



Survey Results – 2023

Inspiring Scotland to Choose Cricket

Determined 

Dynamic 

Inclusive
Integrity 

United 

Excellence 

Introduction

Firstly, thank you for taking the time to read the results of our recent survey. It is fair to say that the sport has had a challenging year, which has been the catalyst to look deeply at what the game wants and how it should be run.

This survey is part of the largest ever consultation of the sport in Scotland, and a unique opportunity to influence the future of our sport. We have published the results of the survey in full, including a full breakdown by type of respondent. While this results in a relatively lengthy document including appendices, we think it is important to do so as a part of Cricket Scotland's renewed commitment to transparency in the way we run the sport for you.

We have been delighted with the overall response rate, with over 1,500 people taking part. This is of course the first step of engagement, and not the last. We will be holding a series of consultation events around the country throughout the Summer to hear your thoughts, adding some context to these results.

We will then be in a strong position to write a new strategy for Scottish cricket, taken on by my successor, that truly reflects the wishes and priorities of people who are involved in the game.

*Pete Fitzboydon
Cricket Scotland Interim Chief Executive*



A few things to note:

- These results are not supposed to provide the answer to what we should do going forward. They are to inform discussions during the forthcoming consultation events.
- There were 1,532 responses in total, but not everyone completed every question, and so responses to some questions are lower than this amount.
- We haven't weighted the responses based on the response rate. In other words, the response rates from certain groups (e.g. women, some regions, ethnic communities) may be lower than their actual numbers in the game, and so there should be caution in stating that the results reflect the views of cricket.
- We are already committed to delivering many improvements to the way we run the game as a result of the "Changing The Boundaries" report and action plan. Consequently, these were not included in the survey, as they are existing commitments.
- Should anyone like to see further 'sub-analysis' by category of respondents (e.g. gender, role, ethnicity, etc) then this is available by request.

Executive Summary



This document provides the results of the survey and top-level analysis for each question, a summary of which is provided below:

- Overall, we received 1,532 responses, with a reasonable representation from people from all backgrounds in Scottish cricket.
- More than half of respondents feel that Scottish cricket is not currently in a healthy state.
- The biggest challenges the sport faces were reported to be the financial sustainability of clubs, membership levels, and quality of coaching and facilities, all of which were identified as priorities for the game going forward.
- The biggest priority identified in domestic cricket was enhancing its profile, followed by expanding the women's game and playing opportunities, and developing umpires and scorers.
- Re-establishing a men's national league had moderate support, with comments focusing on the ideal format for such a move.
- For Performance cricket, the main focus was on talent identification, more regular fixtures and the visibility of the game. Interestingly, securing Full Member status with the ICC was a relatively lower priority on average; something that had been prioritised in the previous strategy.
- In terms of Cricket Scotland's roles, all were regarded as important, although the rating of their delivery were regarded as 'moderate' by the majority, apart from Safeguarding and CS Live which was rated higher.
- There was a clear call for more transparency and better communication in what Cricket Scotland does, and action is required to improve the relationships with Regions and Associations.
- Lastly, the two proposals (Scottish Cricket Registration Scheme and the creation of a single governing Board) that will be presented to members later this year had the support of the majority, although it was clear that more needs to be done to explain their benefit to the overall game.
- Overall, the results of the survey provide interesting insight to be discussed at a series of consultation events in the next two months, which will help formulate a new strategy for the sport in Scotland.

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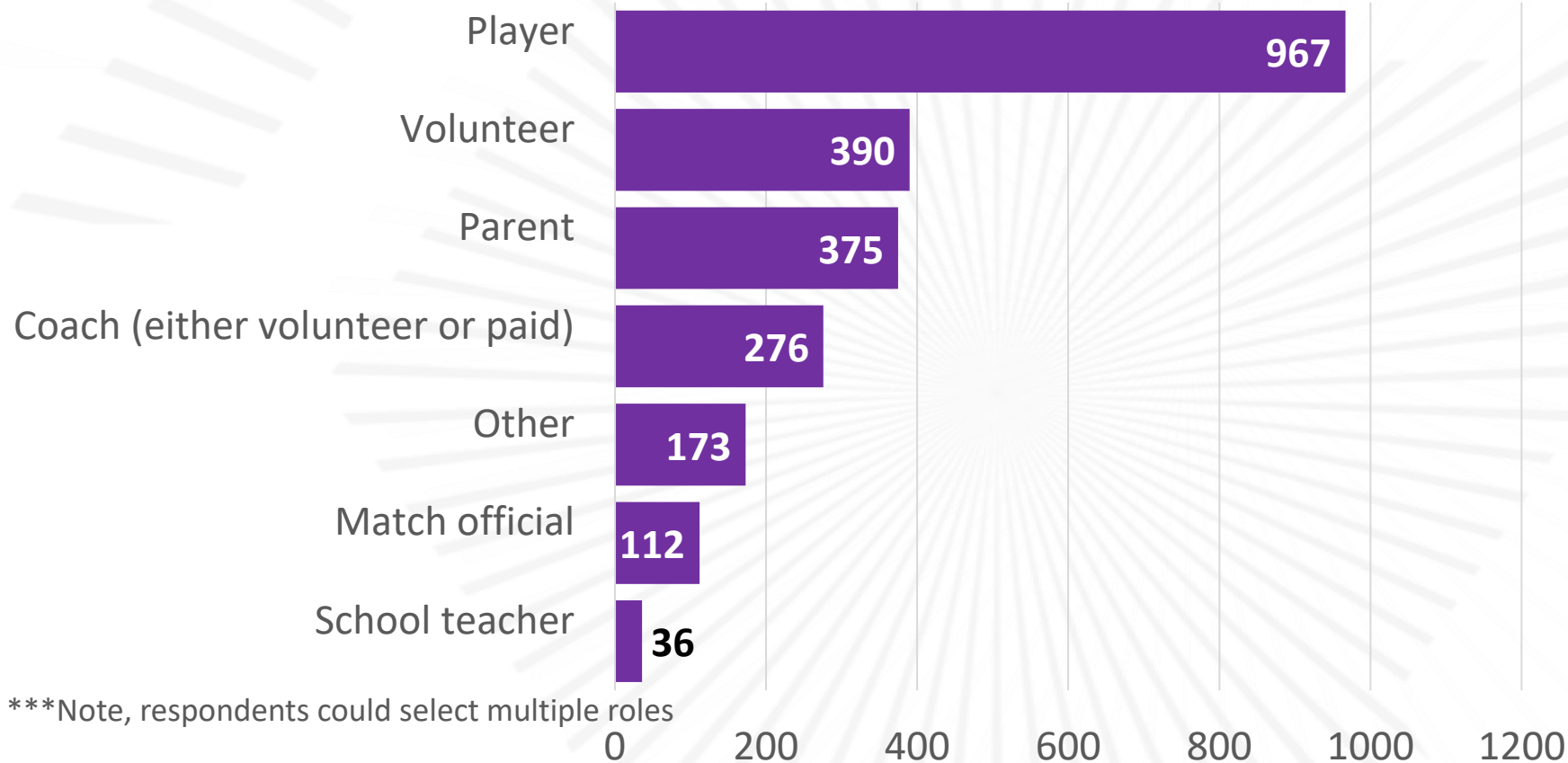


1. Who responded?
2. The Challenges in Scottish Cricket
3. The Future Priorities for Scottish Cricket
4. Cricket Scotland's Role
5. Proposed Changes
6. Consultation Events

Who Responded?

Who Responded?

Role(s) carried out in cricket



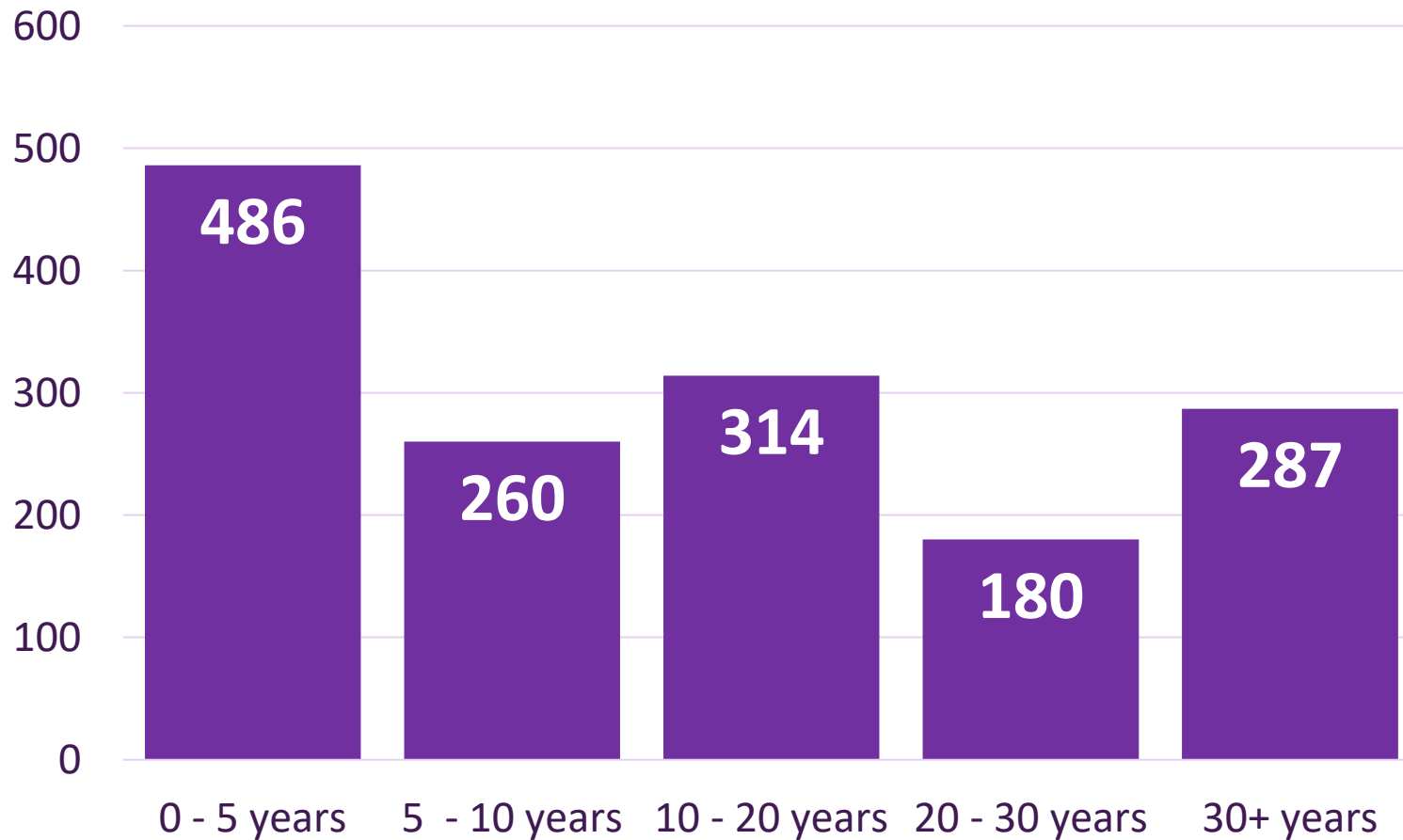
Key points

- Predictably, the vast majority of respondents are players
- There is also strong representation from volunteers, parents and coaches
- 35% of respondents carry out more than one of the roles listed

***Note, respondents could select multiple roles

Who Responded?

Length of involvement in cricket

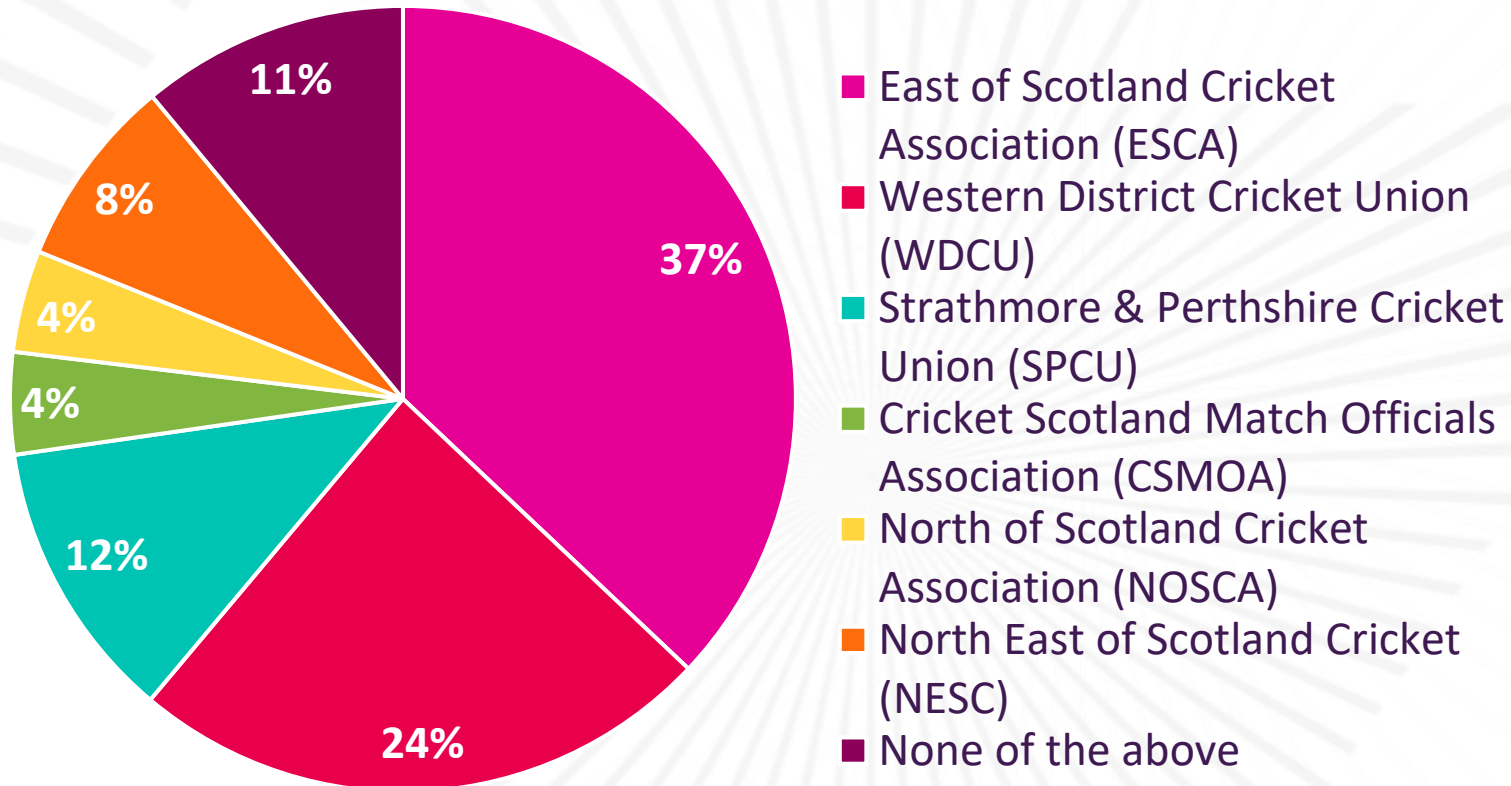


Key points

- Relatively even distribution of different lengths of involvement in the sport

Who Responded?

Region or organisational affiliation

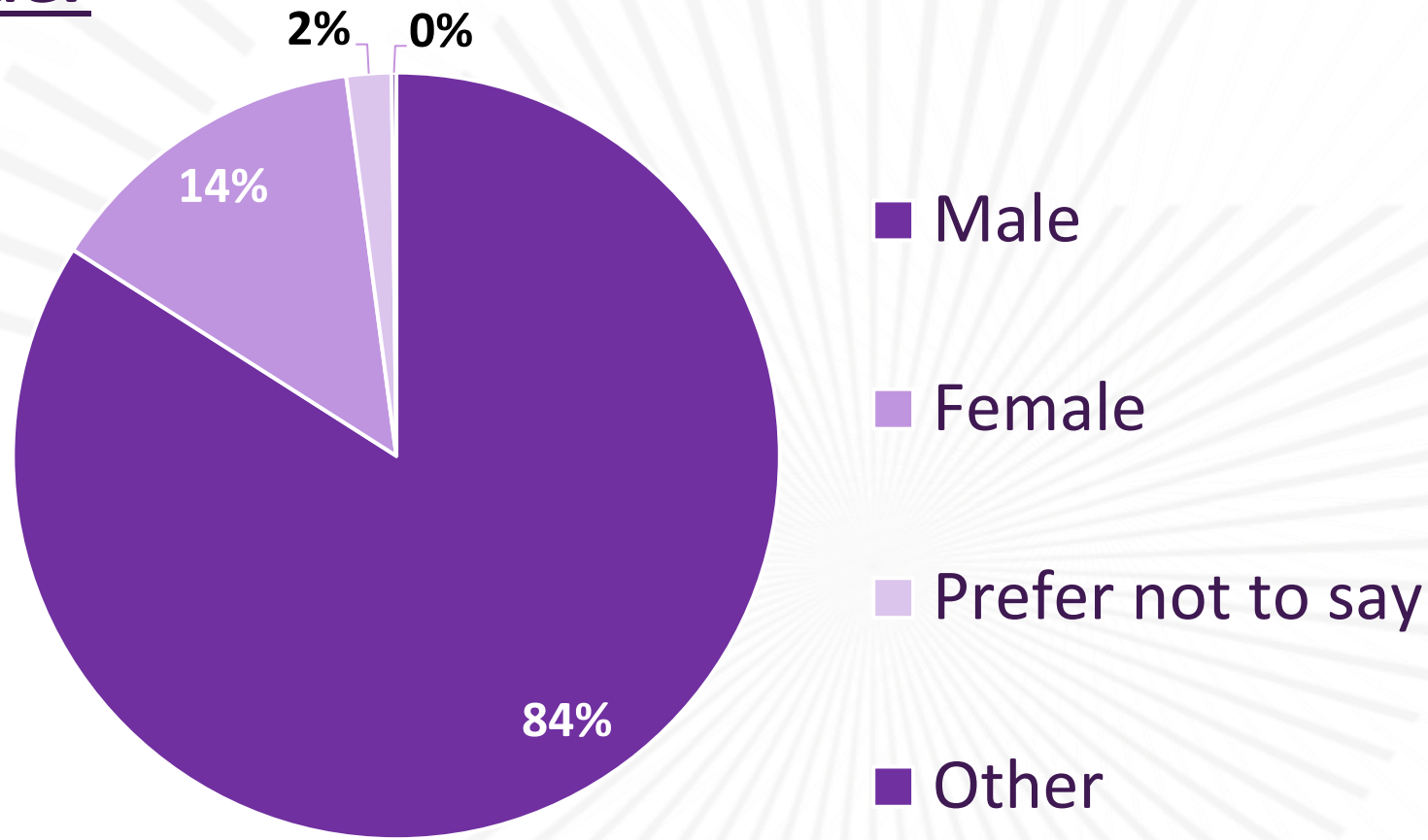


Key points

- Majority of respondents were from either ESCA or WDCU
- Proportionally lower responses from other regions, particularly NOSCA and NESC

Who Responded?

Gender



Key points

- Vast majority (84%) of respondents are male
- Possibly lower than reflective response rate from women (noting this survey covers all roles in the sport)

Who Responded?

Religion and ethnicity

Ethnicity	Total respondents
White Scottish	673
Other White British	358
Indian, Scottish Indian or British Indian	233
Pakistani, Scottish Pakistani or British Pakistani	91
Prefer not to say	66
Other ethnic group	43
Other Asian, Asian Scottish or Asian British	15
Mixed or multiple ethnic groups	13
African, Scottish African or British African	13
Bangladeshi, Scottish Bangladeshi, or British Bangladeshi	8
Arab, Scottish Arab or British Arab	2
Gypsy or Traveller	1
Chinese, Scottish Chinese, or British Chinese	1
Caribbean or Black	1

Religion	Total respondents
None	603
Church of Scotland	267
Hindu	185
Muslim	122
Other Christian	112
Prefer not to say	110
Roman Catholic	83
Other (please specify)	25
Sikh	8
Buddhist	6
Jewish	0

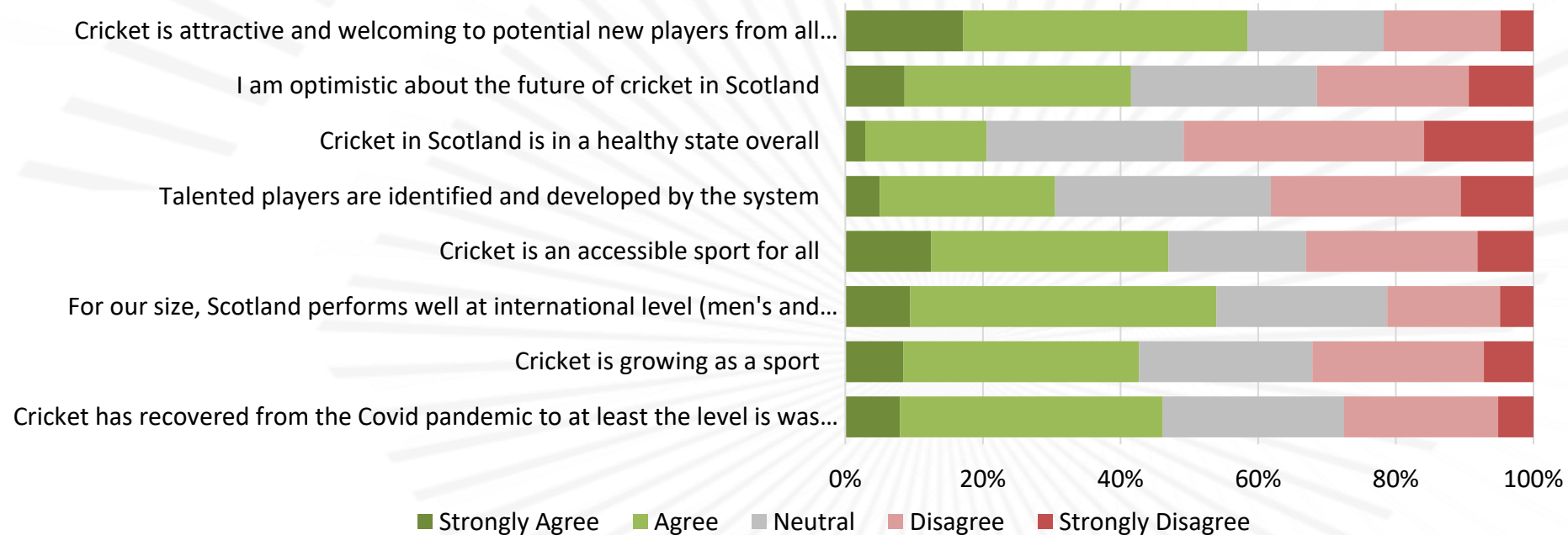
Key points

- Majority of respondents are from a white background (68%)
- Due to the number of ethnic categories, there is a relatively low sample size from many groups, and so the sample size prevents analysis by individual ethnic group. Instead, groups have been combined into either white or non-white for analysis purposes
- The largest group of respondents reported having no religion (40% of total)

Challenges in Scottish Cricket

Challenges in Scottish Cricket

To what extent do you agree with the following statements?

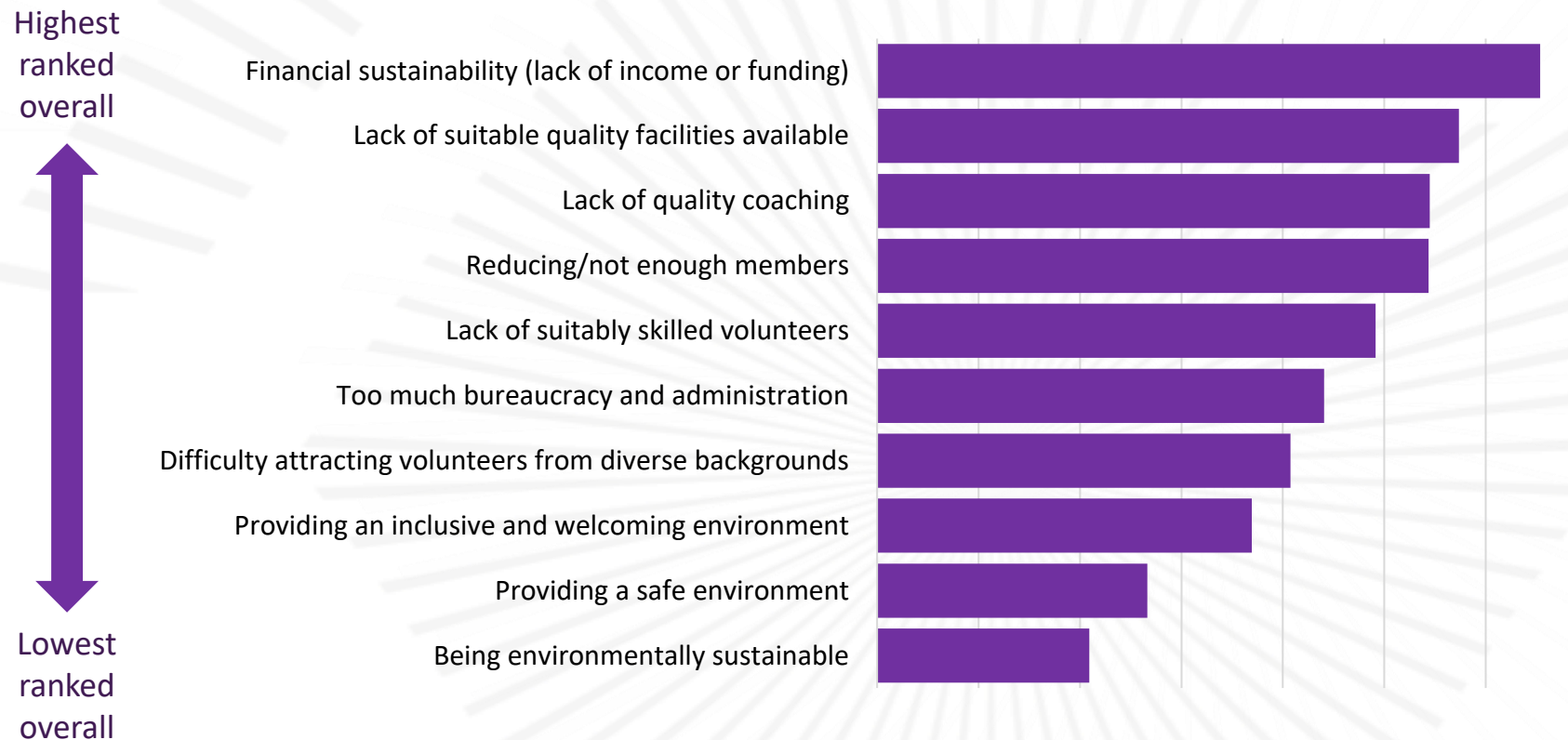


Key points

- The strongest positive sentiment was that cricket is welcoming and accessible to all backgrounds, and the success of the national teams
- However, there was a widespread feeling that Scottish cricket is not in a healthy place

Challenges in Scottish Cricket

What do you feel are the biggest challenges that clubs face?

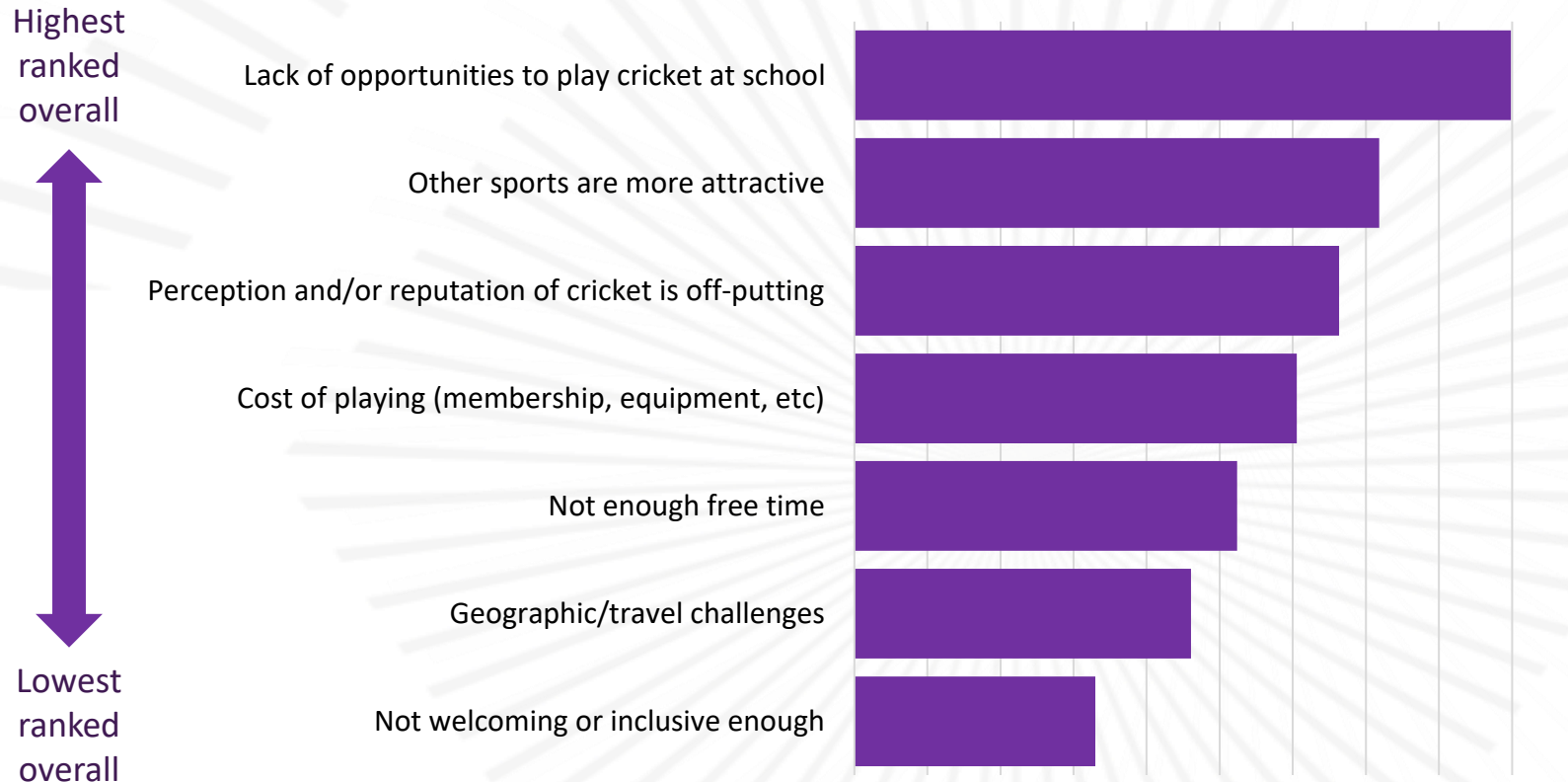


Key points

- Financial sustainability was the highest ranked challenge on average
- Other challenges include a lack of quality facilities, insufficient or reducing membership and quality coaching

Challenges in Scottish Cricket

What do you feel are the biggest factors that prevent more people from playing cricket in your local area?



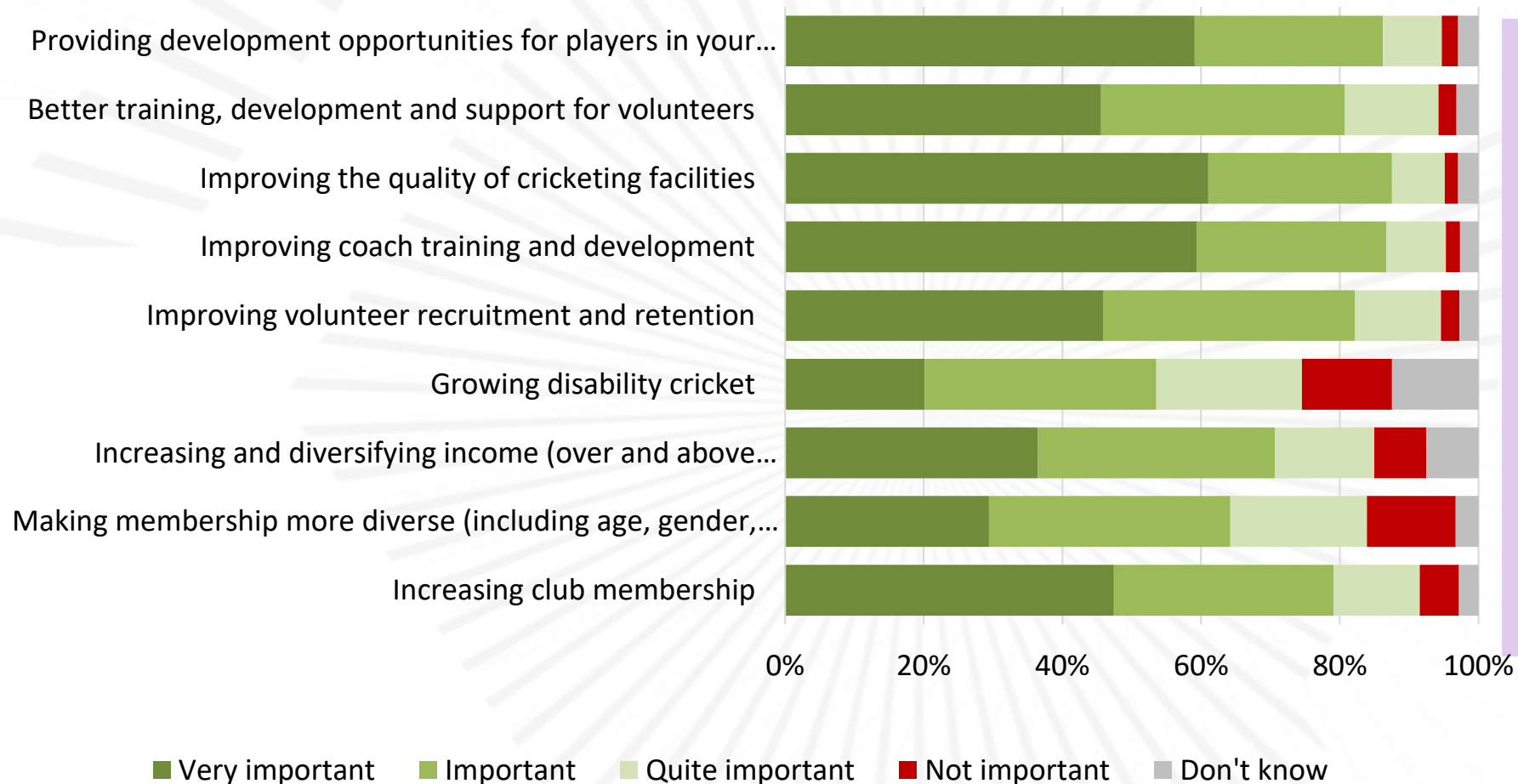
Key points

- Lack of school cricketing opportunities was the highest ranking barrier
- Potential other barriers such as cost, travel and welcoming were ranked far lower on average

Future Priorities for Scottish Cricket

Priorities in Scottish Cricket

How important do you feel each of these priorities are for clubs in your local area?

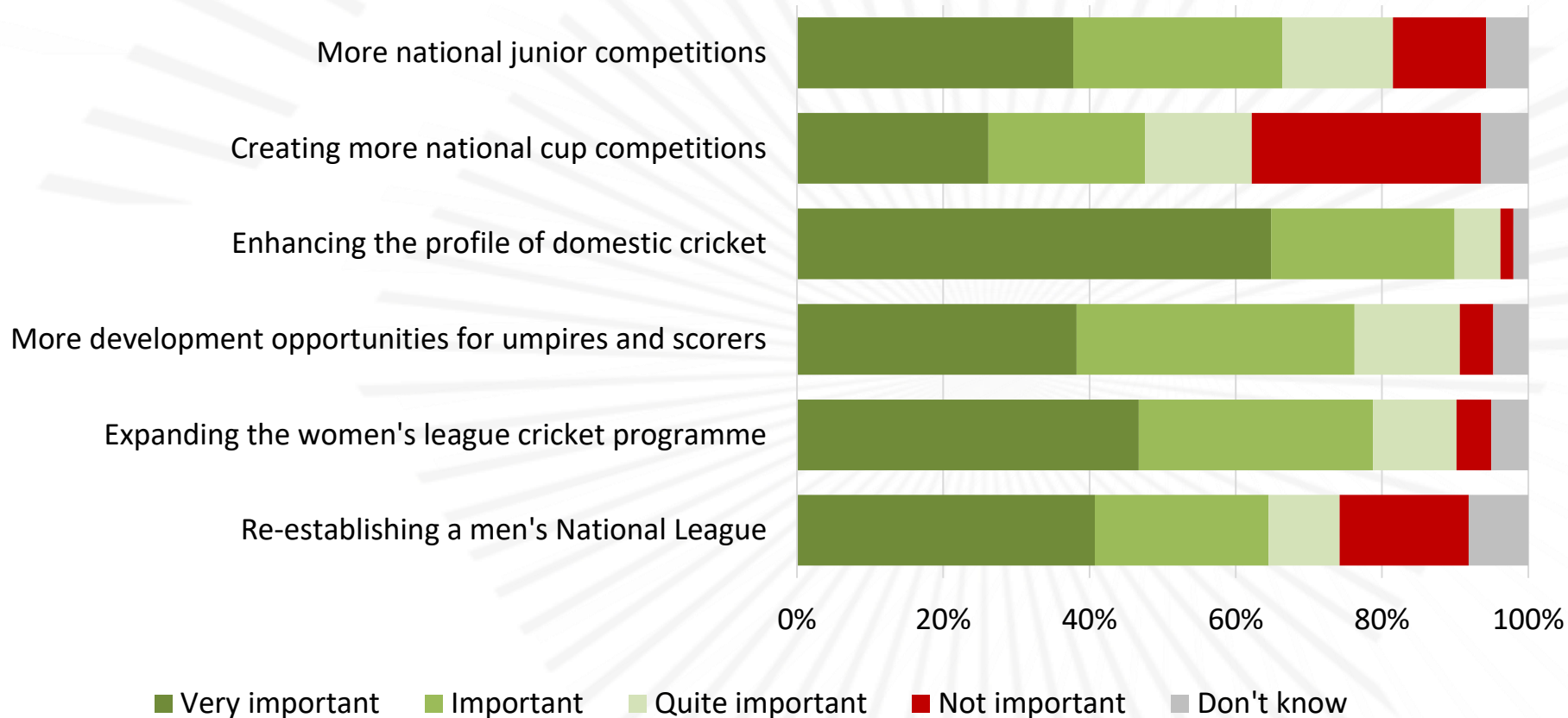


Key points

- Core cricketing elements (player development, facilities and coach development) scored highest
- Volunteer recruitment and development scored moderately. Volunteers themselves rated recruitment as a higher priority than others
- Despite financial sustainability being flagged as important earlier, income ranked a low priority in this question

Priorities in Scottish Cricket

Competitive domestic cricket: How important do you feel each of these priorities are?

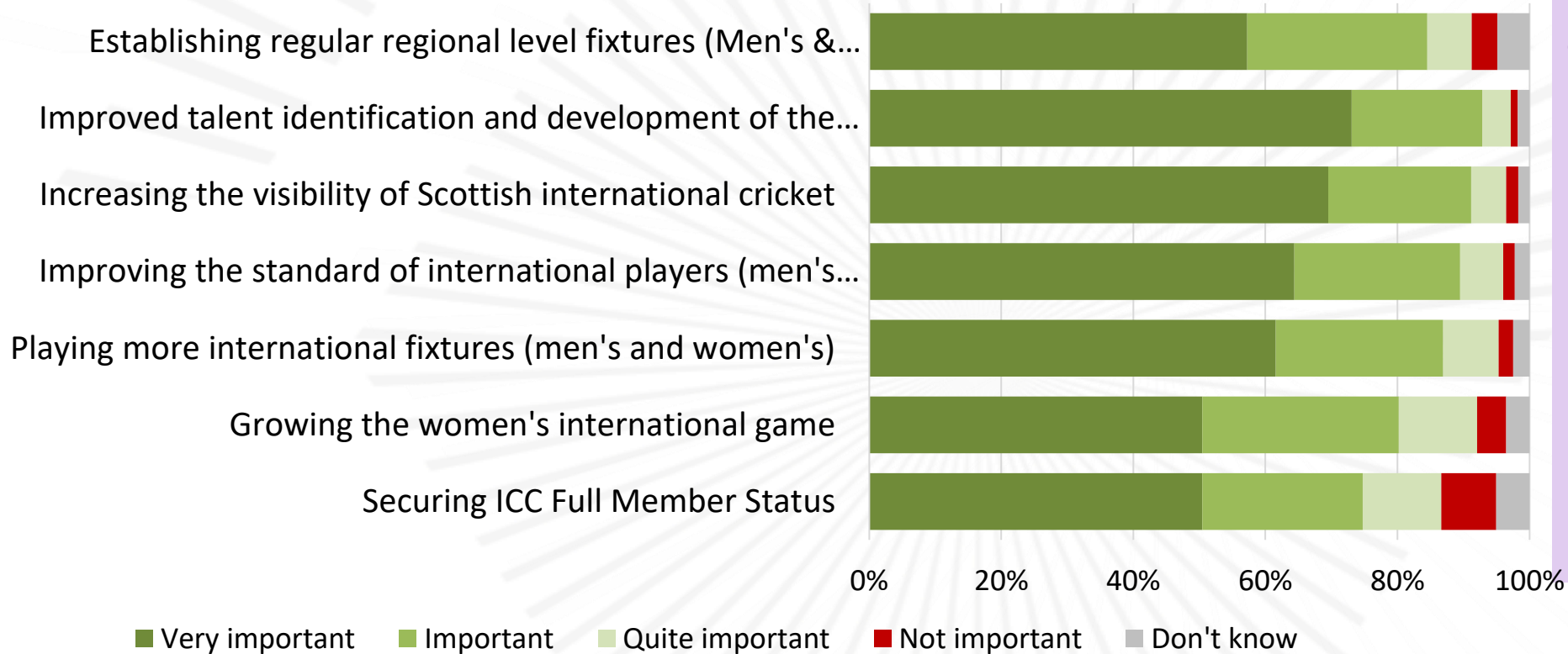


Key points

- The biggest priority by far was around enhancing the profile of domestic cricket
- Expanding women's cricket had moderate support overall but was the highest priority in female respondents
- More national club competitions were a low priority, whereas re-establishing a men's National League had moderate support, although comments focussed on reaching an ideal format

Priorities in Scottish Cricket

Performance cricket: How important do you feel each of these priorities are?



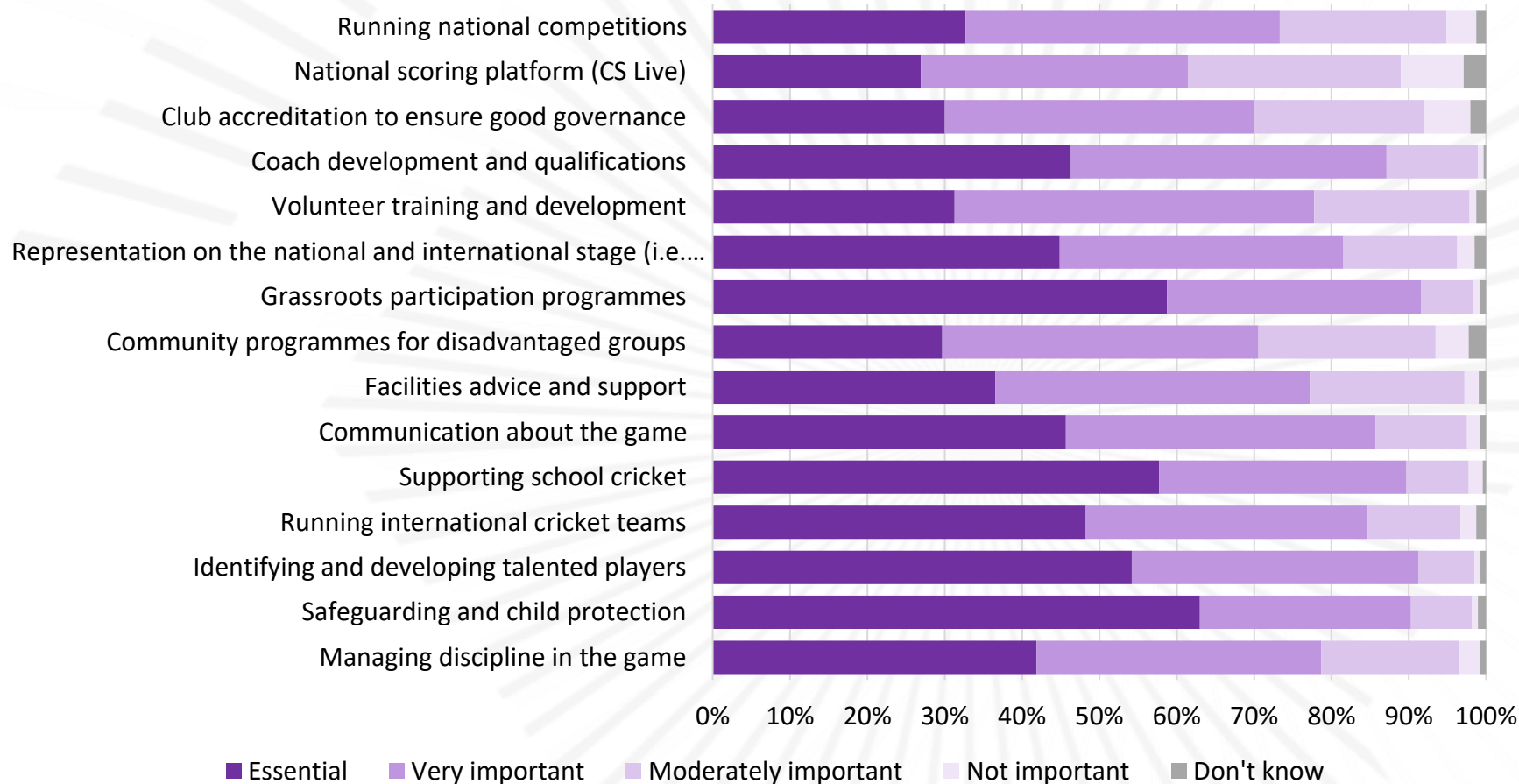
Key points

- Talent identification was the biggest priority, reinforcing the earlier sentiment around it being a challenge in the game
- Interestingly, raising the profile and standard of the international game was a bigger priority than securing Full Member Status, which has been a long-held goal of Cricket Scotland

Cricket Scotland's Role

Cricket Scotland's Role

Cricket Scotland's core duties - please indicate how important each is to you



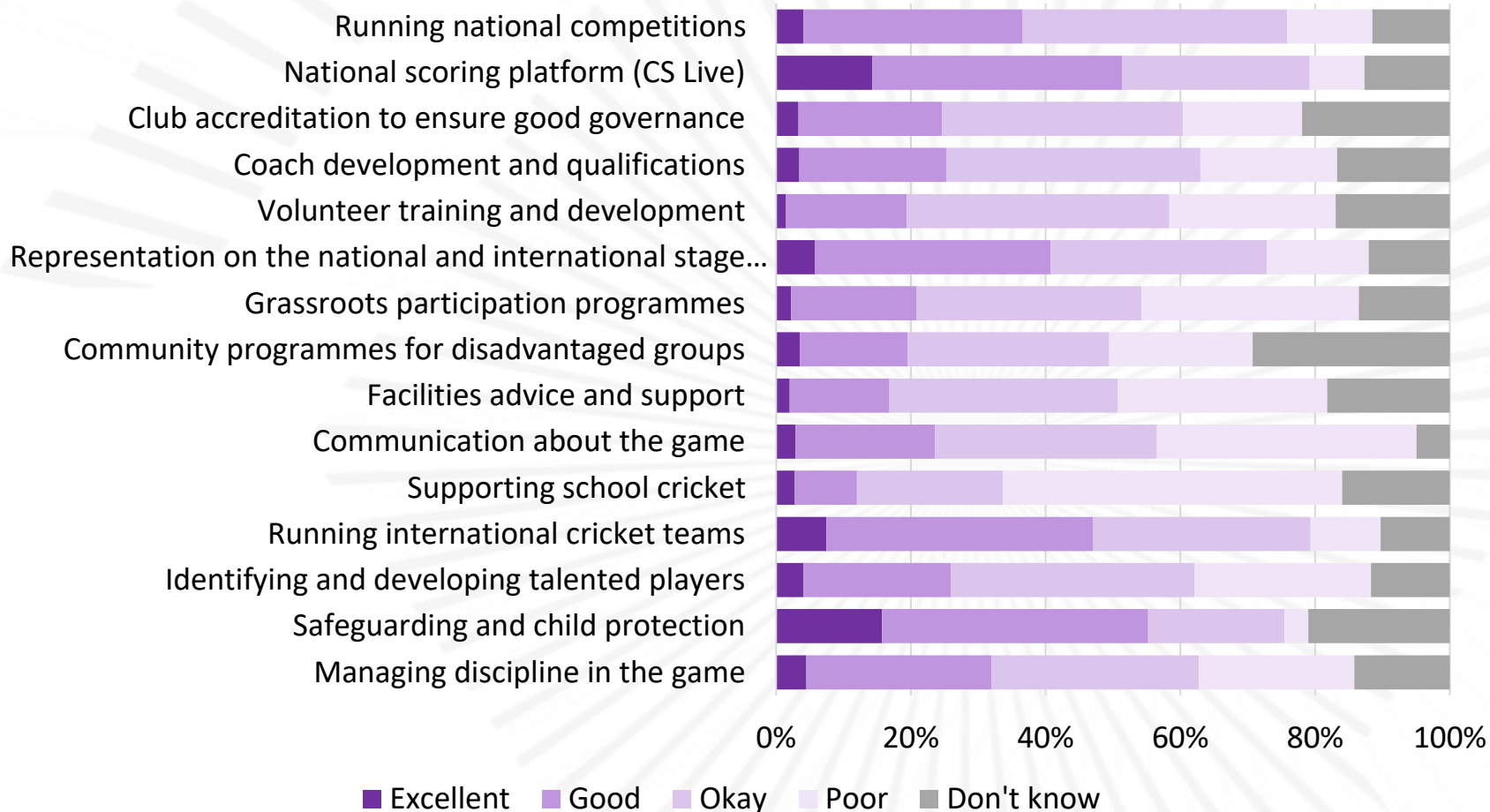
Key points

- Overall, every duty was regarded as at least moderately important by over 90% of respondents
- There was clear support for development roles such as grassroots programmes, school cricket, talent identification and safeguarding

Cricket Scotland's Role



Cricket Scotland's core duties - please indicate how well you feel that we carry out each duty

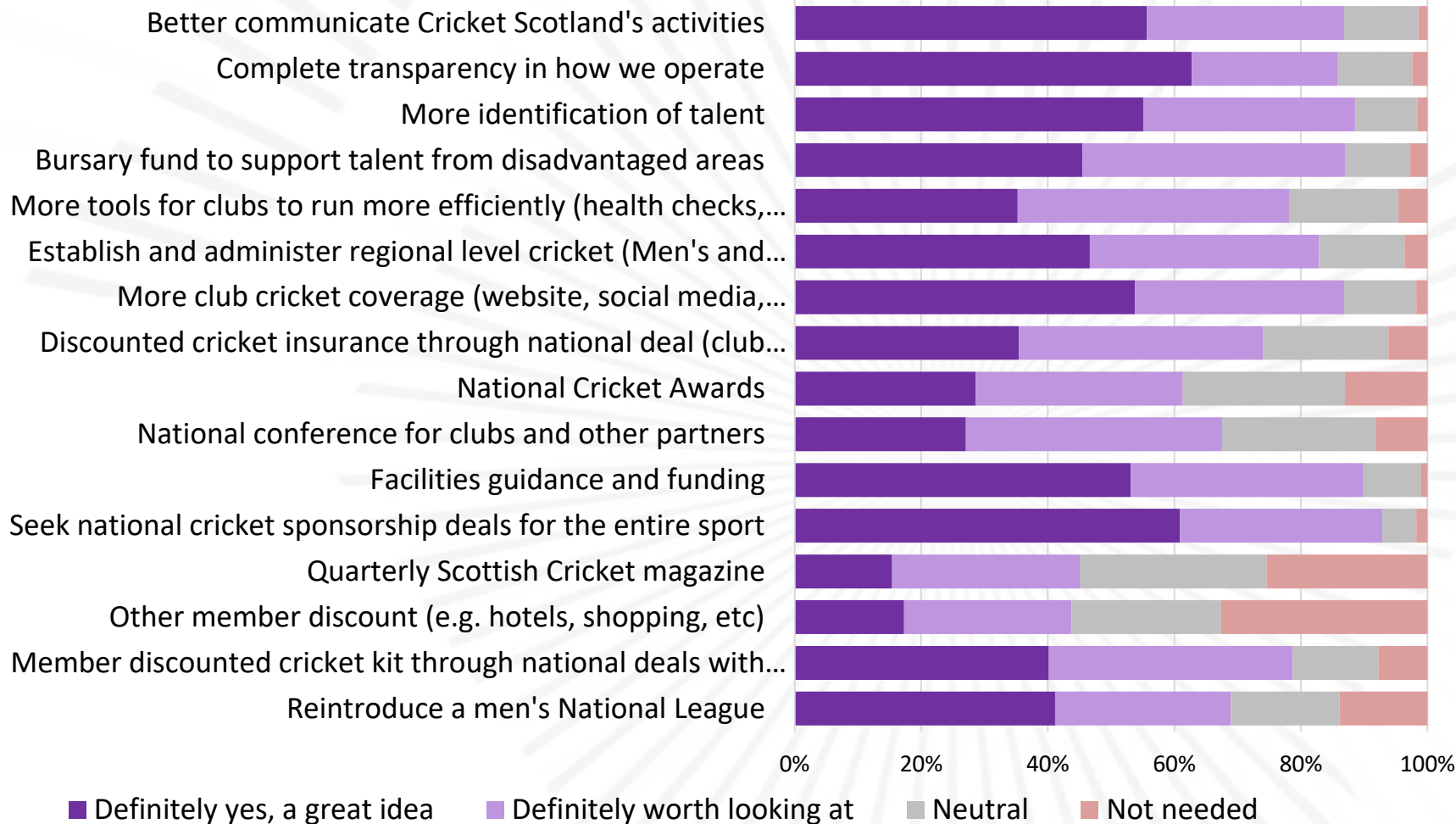


Key points

- In *most* areas, Cricket Scotland's delivery of duties was regarded as 'okay' or 'poor' by the majority of respondents
- Again, school cricket support was raised as an area of concern
- Reassuringly, given its importance, safeguarding was highlighted as an area of strength, as was the CS Live scoring system and International cricket

Cricket Scotland's Role

What would you like to see Cricket Scotland start doing (or do more of)?

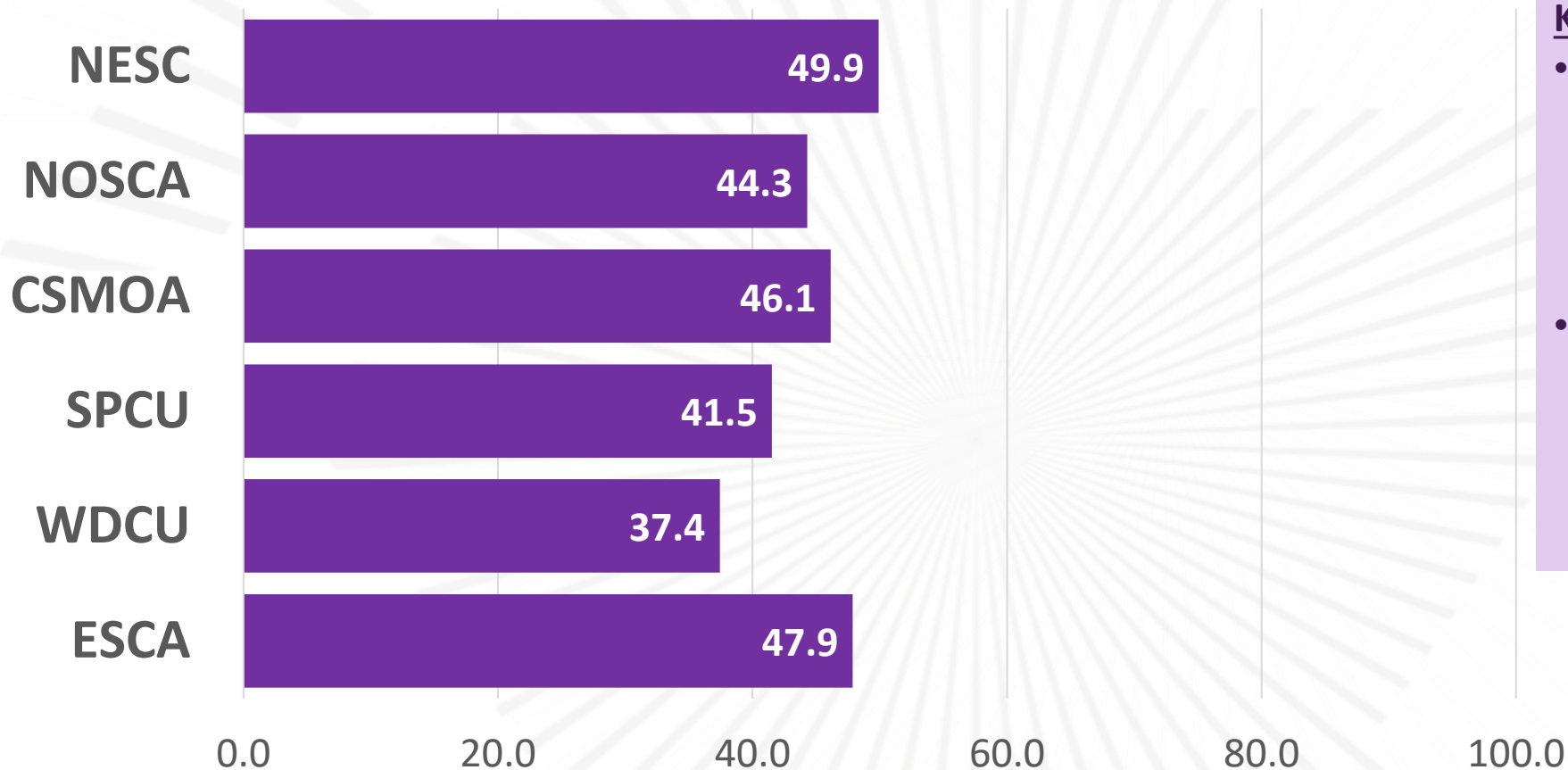


Key points

- There was clear support for complete transparency in the way we run CS, and improving how we communicate activity
- There was support for other duties that support the priorities expressed earlier (more Talent ID, cricket coverage, and facilities guidance / funding)
- Additionally, most supported seeking a national-level sponsor for the sport
- Creating a National Cricket Awards and Conference (which had been welcomed by many anecdotally) scored low

Cricket Scotland's Role

How do you rate (from 1-100) the relationship between Cricket Scotland and your region or association?



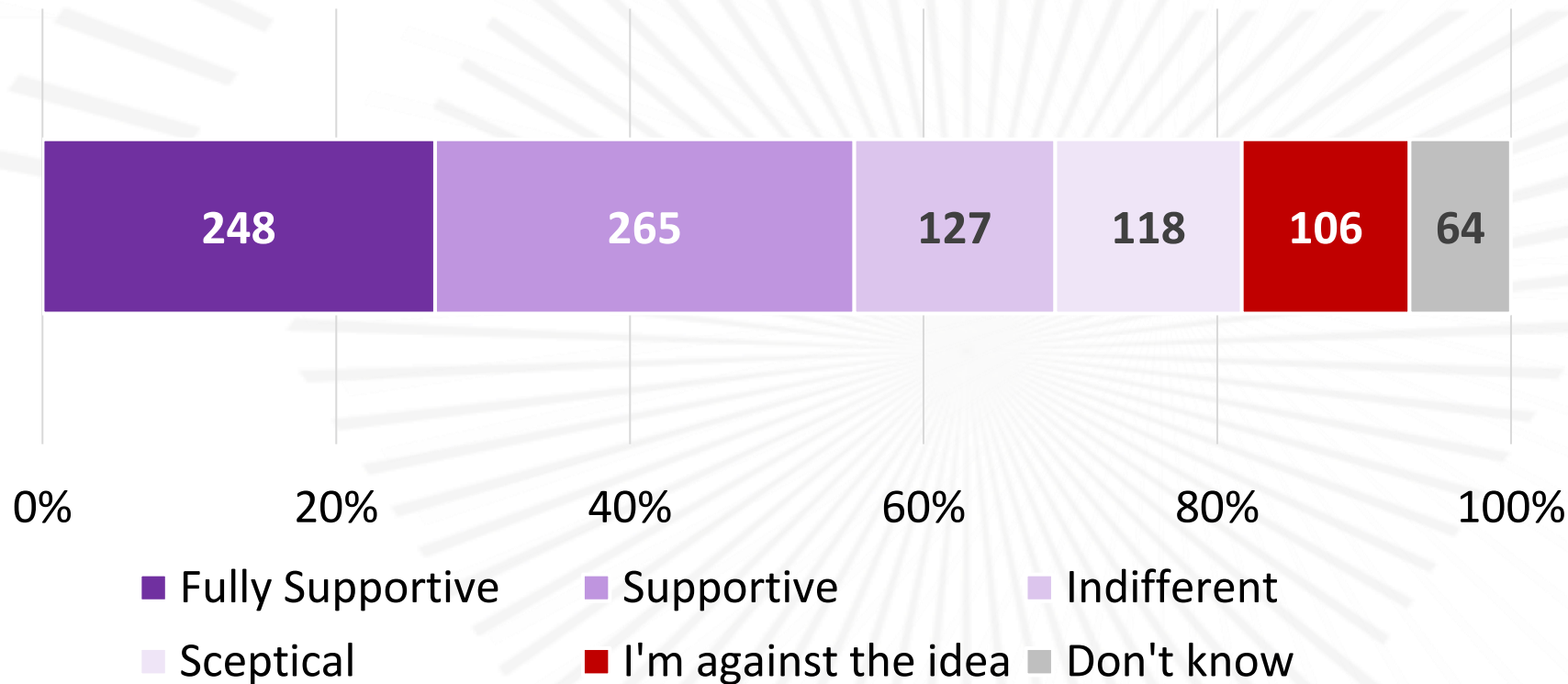
Key points

- The relationship between all Regions and Associations and CS were rated low, which is a clear priority for improvement
- CS's relationship with WDCU scored lowest, perhaps understandable given the recent 'special measures' imposed

Proposed Changes

Support for Proposed Changes

How do you feel about the Scottish Cricket Registration Scheme (SCRS)?

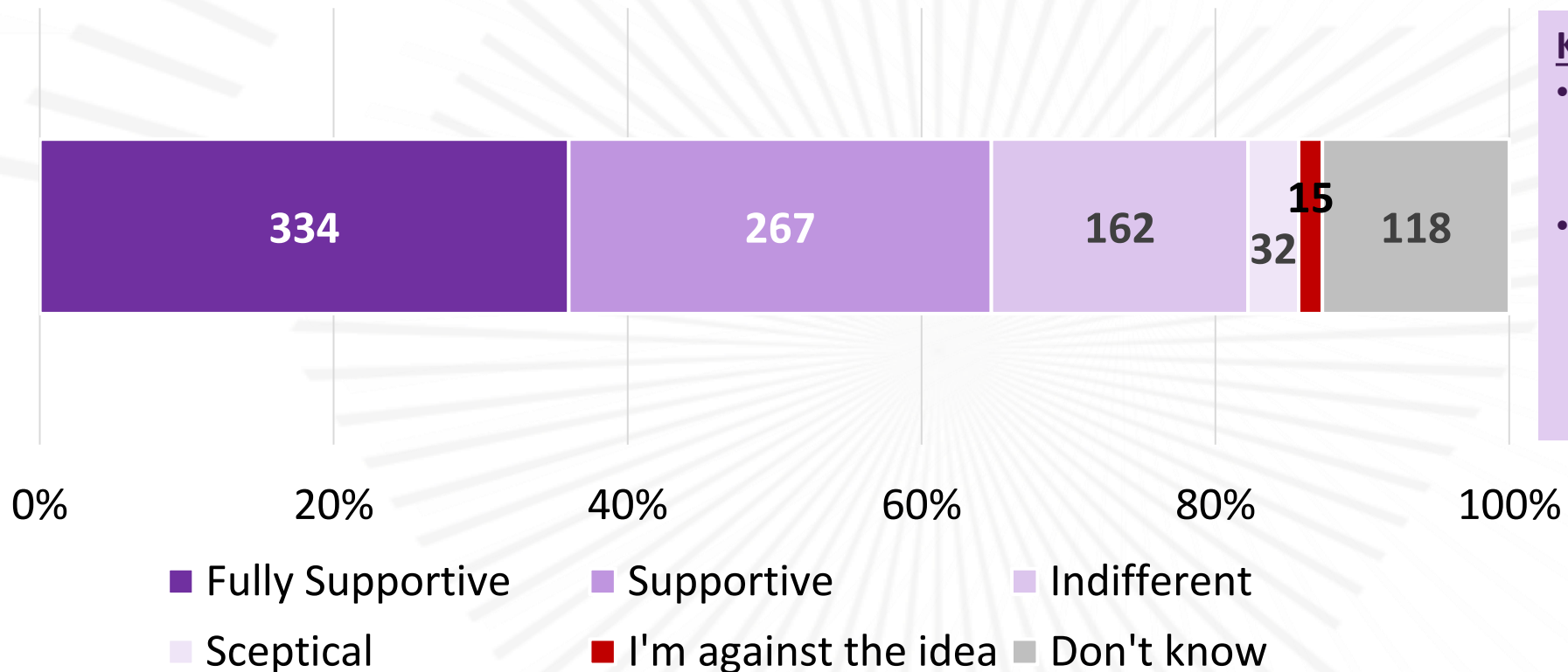


Key points

- Over half (55%) of respondents were supportive of the proposal
- However, almost a quarter (24%) were either sceptical or against the idea.
- It is clear that further dialogue is needed to set out the benefits of the system for the development of the game

Support for Proposed Changes

How do you feel about combining the two Boards of Cricket Scotland into a single body?



Key points

- This proposal had more support, with 65% supportive of the change
- There is only a small resistance to the change, although 13% remain unsure, suggesting further explanation is needed.

Consultation Events

Consultation Events

We will be holding a series of consultation events (please check website for latest information)





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