



GLOUCESTERSHIRE CRICKET TRUST

2022

IMPACT REPORT



A MESSAGE FROM THE CEO



"The aim of this report is to demonstrate some of the highlights of the year and the amazing initiatives, programmes and projects the Gloucestershire Cricket Trust have supported throughout the year. After a relaunch at the beginning of 2022, the Community Team worked hard to get some key projects off the ground and to see some early fruits from that hard work. The key objective this year was to prove that there is more to a cricket club than just cricket; through investment into our community department there have been some huge strides towards this goal with some incredible work making 2022 a year of success for the Trust.

The work the Trust has done this year has been a personal highlight and is something all at the Club, those who support it and work with it, should be proud of. Gloucestershire County Cricket Club is about more than just cricket; we're an organisation with a social purpose and we want to be a key pillar in the community. Finally, I want to thank all the staff, players, donors and partners who have been involved with supporting the work we have done this year and look forward to building on our momentum in 2023."

A handwritten signature in black ink, appearing to read 'Will Brown', with a long horizontal flourish extending to the right.

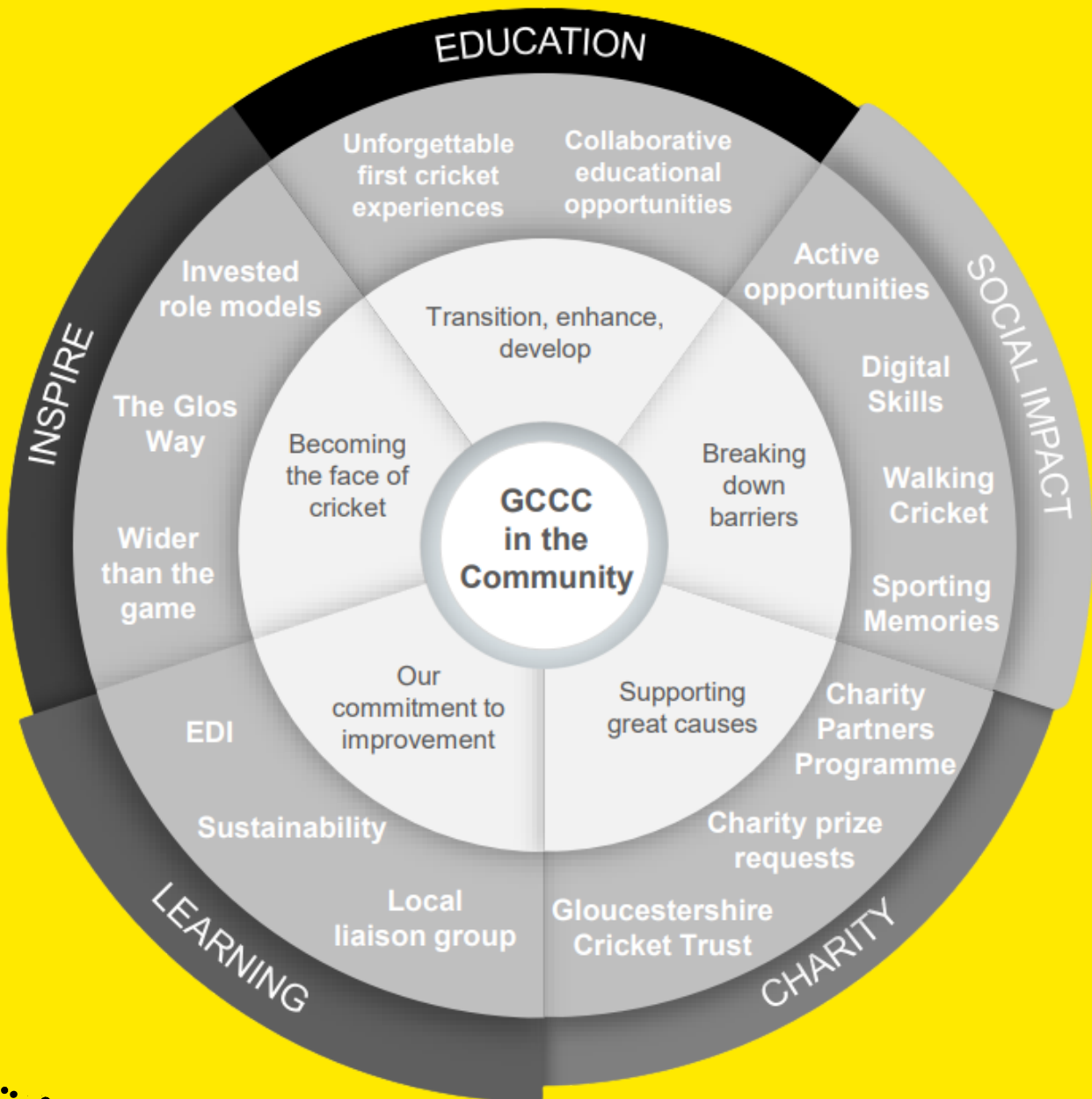
Will Brown - Chief Executive Officer

COMMUNITY STRATEGY

Gloucestershire Cricket seeks to reach beyond the boundaries of cricket to be a central and representative pillar within our communities.

The Gloucestershire Cricket Trust (GCT) focuses on supporting individuals and projects which expand and diversify the reach of cricket within the county of Gloucestershire.

There are five areas in which the GCT aim to work, developing projects and programmes across the five, aligning with the wider Club Community strategy.



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EDUCATION



Students from the City of Bristol College came to the Stadium to learn about how the Club works. It was also an opportunity for us to showcase the many different career paths in professional sport and show that there's more to a club like Gloucestershire than just cricket.

100%

Students had never been to a cricket ground before.

SCHOOLS DAYS

Over 300 school children attended our annual Schools Day in June, many of which had never attended a cricket match before.

Schools Day is an ideal opportunity for young people to experience cricket in a way they would never before, providing lasting memories which will encourage them to enjoy cricket.



EDUCATION

COMMUNITY DAYS

In partnership with BOLA, our schools and community day partner, we hosted two Community Days during the 2022 season. The days provided a family experience, consisting of a number of exciting activities. We successfully brought together the community from across Bristol and Gloucestershire, and were able to provide those who attended a taste of cricket. It was also the perfect showcase of local businesses and organisations who came together as one community to share new experiences with everyone in attendance.



2000+ Complimentary Tickets



15+ Participating Partners



SOCIAL IMPACT

SPORTING MEMORIES

A group get together weekly in the Bristol Pavilion to reminisce about their favourite sporting memories. With five groups around the city, it provides a wider spread of clubs across Bristol, taking opportunities closer to those who need it.



20

Kit bags handed out to promote physical wellbeing at home



100%

Participants agreed social isolation reduced



300+

Contact Hours

WALKING CRICKET

Walking Cricket is a slower paced, low impact format of the game ideal for anyone aged 50+. Working in partnership with the Gloucestershire Cricket Foundation, the group meet every week to play in the Bristol Cricket Centre during the off season.



Additional venue sourced to cater for year-round activity



Session time increased to 2 hours due to demand



260+ Contact Hours



NEW FOR 2022 - WALKERS & TALKERS



Walkers and Talkers has the simple aim of bringing people together by walking around the ground and holding conversations with like-minded people.



×



10x

Increase in participant engagement



1667+

Contact Hours

CASE STUDY: WALKERS & TALKERS

"I initially found out about Walkers and Talkers through social media and I knew this project would have a 'multi' sport approach, which was of interest to me having recently retired.

"My experiences since joining the group have been very rewarding. Not only have I made new friends, I've found the talks to be interesting, truly inspirational and at times, it's fair to say, emotional.



"I really look forward to meeting up each Wednesday. I've genuinely valued the warm welcome made by the group, and fully appreciate the great facilities made available to us - I'm happy to call the Seat Unique Stadium a new home from home! My wife and I were only occasional T20 attendees, but now plan to become Members for next season. Keep up the great work you're making a big difference to peoples lives".

Kevin - Walkers & Talkers participant

**WALKERS
&
TALKERS**

KIT DROP & SWAP

We were really proud to have run the Kit Drop and Swap initiative again this year, making it an annual event.

We asked our boys & girls talent pathway, local clubs, players, Members and supporters to donate any unused, good quality kit to the initiative.

This year saw an enormous amount of kit donated, more than double what we had last year!

On Saturday 26th November 2022, we hosted our "swap" event for those to come along to the Seat Unique Stadium to get some "new" kit for the upcoming 2023 season.



It was an impressive turn out with a number of people queuing before the doors opened at 9am to ensure they got what they needed. Anyone who came to the event was able to take what they needed entirely for free and with no obligation to donate anything.

We were blown away by the number of people who attended, nearing close to 70 people throughout the morning. Without the generous support of our Members, supporters and local cricketing community we wouldn't have been able to provide kit for those who need it most, making cricket more accessible and inclusive for all.

CHARITY PARTNERS

LOCAL PARTNER

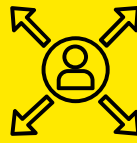


The Restore Trust are a not-for-profit social enterprise working in Bristol and across the South West to provide advice, guidance, skills, qualifications and confidence to people experiencing barriers accessing training and employment opportunities.



30+

hours of training in The Bristol Pavilion



54x

more exposure on social media

CITY PARTNER



CHSW are dedicated to making the most of short and precious lives through the provision of the best possible hospice care for children and young people with life-limiting conditions.



£4,000+

Raised



100%

Families interacting with cricket for the first time



8x

More exposure on social media



CASE STUDY

Children's Hospice South West

"Children's Hospice South West were delighted to be selected as the regional charity for Gloucestershire County Cricket to partner with in 2022. We've enjoyed getting to know the team and had the opportunity to show some of the players around Charlton Farm, our Bristol hospice.



"Match day collections provided a great opportunity to raise funds and further awareness of Children's Hospice South West, as well as providing fun days out for our corporate volunteers. We have even gained another charity of the year partnership through conversations at a match day! The club also have a fantastic facility with the Seat Unique Stadium and the partnership has given us the opportunity to host events including our Friends Conference for 100 volunteers and our upcoming Sports Lunch which we are really looking forward to – the generous complimentary use of the venue space means that vital funds for the charity will go where they are most needed.



"Most recently, Gloucestershire Cricket hosted Charlton Farm's first ever sibling day since the pandemic. This was an incredibly special opportunity for siblings and families to play and let go of worries for the day. This highlights the importance of community partnerships, giving families the space to make special memories and to spend time with others who understand what they are going through.

"We enjoyed seeing runners from the club take part in the London Marathon in April and October, which was a real celebration of the partnership".

LEARNING



United Nations
Climate Change



Stonewall



County Ground Community Group (CG2)

This group has been established to bring together those affected by their proximity to the Seat Unique Stadium. The group's aim is to identify issues and implement actions that will promote the best interests of both the ground and its neighbours. CG2, GCCC, and local councillors are all represented, with other parties such as the City of Bristol College and Brunel Field school being involved as necessary.

Sustainability

In early 2020 we became the first cricket signatory in the northern hemisphere to join the United Nations Sports for Climate Action framework and we are committed to becoming the most environmentally sustainable and considerate professional cricket club in the world. Since then we have made significant strides towards ensuring we have sustainability at the heart of everything we do. The next few pages has further details of the work we have done and will continue to do.

Equity, Diversity & Inclusion

Gloucestershire cricket is committed to positively reflecting the views and values of the communities we serve. We believe that the game of cricket has a role to play in bringing communities together and allowing every individual the opportunity to enjoy cricket and social interaction in a welcoming and safe environment. We are proud to represent an incredibly diverse population, both in our home town of Bristol and also across the wider county of Gloucestershire. Wherever individuals travel from to visit us, we want them to feel at home at any of our venues or initiatives.

CASE STUDY: SUSTAINABLE HIVE

Sustainable HIVE

"Sustainable Hive were contacted in 2020, on the back of the Club's recently launched sustainability strategy, focused on putting sustainability at the heart of everything GCCC does. With limited capacity, the Club wanted to draft in experts to help with community engagement in the gardening and education worlds, which is what made Sustainable Hive the perfect fit. A Bristol-based, sustainability-focused education consultancy, bridging the gap between businesses, schools and community groups in many facets of education.

"After an initial meeting, Sustainable Hive brought in long-term working partners, Bloom Gardening, and developed a gardening corner within the grounds of the Seat Unique Stadium. Phase 1 has consisted of setting up a wildflower meadow, raised vegetable beds and a vertical gardening area filled with edible, pollinator-friendly flowers and herbs.



"The after-school club is open to pupils aged 5 - 11 years old and has been very successful both in terms of maintaining the existing gardening area and giving pupils a keen sense of pride and interest in growing their own food and planet-saving plants. Plans for phase 2 include expansion of the current gardening area and creating educational resources for pupil visits to the cricket ground. The working relationships cultivated in phase 1 and the resulting achievements have been a hugely enjoyable experience for all partners and one that we hope to continue for phase 2.

The hard work has paid off: community spirit is being strengthened, children are gaining an understanding and interest in growing their own food and pollinator-friendly plants, plus the environmental impact of what's already been achieved is wonderful.



School Gardening Club

112+

Contact Hours



Summer Gardening Club

72+

Contact Hours

COMMUNITY GROWING SPACE

TIMELINE

September 2020: Creation of the Community Growing Space

Since the pledge, the club has made some significant strides towards this goal. One of the most visible of these is the implementation of the Community Growing Space, created from upcycled materials found at the ground consisting of three large planters, a growing wall and a wildflower bed.

March 2022: Gardening Club Launched



July 2022: First Harvest



The hard work of our gardeners paid off with the growing space flourishing and producing its first harvest!

The aim of the garden is to grow produce which can be used in the café onsite and in the wider hospitality areas. It also teaches young people the importance of sustainable living and working towards reducing our carbon footprint.

August 2022: Summer Gardening Club

Throughout August, the club launched a summer gardening club, which will be open to all residents, Members and supporters.

September 2022: Gardening Club Resumes

SUSTAINABILITY ACHIEVEMENTS



CATERING



All food locally sourced



100%

Reusable cups



All cooking oil recycled with Olleco



Biodegradable cutlery and cups in café



Refill Stations



All leftover food on the Too Good To Go app.

TRAVEL & TRANSPORTATION



13 Electrical Charging Points



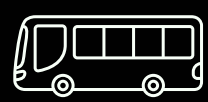
125 Bike racks

Staff electric vehicle scheme



39% Staff walk/cycle to work

All Members & supporters encouraged to use public transport



Staff cycle to work scheme

TREATIES



United Nations Climate Change

Only UK signatory part of the United Nations Sports for Climate Active initiative



First UK cricket club signatory

SUSTAINABILITY ACHIEVEMENTS



AWARD NOMINATIONS



The Social Impact Award

PARTNERSHIPS



Sustainability partner



Energy provider



Electric Vehicle Provider



OTHER



Onsite garden - Community Growing Space



Time to Declare lecture series with Bristol Dodo's Cricket Club



31 Solar panels



Electrical groundstaff equipment



95% Online E-tickets



<5% Tickets printed

EQUITY, DIVERSITY & INCLUSION

Cultural Awareness Session



A number of staff visited a mosque in central Bristol as part of the Club's ongoing drive to be further educated on EDI matters. The fascinating trip helped all members of staff be more inclusive and ensure we as a Club are always providing a welcoming environment for all who engage with and visit Gloucestershire Cricket. This session was highly informative and eye opening for a number of the group involved.

The session closed with an opportunity to ask questions, with no questions off limit. This experience has provided further insight into what the Club can do to ensure we are able to support and include all those from different cultures and backgrounds.

Deaf Awareness Session

Staff, players and partners of Gloucestershire Cricket were all invited to attend a Deaf Awareness Session. The session was run by Mark Gill from Centre for Deaf & Hard of Hearing People. The session was specifically tailored to meet our organisations needs in terms of our services and what we can do to accommodate the communication needs of deaf and hard of hearing people. The morning continued with a talk from Kim and Ian Holloway, a huge figure within professional football. Ian and his wife spoke about their experiences of having three profoundly deaf children and the challenges which they faced. The group had the opportunity for a Q&A session with both Mark, Ian and Kim to ask deeper questions about the struggles faced and what it is we can all do as a club to make things easier. Finally, to end the session, all attendees were taught some British Sign Language, showing just how easy it is to learn.



INSPIRE

Her Game Too Cricket



Gloucestershire County Cricket Club was the first cricket club in the world to partner with #hergametoo, an initiative started in football to stamp out sexism in the game. This has since launched into a initiative in cricket, with a number of professional and grassroots clubs partnering and committing to stamping out sexism in the world of cricket.

"We are delighted to be taking #HerGameToo into cricket. Since we launched we've had plenty of women and girls speak up about their experiences in other sports, so this campaign isn't necessarily unique to football." Caz May - Founder.



Eid Celebration Event



In May, around 900 people from within our local community in Bristol joined us at the Seat Unique Stadium for a mass Eid celebration to mark the end of Ramadan. Families from across the city descended on the Seat Unique Stadium for morning prayers on the outfield for what was a unifying observance of one of the most significant celebrations in the Muslim calendar.

"Thank You to the team at Glos and BMSC for making this event happen. Muslims came together after the lonely and difficult few years with Covid. We all prayed in congregation on the pitch and were able to greet each other to finally celebrate Eid and enjoy the spectacular venue. The Muslim community are so grateful for the generous Eid gift of celebration. Thank you" Tabinda, worshipper.



INSPIRE

Afghan Refugee Sessions



From November 2021 through to March 2022, we hosted weekly sessions for Afghan Refugees providing them with a safe space to come and enjoy the sport they love. Each session was followed by a time to pray, share food, donated from partners on the Gloucester Rd, and enjoy time sharing stories with their own community.

"Today we had three car lots from one hotel, and the feedback I had was that they had had a wonderful time and didn't stop chatting and laughing all the way home! That's really wonderful, so thank you"
Support Worker - Bridges for Communities



231 Contact Hours

Mental Health Charity Support

From March 2022, Gloucestershire supported two local mental health charities, Andy's Man Club and Changes Bristol. We are proud to have offered their weekly groups free space in the Bristol Pavilion. As charities with minimal income, providing a space free of charge is essential for the work they are doing to continue. From the growth of the groups, it is clear to see that mental health is an increasing issue in the community of Bristol and providing a safe consistent place for the support groups is essential for those involved.



Andy's Man Club

830+

Contact Hours



Changes Bristol

400+

Contact Hours

INSPIRE

CASE STUDY: ANDY'S MAN CLUB

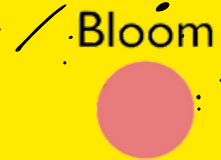
"In April 2022 we were urgently in need of a new venue to host our weekly support group. The team at Gloucestershire Cricket offered their assistance and we were soon settling in to our new home at the Seat Unique Stadium.



" Every week, over 30 men from the local community who are 'going through a storm', are now coming together and supporting each other in a safe, non-judgemental environment."

"Meeting at such a friendly and flexible venue has helped us double the size of our group in three short months. Attending the Community Day in August was also a great opportunity to spread the word about our charity and network with other local organisations. We're hugely grateful for everything Gloucestershire Cricket have done for all of us."

2022 PARTERS



2022 PARTNERS



**GCCC Museum
& Learning Centre**
From the Past for the Future



F Woodruff Funeral Services
Helping families in the Bristol & South Glos area for over 40 years



Other Partners:
CG2
Gloucester Rd Fruiterers



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Gloucestershire County Cricket Club
Seat Unique Stadium
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BS7 9EJ

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