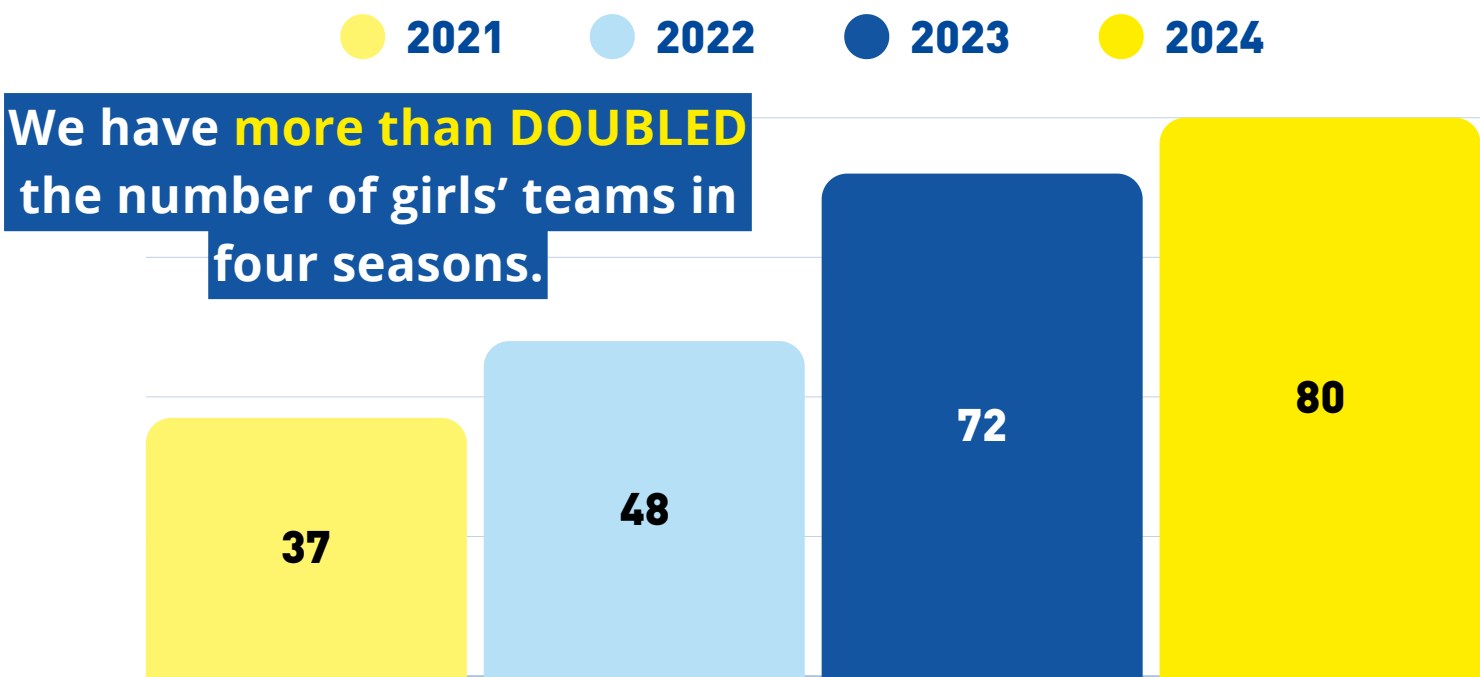
From First Experience to Lifelong Involvement

Developing the female game has been a major priority - not only by introducing more girls to cricket, but also by creating regular opportunities to play and building clear pathways that support long-term participation.

Entry-level programmes like All Stars Cricket and Dynamos Cricket have played a vital role in this growth, with girls consistently making up around a third of all participants. These programmes provide a crucial foundation - sparking interest, building confidence and giving thousands of girls their first experience of the game.

Our focus has been on building from that foundation: supporting girls to transition into club cricket, join teams, train consistently and stay active in the sport week in, week out.

That's where our work with clubs has been key. By helping them create welcoming, supportive environments, we've enabled more girls to progress from casual interest to committed participation - giving them the space where they belong.



In 2021, just 37 girls' teams were competing in our region. By 2024, that number has grown to 80 - a 116% increase in only three seasons. And with that growth comes regular game time: 285 girls' fixtures were delivered in 2024, up from 188 the year before.



WOMEN'S CRICKET

A YEAR OF UNPRECEDENTED GROWTH

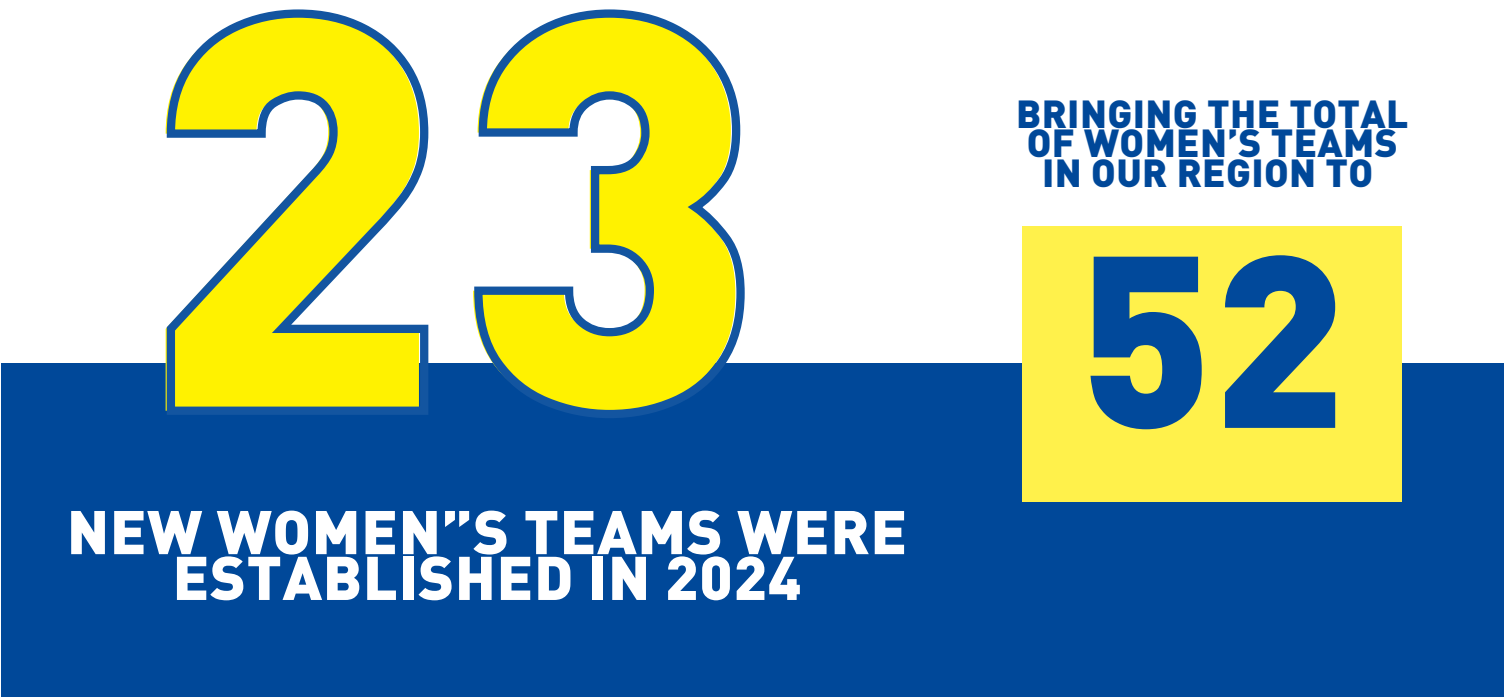
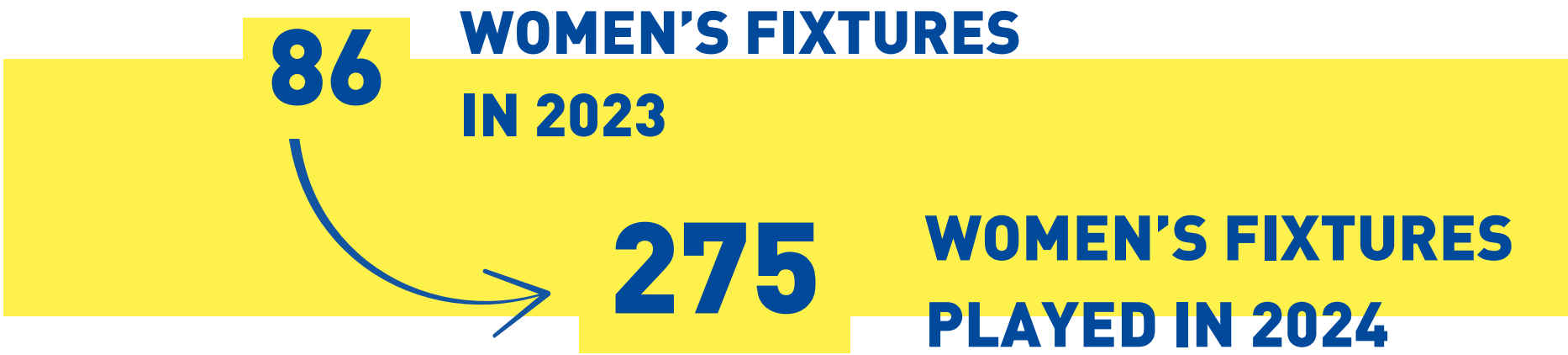
2024 was a breakthrough year for women's cricket in our region.

Twenty-three new women's teams were established, bringing the total to 52 active teams - something we are really proud of, especially knowing that three seasons ago there were only 16 teams across the region. The growth shows that women's cricket is no longer emerging - it's expanding.

Those teams played regularly with 275 women's fixtures taking place in 2024, compared to just 86 the year before. That's more than triple the number of games in a single season in 2023, reflecting both demand and the infrastructure now in place to support it.

This growth is the result of targeted efforts to increase visibility, support clubs and ensure women have regular opportunities to play - not occasionally, but consistently.

WOMEN'S FIXTURES PLAYED TREBLED IN 2024 ALONE



SENIOR CRICKET

A GAME THAT BRING PEOPLE TOGETHER

Thousands of adults commit their spare time, energy and passion to the game week in, week out.

With 400 active teams made up of 348 mixed teams and 52 women's teams, and a total of 4,792 registered senior players, the adult game continues to be a powerful force for connection, wellbeing and community.

At a time when many traditional social spaces are disappearing, cricket still offers something enduring: a place to belong. Clubs remain a consistent hub where people come together—on and off the field.

Cricket endures in Durham because adults choose to make it part of their lives every week and every season. That choice is what keeps the game strong.

4,792
REGISTERED SENIOR PLAYERS



400
SENIOR TEAMS

348
MIXED TEAMS

52
WOMEN'S TEAMS



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