



BRITISH ASIAN TRUST
TRANSFORMING LIVES TOGETHER

NEWS RELEASE

British Asian Trust joins ECB as a strategic partner for its Action Plan to engage South Asian communities in cricket

MUMBAI/LONDON: The British Asian Trust, a leading philanthropic organisation founded in 2007 by HRH The Prince of Wales, announced today that it will be a strategic partner for the England and Wales Cricket Board's (ECB) drive to engage South Asian communities with cricket in Britain.



The announcement was made at an event attended by the Secretary of State for Digital, Culture, Media and Sport Matthew Hancock, Lord Patel of the ECB and British Asian Trust Chairman Manoj Badale at the JBCN International School in Mumbai.

The ECB, this week, launched a wide-ranging Action Plan to transform the way it engages with South Asian communities and draw more players, fans and volunteers



BRITISH ASIAN TRUST
TRANSFORMING LIVES TOGETHER

into every level of the game. Plans include the creation of 20+ new Urban Cricket Centres and the development of 1,000 non-turf pitches and 100 turf pitches by 2024, piloting the implementation of 'Community Talent Champions' to scout talent previously missed by the scouting system and the awarding of bursaries to talented young South Asian players.

Welcoming the plan and highlighting the role of the British Asian Trust, Chairman Manoj Badale said,

"The British Asian Trust is delighted to be a strategic partner for the ECB Action Plan in engaging the South Asian Community in the UK. It is a great strategy that supports the South Asian Diaspora in the UK to engage with cricket"

"We are committed to help the ECB identify, over the next three years, significant funding from the Trust's network to help deliver this strategy.

"This plan represents a real step change from the ECB. They have invested significant time and energy in understanding how to engage with South Asian communities in the right way. We are excited about the opportunities this will create for South Asian communities to get involved in all levels of the game."

Secretary of State for Digital, Culture, Media and Sport, Matt Hancock MP said:

"Cricket is a common language that unites communities at home and across the world. I'm absolutely delighted that the British Asian Trust are coming to the table to support this initiative. I'm excited to see their work with the ECB to harness the passion for cricket in South Asian communities and get more people playing and watching this wonderful sport."

Lord Patel of Bradford, the ECB Senior Independent Director, who has driven the development of the Action Plan, added:

"I have seen first-hand the passion South Asian communities have for cricket. This Action Plan will make sure that cricket is a game for everyone and that our sport is reflective of modern communities across the country.

We know that working closely with key partners will play a vital part in making this a success. The partnership with the British Asian Trust is great news for the game and is an important first step in making our ambitions a reality."



ENDS

For more information or if you would like to speak to someone, please email or call Ishara Callan at i.callan@mantracomms.co.uk or call +447826542245

ADDITIONAL INFORMATION

THE 11-POINT ECB ACTION PLAN:

| Priorities | Short term actions (2018 & 2019) | Long term ambitions (2020-2024) |
|---|--|--|
| 1.FACILITIES Provide access to cricket facilities in urban areas | <ul style="list-style-type: none"> Pilot the creation of 1-3 Urban Cricket Centres. Install 100 non-turf pitches in urban areas. Install or upgrade 25 turf pitches in urban areas. | <ul style="list-style-type: none"> Establish a network of Urban Cricket Centres. Install 1,000 non-turf pitches in urban areas. Install or upgrade 100 turf pitches in urban areas. |
| 2.FORMATS Provide the right range of playing opportunities and formats for people. | <ul style="list-style-type: none"> Support the delivery of 10 innovative, short format cricket activities in urban areas. 200 Chance to Shine Street programmes delivered nationally in urban areas. | Identify and deliver the best future playing formats, which directly meets the demands of current and future players. |
| 3.CHILDREN & SCHOOLS Increase cricket provision in the most ethnically diverse primary schools. | <ul style="list-style-type: none"> Cricket activity delivered in 6,000 primary schools through Chance to Shine. Increased diversity of All Stars Cricket through pilot projects in urban areas. | Scope the feasibility of a new national schools plan for cricket, involving both primary and secondary schools. |
| 4.WOMEN & GIRLS Retain, develop and expand the female coaching network. | <ul style="list-style-type: none"> 10 new Women's Soft Ball Cricket leagues in urban areas. 10 coaching courses to train 200 female coaches. Increased opportunities to play indoors. | Create and deliver a new women's and girls' cricket plan. |



| | | |
|--|---|---|
| <p>5.TALENT IDENTIFICATION Improve the connection between 'non-traditional' cricket and the talent pathway.</p> | <ul style="list-style-type: none"> ▪ Pilot the implementation of a 'Community Talent Champion' in 3 urban areas. ▪ Refocus the ECB T20 City Cup as a talent ID tool for 16-21 year olds. | |
| <p>6.TALENT DEVELOPMENT & RETENTION Introduce talent pathway education and support.</p> | <ul style="list-style-type: none"> ▪ Establish a mentoring programme for young South Asian players on the talent pathway and provide support for them and their parents. ▪ Ensure academic education remains a focus, alongside cricket development, on the talent pathway. ▪ Deliver a programme of unconscious bias training for First Class County Academy Directors. | <ul style="list-style-type: none"> ▪ Create a new national talent pathway plan that identifies and supports talent, regardless of ethnicity or background. ▪ New coaching pathway, making coaching as a profession accessible to everyone. ▪ Support the progression of BAME coaches working in the professional game by adopting the 'Rooney Rule' for all coaching roles in England teams, with a 2-3 year ambition to introduce to the County game. |
| <p>7.FINANCIAL SUPPORT Financially support talented young South Asian players.</p> | <p>Award bursaries to young South Asian players on the talent pathway.</p> | |
| <p>8.ELITE COACHING Support the development of elite South Asian coaches.</p> | <p>Support 10 South Asian coaches in a mentoring and work placement scheme.</p> | |



| | | |
|--|--|--|
| 9.MATCH DAY EXPERIENCE Increase the cultural awareness of the match day experience. | Enhance the major match day experience: food, atmosphere, family ticket offers, opportunities for fans to interact with players and the availability of multi-faith prayer facilities. | Consideration of South Asian communities and their specific requirements across all professional cricket. |
| 10.MEDIA, MARKETING & COMMUNICATIONS Use diverse media channels, content and voices to engage South Asian audiences. | Deliver integrated marketing and communications activities to build long-term relationships by: <ul style="list-style-type: none">▪ Using authentic voices, across diverse channels.▪ Celebrating heroes – at all levels of the game.▪ Engaging in regular conversation and identifying advocates.▪ Working with diverse media partners to reach new audiences. | |
| 11.OUR PEOPLE Increase the diversity and inclusivity of the cricket workforce, to create a cohesive working culture. | Deliver a series of measures across four areas: <ul style="list-style-type: none">▪ Employer branding▪ Recruitment▪ Development▪ Culture | ECB and the County cricket network to increase diversity of governance structures; making Boards representative of their communities |

About British Asian Trust

The British Asian Trust exists to make the most positive impact to the lives of people in South Asia. By galvanising the support of the Asian diaspora, we address the challenges and inequalities that keep people trapped on the margins. We have a vision for the future. We are unafraid to challenge difficult issues and are ambitious to scale our impact. We bring together partners and innovative approaches to provide sustainable solutions that enable people to truly unlock their potential. We have touched the lives of almost four million people already. Looking ahead, we are developing beyond traditional grant-giving towards innovations such as social impact investment as a force for good. By enabling our supporters to turn their values into



BRITISH ASIAN TRUST

TRANSFORMING LIVES TOGETHER

action, together we can transform many more lives and support a South Asia that is better for all.