



MIDDLESEX
IN THE
COMMUNITY



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WWC INSPIRE PLAN

AGENDA



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03 **CREATING WELCOME ENVIRONMENTS/COUNTY
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05 **OPEN UP TO THE FLOOR**

06 **REGISTER YOUR INTEREST**



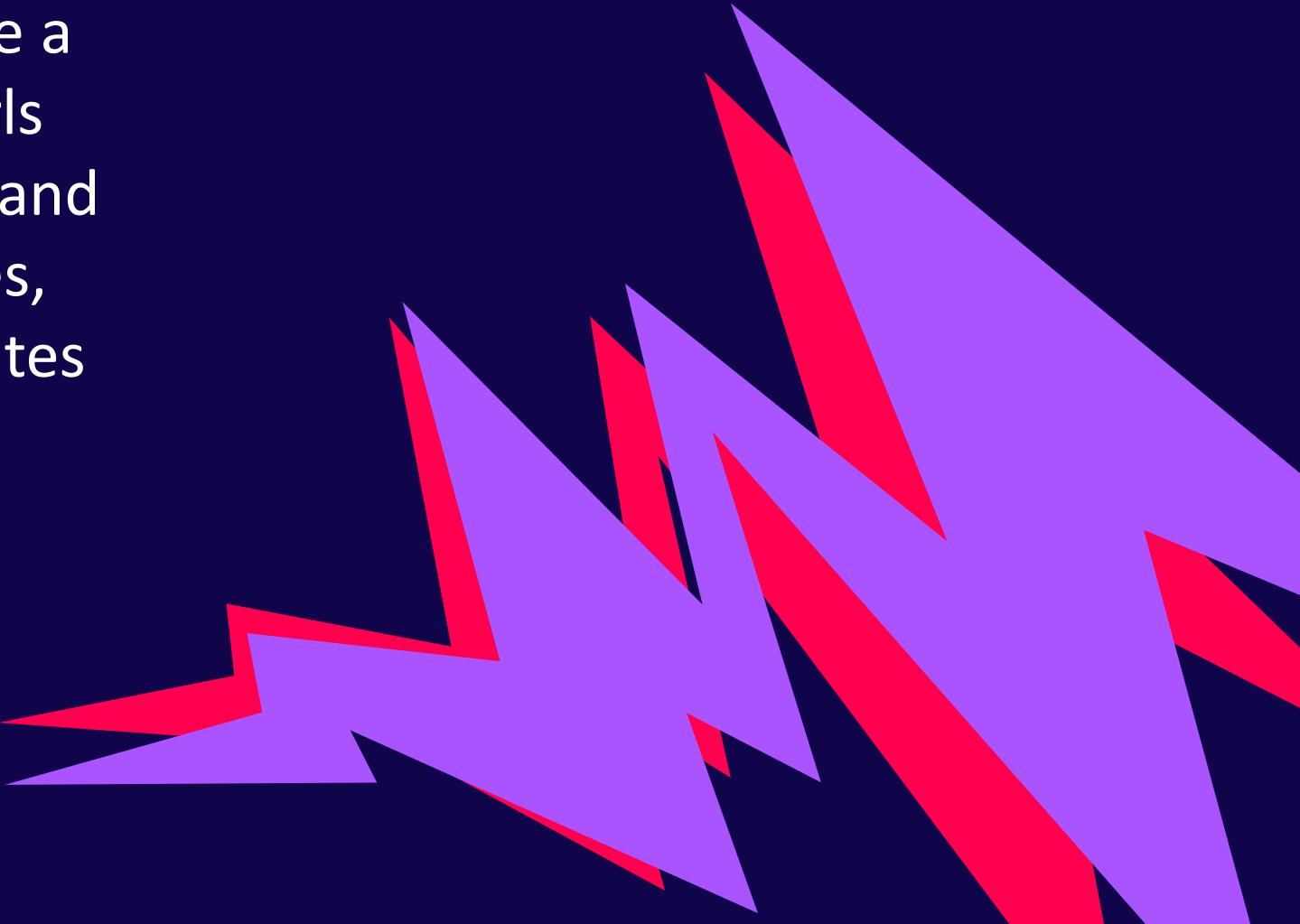
OUR VISION

01

OUR MISSION STATEMENT



To use the global spotlight of the 2026 Women's T20 World Cup to inspire a new generation of women and girls across Middlesex to pick up a bat and ball, feel welcome in cricket spaces, and belong to a sport that celebrates their talent, confidence, and community.





HOW CAN CLUBS CAN BE INVOLVED?

Playing, Leading and Volunteering

02

SCHOOLS CRICKET DAY

- Thursday 23rd April
- Register your club
- Deliver a 1-off 'Engagement Day' at a local school or at your club
- MITC Target 5000 children
- Engagement Day could precede and be a good chance to promote an existing section, upcoming 'Get Into Cricket' session or National Programme



SCHOOLS CRICKET DAY – REGISTER

- Club Name
- Lead Contact Details
- School Details x 2
- Coach Contact
- Coach Compliance Details



WATCH PARTIES

- Throughout the World Cup
- Open your doors to your membership and public to come and watch the games
- Put on some food (cuisine to match nation playing)
- Willing to work with clubs hosting to improve social spaces
- ECB providing physical and digital activation packs
- Register via QR Code/ECB Link in Feb



OUR FOCUS FOR GROWTH IN GIRLS SECTIONS...

Schools Cricket Day



Dynamos



MITC Festivals



MIDDLESEX
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WOMEN'S WORLD CUP CHAMPION

- Strategic Goal – Increasing Female Representation on club committees
- Want to get new Women into the positions of responsibility
- Current committees not appealing or no vacancies
- 1st Point of contact for MITC for WWC
- Networking Events through the year
- May be responsible for running an event too



COACHING & VOLUNTEERING

- Waiting for ECB Sign-off for 2-year Pilot Coaching programme
- ECB Young Champions of Change





**CREATING WELCOMING
ENVIRONMENTS/
COUNTY GRANTS**

03

WELCOMING ENVIRONMENTS/COUNTY GRANTS

- County Grants – Two Strands
- Creating Welcoming Environments
- Enhanced Playing Facilities
- We know that the majority of clubhouses are in need of improvement – particularly in becoming female friendly
- We're keen to support clubs engaging with us
- Ceiling lifted from 10k to 15k
- Creating Welcoming Environment Survey/ECB Guidance

WELCOMING ENVIRONMENTS/COUNTY GRANTS

- Liaise with your female membership around what they want
- We are keen to hear from clubs who would like to enhance their changing facilities too

RFU Guides

- [Female Friendly Facilities | Rugby Football Union](#)
- [SS-consultation-infographic.pdf](#)



**KEY DATES &
OPPORTUNITIES**

04

KEY DATES

- Friday 30th January – Schools Cricket Day (Club Deadline)
- April – Coach Orientation
- April 23rd – Schools Cricket Day
- Friday 12th June – Opening Game (Eng vs WI @ Edgbaston)
- Wednesday 24th – 1st Game @ Lords
- Sunday 28th June – Double Header @ Lords
- Sunday 5th July – Final @ Lords

FLAG BEARERS

- 150 Flag Bearers per fixture
- Be part of the opening ceremony which is broadcast live to the world
- Flag bearers arrive at the ground ~3 hours before the start of the match for rehearsals
- Uniform, food and ticket provided
- Flag bearers must be over the age of 14, and groups must be self-contained and managed groups

SIXES



MCC / LORDS





HAVE YOUR SAY?

05



REGISTER YOUR
INTEREST

06

NATIONAL SCHOOLS CRICKET DAY



HOST A WATCH PARTY





THANK YOU