

CRICKET IN IRELAND

Strategic Plan 2024-2027



CRICKET
IRELAND



CONNACHT
CRICKET UNION



LEINSTER
CRICKET UNION



MUNSTER
CRICKET UNION



NORTHERN CRICKET UNION OF IRELAND



WEST OF IRELAND
CRICKET UNION

An aerial photograph of a cricket field. The central pitch is a light brown rectangle, flanked by two green rectangular areas. The rest of the field is green grass. Several players in red and black uniforms are scattered across the field. The text "BY WORKING TOGETHER, OUR GAME IS STRONGER" is written in large, white, sans-serif capital letters across the center of the image.

BY WORKING TOGETHER,
OUR GAME IS STRONGER

ONE PLAN

In cricket, teamwork is essential for success – both on-the-field and off it.

Our success is defined by how effectively we can work together to introduce more people to our sport and inspire a new generation to get involved.

In doing so, we recognise that each element of our game is important and connected – from grassroots to international.

This plan – which has been developed in partnership between Cricket Ireland and the Provincial Unions – outlines how we aim to strengthen and grow the game. **Together.**



CRICKET SNAPSHOT 2024

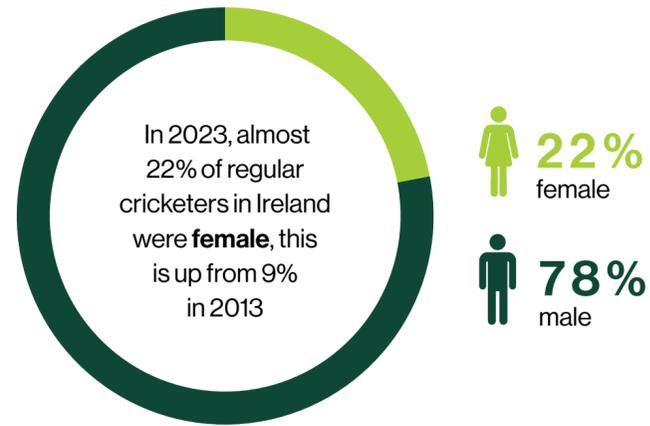
WORLD CRICKET



ON THE HORIZON

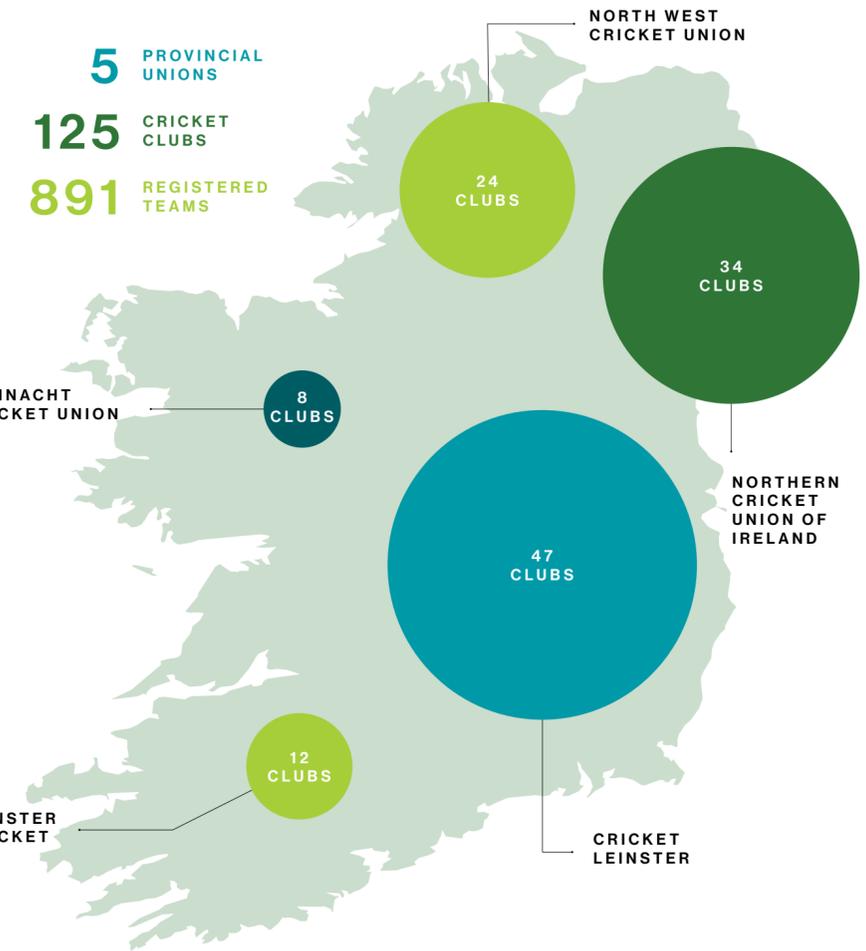
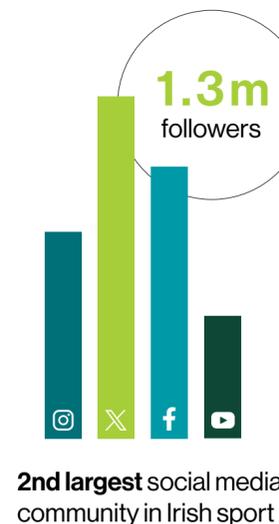


PARTICIPATION AT A GLANCE



Participants in schools / community engagement programmes (involvement refers to 1-4 instances of play)

CRICKET IN IRELAND



GLOBAL TV REACH





OUR VISION IS
TO BE A MAJOR
SPORT IN
IRELAND AND A
MAJOR NATION
IN CRICKET



OUR PURPOSE IS TO INSPIRE A LOVE OF CRICKET ACROSS IRELAND

We will achieve our purpose by:

- Providing vision, direction and support for the sport.
- Developing outstanding representative teams underpinned by world-class systems, structures and pathways.
- Delivering successful competitions, events and experiences that create lifelong engagement.
- Developing a strong and sustainable financial foundation.
- Displaying high standards of governance and leadership.
- Activating the growth of the game in our clubs and communities and strengthening its support base.
- Working with partners and investing strategically in the game's infrastructure.
- Living by our agreed values.

**OUR VALUES ARE SHAPED BY
OUR SHARED SENSE OF PURPOSE
AND PASSION FOR CRICKET**

1

**WORKING
AS A TEAM**

We actively collaborate to make informed decisions that strengthen the game.

2

**BRINGING
OUR BEST**

We constantly strive to improve and help others to be at their best.

3

**ACTING WITH
INTEGRITY**

We are open, honest and professional, on and off the field.

4

**WELCOMING
EVERYONE**

We welcome and embrace diversity as a source of strength and advantage in our sport.

5

**RESPECTING
EACH OTHER**

We respect the game, all those involved in the game and the wider community.

We have identified **five guiding principles** that we believe should connect everyone involved in Irish cricket – from grassroots through to the international stage.

THE PILLARS OF THE STRATEGY

By **Growing the Game**, **Performing on the World Stage** and creating **An Engaged Sport** we will drive towards our vision to be a major sport in Ireland and a major nation in cricket.

We will **work together** to build **strong commercial and infrastructure foundations** for the good of the game in Ireland.

At our heart, our behaviours and decisions will always be guided by our values.

GROWING
THE GAME

PERFORMING ON
THE WORLD STAGE

CREATING AN
ENGAGED SPORT

BUILDING STRONG
FOUNDATIONS

WORKING
TOGETHER

GROWING THE GAME

We will work together to strengthen cricket in our Clubs, Schools and Communities through delivering high-quality programmes, and increasing access and opportunity for all.

- We will invest in our people, places, systems and programmes to build even stronger foundations for the game for generations to come.
- We will position cricket as a game for all – an inclusive game that can be played, coached, officiated and administered by anyone.
- We will build strong links between schools and our clubs and community groups.
- We will focus on strengthening development structures to grow the game across every part of the island to deliver our vision for cricket for all.

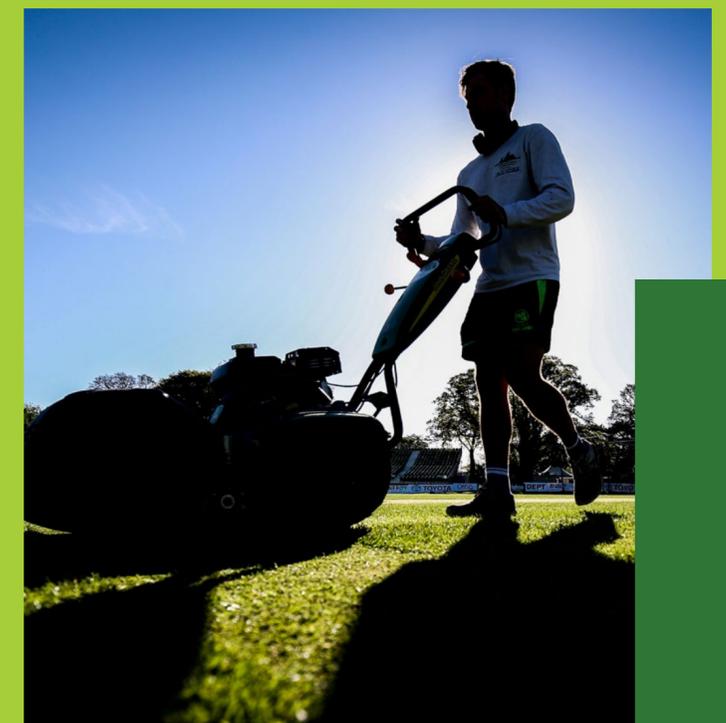


KEY ACTIONS

- Create a **Cricket Ireland Club and Community Fund** which prioritises sustainability, upgrading facilities and investing in programmes that increase participation within our Clubs.
- Work closely with Clubs and stakeholders to support **more funding applications to secure new investment into our Club facilities.**
- Showcase the game to **5-9 year olds** through an **enhanced 'Smash-it!' National Programme** that delivers a fun and engaging introduction to cricket.
- Adopt formats that **promote inclusive play.**
- Deliver **quality development experiences** to coaches, match officials, players and other volunteers.
- Drive Game-wide adoption and active use of **connected registration and participation tools.**

DESIRED OUTCOMES

- Dedicated and ring-fenced annual capital and programme funding in place for Clubs to enable infrastructure, equipment and participation projects from 2024 onwards.
- Year-on-year improvement in retention rates across all participant types and game formats.
- Year-on-year growth of women's cricket and women in cricket.
- Year-on-year increased brand awareness of national programmes.
- Enhanced programmes informed by participant experience feedback system to be in place for the 2025 summer season.



PERFORMING ON THE WORLD STAGE

Create high quality structures, competitions and environments that produce winning international teams which inspire the next generation of players, coaches and officials.

- We will develop high quality coaching and performance services staff, high performance structures and competitions to produce the environments that develop world-class players and teams.
- Our national and regional pathway will foster the development of a diverse cohort of high-quality players, coaches and match officials who are ready to perform on the world stage.
- Our international, franchise and provincial/super-series teams will aim to inspire and showcase the game to all.



KEY ACTIONS

- Develop and enhance our high **performance structures and inclusive talent pathway programmes.**
- Invest and enhance **performance facilities at regional and national level.**
- Develop our Cricket Ireland **high performance strategy** in line with Sport Ireland and Sport NI objectives.
- Prioritise the **development of our high performance coaches, support staff and match officials** to raise standards and provide a world-class support structure to senior teams.
- Invest in and deliver **enhanced regional, franchise and high-performance men's and women's competitions** that raise standards and inspire participation and following.

DESIRED OUTCOMES

- Talent identification, development and succession planning in place for players, coaches, management, performance services staff and match officials, at national and provincial level from the beginning of the 2025 season onwards.
- Players stepping up into inter-provincial / super-series contribute significant performances within their inaugural inter-provincial / super-series campaign.
- Players stepping up into international teams contribute significant performances within two international series.
- Ireland Men and Women qualify for each ICC World Cup in the period.
- Our teams and players consistently ranked ahead of ICC full members with equivalent ICC funding distributions.
- Improved access for our players across the period to new high performance facilities across the island that are either in planning, development, built or operational.
- More attractive programme of men's Provincial List A cricket expanding into Europe by 2027; and women's Super Series List A cricket to become provincially delivered by 2025, and Provincial teams by 2027.
- Reintroduction of first-class cricket by 2025, and at provincial level by 2027.
- Launch and successfully deliver a new men's and women's franchise league.



AN ENGAGED SPORT

We will attract fans to the game and inspire a lifelong love of cricket through great experiences.

- We will connect with our fans from their first experience and better understand how to nurture their interest in the game.
- Through understanding our attendees and fans and providing high quality matchday and year-round engagement we will be both personal and digital: multi-platform, multi-media, mobile and social.
- Our game will have improved reach with new fans, connection and deeper engagement between club and country – improving match attendances and viewership and growing the game's visibility.



KEY ACTIONS

- Improve cricket's reach across Ireland and globally through **enhanced and unified digital channels** that promote more interaction with our diverse fan base.
- **Inspire existing and new audiences** through a 365-day fan engagement strategy.
- **Gather, analyse and utilise data** to better understand fans, clubs and communities to provide enhanced experiences.
- Develop an engagement programme with the **key stakeholder groups external to cricket**.
- Develop a **2030 T20 World Cup build-up programme** to drive anticipation and awareness.

DESIRED OUTCOMES

- Cricket ranks consistently in the top five team sports in Ireland for fan engagement and recognition by 2027.
- Sustained domestic and international viewership growth over four years of broadcast and livestream.
- >40% increase in interaction with domestic and international fans across digital platforms by 2027.
- Strong ticket sales campaigns that aim to sell out men's and women's international matches, or achieve pre-set sales and revenue targets.
- Increased year-on-year attendances at our inter-pro and super-series games.
- New membership product developed and launched by 2025.
- Build a database and develop regular communications channels with stakeholders external to the sport to improve information flow and engagement.
- Use the T20 World Cup as a focal point of a marketing campaign for the sport to drive interest, participation, ticket sales and membership.



STRONG FOUNDATIONS

We will focus on delivering increased and sustainable revenue streams supported through investment in our people, facilities, systems and processes.

- We recognise that our people are one of our most important assets and shall continue to invest in our talented professional and volunteer workforce to enhance their skills, expertise and opportunities.
- We will invest in facilities that consistently produce quality cricket and winning teams at all levels of the game.
- We will support the ongoing development of players, coaches, officials and volunteers through our facilities, training, education and unique experiences.



KEY ACTIONS

- Undertake a **people (employees and volunteers) plan and invest in training, tools & support** to underpin its delivery.
- **Delivery of the identified infrastructure priorities** for the period 2024-27 as set out in the Cricket in Ireland Facilities Strategy.
- **Develop long-term commercial, cricket-related and philanthropic partnerships** that underpin the delivery of this plan.
- Develop a **plan to reduce our impact on the environment** and increase environmental sustainability in our operations and supply chains.
- Deliver the actions identified in the **Equality, Diversity & Inclusion Strategy**.
- Invest in **high-quality information systems** that inform decision-making across Cricket Ireland and each of the Provincial unions.
- Embed match official operations into administrative structures with a **clear strategy for recruiting, developing and retaining match officials**.

DESIRED OUTCOMES

- Forge a connected, invested and collaborative workforce across Cricket Ireland and each of the Provincial Unions by the end of 2025.
- Deliver strong venue foundations by:
 - > Building the Indoor facility at the High-Performance Centre by 2027.
 - > Ensure that projects across international venues are on track to co-host the 2030 T20 World Cup.
 - > Having multi-year MOUs in place with all international venues by the end of 2024.
- Strong and robust commercial capability across the game to complement ICC and public funding.
- Maximise broadcast income from 2027 and beyond.
- Develop and grow philanthropic revenue streams through the establishment of a Foundation or other charitable entity in order to raise funds for projects that increase the sustainability and growth of the sport in Ireland.
- In 2024, Cricket Ireland and PU Boards to promote diversity by communicating guidelines and ensuring a balanced representation of skills, experience, gender, ethnicity and backgrounds in their governance.
- Complete an environmental sustainability plan by December 2025 and begin implementation for the summer of 2026.
- With the support of CI, each PU to have a masterplan and feasibility study to deliver a suitable Performance Hub Facility solution within their region by the end of 2026.
- Match official administration is fully embedded and connected within the game.



WORKING TOGETHER

We will adopt or extend sustainable ways of working that will support the long-term health and growth of the game.

- Our partners, within cricket and external to cricket, will value their relationship with cricket because of our **lived values**, our structures and our people and our ambitions.
- Without the scale of other full members, the game in Ireland will find its own point of difference. The game will become the world's best at **working together**.
- Maximise the opportunity provided by **co-hosting the 2030 Men's T20 World Cup**.



KEY ACTIONS

- Ensuring the sport is '**working together**' by building a **shared purpose**, and implementing **ways of working** that improve efficiency and effectiveness.
- Prioritising **good governance** as the foundation of development across all levels of the sport.
- Foster and deliver a **high performing culture across** Cricket Ireland and each of the Provincial Unions.
- We will focus on setting the **administrative foundations across every province**, including Connacht, so we deliver our vision of cricket for all.
- Engage with Government and their respective agencies to **develop a world-class 2030 T20 World Cup legacy programme**.
- Showcase the strength and **tell the stories of cricket** to internal and external stakeholders.

DESIRED OUTCOMES

- MOUs aligned to this strategy in place with Provincial Unions by the end of 2024 and partners monitoring and achieving against all deliverables and actions in MOUs throughout the period.
- Cricket Ireland and Provincial Unions, are delivering their responsibilities in respective codes of Good Governance throughout the 2024-27 period.
- Guided by our values, build a shared purpose and set of behaviours throughout the strategic period.
- By 2025, a clear pathway and roadmap is in place for the Connacht Cricket Union to become fully affiliated to Cricket Ireland.
- A world-class legacy programme in place for the sport and the nation around the 2030 T20 World Cup.
- Deliver a strategic Communications plan to elevate key stories and grow awareness of the sport.





Provincial Unions

cricketleinster.ie
munstercricket.ie
northwestcricket.com
northerncricketunion.org
connachtcricket.ie

Cricket Ireland

cricketireland.ie

-  @CricketIreland
-  @CricketIreland
-  @Cricket_Ireland
-  @CricketIrelandLive



**CRICKET
IRELAND**