



SURREY
CRICKET
FOUNDATION



Final Report

Cricket Gear Reuse (CGR) Project

Executive Summary

Martin Charter & Steve Charter

The Centre for Sustainable Design[®]

University of the Creative Arts

January 2025

[Cricket Gear Reuse \(CGR\)](#) is funded by [UKRI](#) through the [Strategic Priorities Fund](#).

Cricket Gear Reuse (CGR) Project

1. Background

This report is an output of the [Cricket Gear Reuse \(CGR\)](#) project, which aimed to catalyse and support the acceleration of cricket gear and clothing reuse projects through action research. CGR was funded by [UKRI](#) through the [Strategic Priorities Fund](#) and was led by The Centre for Sustainable Design® (CfSD) at the University for the Creative Arts (UCA).

This Executive Summary describes the activities undertaken within three pilot cricket gear reuse initiatives with cricket clubs in west Surrey and south London. The report describes the lessons learnt from the three CGR pilots that can be applied to club, league and county activities that aim to increase cricket gear reuse and provides recommendations for running future cricket gear and clothing reuse schemes.

The report also sets out the key research findings and conclusions that relate to the environmental, social and economic benefits of such schemes. In addition, potential areas for future action research are highlighted that aim to deepen the understanding of the contribution that reuse schemes can make to enhancing circularity in the cricket gear sector. Such future action research would align with the stronger emphasis on Circular Economy arising from the new Government, including a Minister within DEFRA that has responsibility for Circular Economy (CE) and the establishment of a new CE Task Force.¹

2. Cricket Gear Reuse (CGR) Project: Aims and Objectives

The CGR project focused on:

- Exploring and encouraging strategies for the reuse of cricket gear and clothing.
- Identifying, understanding and measuring the social, economic and environmental benefits of doing so.

Cricket gear and clothing reuse schemes can include cricket bats, balls, gloves, pads, helmets, other protective equipment, shirts, jumpers, trousers, etc; although some schemes may have exclusions for practical or safety reasons e.g. helmets. Cricket gear and clothing reuse enables the extension of the life of items which contributes to: reducing waste and carbon emissions (environmental); lessening the financial barriers to accessing cricket gear and clothing (economic); and increasing participation through access to cricket gear and clothing with benefits for mental and physical health of young people and adults, and local communities (social).

The CGR project learned from county-based reuse schemes organised by Yorkshire, Gloucestershire and Derbyshire Cricket Foundations, and other known reuse schemes including: Lords Taverners Cricket Kit Recycling Scheme (LTKRS)²; Cricket Kindness; Bat for a Chance; Cricket Asylum Foundation Kit Library; Together for Sport (organised by Zero Waste Leeds); and Play It Again Sport (in Wales). These projects engaged with professional clubs and particularly recreational cricket clubs and players, where the vast majority of cricket is played in the UK, and where most cricket gear and clothing are

¹ UK Circular Economy Taskforce <https://www.gov.uk/government/groups/circular-economy-taskforce>

² At the time of the CGR project, LTKRS was operating but in November 2024 it was announced that it would close its warehouse in Spring 2025 <https://www.lordstaverners.org/news/cricket-kit-recycling-programme-to-phase-down/#:~:text=Given%20there%20is%20a%20break,warehouse%20closing%20in%20Spring%202025> .

Cricket Gear Reuse (CGR) Project

used. However, the details of the processes and channels for sourcing and redistributing cricket gear and clothing for reuse were unclear, as well as little data being available on social and environmental impacts e.g. waste and CO₂e reduction. The aim of the CGR project was to pilot and encourage the development of cricket gear and clothing reuse schemes that cater for different scales and levels of engagement, including club, league and locally organised schemes. As a result, the CGR project aimed to understand the potential to: i) expand the take-up and benefits of CGR schemes within recreational cricket, from the small club level to the large club level; and ii) to generate robust data on the social and environmental impacts including estimated waste and CO₂e savings from such schemes.

To achieve the CGR project Aims and Objectives, a number of activities were undertaken to initiate and facilitate an area-based reuse pilot in west Surrey and a club-based reuse pilot in south London. This included a series of organised donation and collection events that were undertaken in late March to early May 2024 and more flexible drop-off options in parallel.

The summary of the two schemes in the Farnham and Wandsworth / Earlsfield area is highlighted below:

- Farnham area scheme (west Surrey), supported by the local l'Anson cricket league, with Frensham CC (FCC – a small club) and Rowledge CC (RCC – a medium sized club): 183 items were donated and eighty-eight items collected for reuse, and the remaining ninety-five items were transported to Spencer CC (SCC) for reuse in their scheme
- Wandsworth / Earlsfield area scheme (south London) with SCC (SCC - a large club): 352 items were donated with an additional ninety-five items delivered after the closure of the Farnham scheme; due to logistical reasons, only fifty-two items were collected for reuse.

Three pilots were organised within the two schemes and a series of lessons were learnt related to the practicalities and outcomes of specific phases: a) planning, b) donations, and c) collections/redistribution. Across these phases cross-cutting activities included communications and stakeholder engagement, storage and organisation of cricket gear and clothing, and data management.

The CGR project included activities to pilot and encourage the development of cricket gear and clothing reuse schemes that cater for different scales and levels of engagement, including:

- Club organised schemes: pilots were implemented with FCC, RCC and SCC
- Area organised schemes: the Farnham area initiative engaged: two clubs (FCC and RCC); two schools (Ash Manor and Rodborough (part of the Weydon Multi Academy Trust)); one refugee; one local convenience store that acted as drop-off location; and various local stakeholders (e.g. Farnham Town Council; Farnham Sports Council; and Farnham Herald)
- League organised schemes: the CGR project was initially targeted clubs in the l'Anson league, however there was insufficient engagement other than FCC; this was despite, the l'Anson league secretary actively promoted the scheme to clubs in the league. Some clubs claimed that they were donating cricket gear and clothing to organisations and/or initiatives but details were unclear.

CGR project undertook a series of activities to improve understanding and generate data related to the reuse of cricket gear and clothing. The benefits of life extension of cricket gear and clothing through reuse schemes were seen as:

Cricket Gear Reuse (CGR) Project

- Reducing waste (environmental)
- Reducing financial barriers to accessing equipment (economic)
- Increasing participation in cricket generating mental and physical health benefits (social)
- Increasing club, community connections and resilience (social)

3. CGR Project: Activities

Three cricket gear and clothing pilot projects were organised in Farnham and Wandsworth / Earlsfield areas. The overall results of the CGR project are highlighted below (Table 1) followed by more specific descriptions of activities and results in each area and club included (Tables 2 and 3).

Table 1: Summary: Combined RCC & FCC, & SCC Donations and Collection of Cricket Gear and Clothing

| Cricket Gear and Clothing | Junior | Youth | Adult | Total Items | Total landfill diversion Kg | Total embodied CO2e Kg savings ³ |
|---------------------------|--------|-------|-------|-------------|-----------------------------|---|
| Donated | 84 | 205 | 246 | 535 | - | - |
| • Gear | 48 | 133 | 187 | 368 | - | - |
| • Clothing | 36 | 72 | 59 | 167 | - | - |
| Collected | 20 | 68 | 52 | 140 | 118 | -1547 |
| • Gear | 20 | 39 | 43 | 102 | 104 | -1080 |
| • Clothing | 0 | 29 | 9 | 38 | 14 | -467 |
| Total Surplus | 64 | 137 | 194 | 395 | - | - |

In total, 535 items of cricket gear and clothing (items) were donated with 140 items collected and redistributed back to players in local communities - representing a 26% success rate⁴. The project was well received from a social perspective (see Annex I) and environmentally the project diverted 118 Kg from landfill representing 1.6 tonnes of CO2e savings⁵. Overall more cricket gear was donated than clothing, with proportionally more adult items donated but more youth items collected (also see Tables 2 and 3). The 535 items that were donated included 368 items of gear (69%) and 167 items of clothing (31%) with 246 adult items (46%) donated compared to 205 youth items (38%) and 84 junior items (16%). The 140 items collected included 102 items of gear (73%) and thirty-eight items of clothing (27%) with fifty-two adult items (37%) collected compared to sixty-eight youth items (49%) and twenty junior items (14%). The breakdown of donated 535 items of cricket gear and clothing was: (i) 368 items of gear that included 101 balls (27%), 66 bats (18%), 47 batting pads (13%), 38 batting

³ The aggregated figures are derived from a carbon-reuse model produced for the Lords Taverners (LT) which incorporates data on embodied carbon on individual items cricket gear and clothing

⁴ The success rate is higher due to some donated items being reused within SCC e.g. balls, caps and helmets

⁵ This figure assumes no replacement after collection. Based on the LT model if items were used 80% of the time over: 18 months, CO2e savings would be (595) kg; 24 months, CO2e saving would be (804) kg; and 36 months, CO2e savings would be (1237) kg. These scenarios were constructed using coefficients from the LT model that were based on fixed overhead of CO2e associated with processing the kit, a base +GHG loss, the average life expectancy of the reused items relative to average new life expectancy. The closer the ratio gets to 1 the closer the reuse CO2e savings get to the equivalent CO2e of a newly manufactured item. In summary it is a ratio of life expectancies with a GHG loss % added.

Cricket Gear Reuse (CGR) Project

gloves (10%) and 36 helmets (10%) with the split between age groups being 187 adult items (51%), 133 youth items (36%) and 48 junior items (13%); and (ii) 167 items of clothing including 74 trousers (44%), 38 shirts (23%) and 29 sweaters (17%) with the split between age groups being 59 adult items (35%), 72 youth items (43%) and 36 junior items (22%). The breakdown of the 140 items of cricket gear and clothing collected was: (i) 102 items of gear that included 24 bats (24%), 23 batting gloves (23%) and 18 batting pads (18%) with the split between age groups being 43 adult items (42%), 39 youth items (38%) and 20 junior items (20%); and (ii) 38 items of clothing that included 26 trousers (68%) with the split between age groups being 9 adult items (24%), 29 youth items (76%) and 0 junior items (0%).

Frensham Cricket Club (FCC) Scheme, l’Anson League (a small club): part of the Farnham area pilot (west Surrey)

The FCC pilot included: one drop-off event (end of March 2024); flexible drop-off at a local convenience store; drop-off at a volunteers house; and one collection event (mid-April 2024). There was limited engagement from FCC players in the drop-off and collection events, which meant that the remaining gear was collected and then transported to RCC (approx. 2.5 miles) to be sorted, documented, and integrated with cricket gear and clothing donated to RCC, prior to a collective RCC/FCC collection event (details below).

Rowledge Cricket Club (RCC) Scheme, Southern Premier League (approx. 150 playing members and thirteen youth / junior teams): part of the Farnham area pilot (west Surrey)

The RCC pilot included: one drop-off event (early April 2024); flexible drop-off at local convenience stores; one collection event for Ash Manor School and an Afghan refugee from Headley, Bordon &

Table 2: Summary: Combined RCC & FCC Donations and Collection of Cricket Gear and Clothing

| Cricket Gear and Clothing | Junior | Youth | Adult | Total Items | Total landfill diversion Kg | Total embodied CO2e Kg savings |
|----------------------------------|---------------|--------------|--------------|--------------------|------------------------------------|---------------------------------------|
| Donated | 30 | 70 | 83 | 183 | - | - |
| • Gear | 17 | 43 | 54 | 114 | - | - |
| • Clothing | 13 | 27 | 29 | 69 | - | - |
| Collected | 11 | 44 | 33 | 88 | 74 | -934 |
| • Gear | 11 | 30 | 27 | 68 | 67 | -710 |
| • Clothing | 0 | 14 | 6 | 20 | 7 | -224 |
| Redistributed to SCC | 19 | 26 | 50 | 95 | - | - |

Whitehill CC (HBWCC) (end of April 2024); and one collection event timed to coincide with an RCC youth and juniors coaching session on a Friday evening with parents in attendance (early May 2024). The combined donations from FCC and RCC were of 183 reusable items of which eighty-eight items were redistributed (39 were collected by Ash Manor School, eleven collected by HBWCC for an Afghan refugee, eight collected by Weydon School for pupils, with the remaining thirty items collected by fourteen other individuals). This represented a 48% success rate. Excess gear and clothing (95 items) were transported to SCC for potential redistribution within their scheme. A follow-up survey with

Cricket Gear Reuse (CGR) Project

recipients of cricket gear and clothing 4-6 weeks after the pilot closed revealed positive feedback, despite low response rates partially due to relatively low engagement of direct participants (see Annex 1).

Spencer Cricket Club (SCC) Scheme, Surrey Championship (approx. 1,550 playing members, including around 1400 junior and youth members – of these totals around five hundred are women’s and girls’ team members): the core component of club pilot in Wandsworth / Earlsfield (south London)

SCC is a large club, catering for a large and diverse membership and arranged a higher number of CGR scheme events including two drop-off events and three collection events. These drop-off and collection events were organised in March – April 2024 to align with well attended pre-season junior and youth coaching during the Easter holidays. However, these events did not lead to any cricket gear or clothing donations or collections. As the events were unsuccessful, a flexible ongoing drop-off system was established using a specific drop-off point in the main club pavilion. Through this adjustment, a significant amount of cricket gear and clothing was donated via players and parents from within SCC.

A physical location to store the gear was also identified within SCC’s facilities that enabled longer time storage. For FCC and RCC temporary storage on site ended at the start of the cricket season as changing rooms and pavilions were then fully utilised, and no additional storage was available or identified.

By the end of April 2024 an internal SCC audit found eighty-nine items had been donated for reuse with an additional ninety items donated by seven players/parents, totalling 179 items. By the end of May 2024, the flexible drop-off system led to an additional 173 items being donated. By the end of August 2024, 352 items had been donated, which meant that 447 items had been donated in total, including the ninety-five items of cricket gear and clothing transported from the Farnham pilots. Excluding the donated items transported from the Farnham project, there was a 15% success rate (based on 352 items donated and 52 items collected)

Table 3: Summary: SCC Donations and Collection of Cricket Gear and Clothing

| Cricket Gear and Clothing | Junior | Youth | Adult | Total Items | Total landfill diversion Kg | Total embodied CO2e Kg savings |
|---------------------------|--------|-------|-------|-------------|-----------------------------|--------------------------------|
| Donated | 54 | 135 | 163 | 352 | - | - |
| • Gear | 31 | 90 | 133 | 254 | - | - |
| • Clothing | 23 | 45 | 30 | 98 | - | - |
| Collected | 9 | 24 | 19 | 52 | 44 | -613 |
| • Gear | 9 | 9 | 16 | 34 | 37 | -370 |
| • Clothing | 0 | 15 | 3 | 18 | 7 | -243 |
| Surplus | 45 | 111 | 144 | 300 | - | - |
| Redistributed from RCC | 19 | 26 | 50 | 95 | - | - |
| Total at SCC | 64 | 137 | 194 | 395 | - | - |

Cricket Gear Reuse (CGR) Project

Due to a lack of time, staff and volunteers at SCC and challenges with 'bolting down' agreements with schools and disadvantaged groups, little cricket gear and clothing was redistributed. However, two organisations did collect cricket gear and clothing for reuse: Rodborough School (part of the Weydon Multi Academy Trust) became aware of the CGR project after the Farnham scheme had closed and twenty-four items were transported from SCC to the School; and the Afghan Refugee Group via Kingston Borough Council collected twenty-eight items. Due to the limited engagement a follow-up survey was not completed. During October 2024, the remaining donated cricket gear and clothing was prepared for transportation to LTCGRS prior to the SCC MD returning from an extended break in December 2024. However, in November 2024, LTCRS announced the closure of the programme.

4. CGR Project: Key Findings and Lessons Learnt

The key findings and lessons learnt from the CGR project are discussed below.

4.1 CGR Project: Key Findings

Local and club based CGR schemes are an effective strategy for catalysing and supporting the acceleration of cricket gear and clothing reuse projects and behaviour.

Organising and supporting local and club-based cricket gear reuse (CGR) schemes is one effective element of a broader range of strategies that might be implemented to encourage the reuse of cricket gear and clothing. Local and club based CGR schemes can readily integrate with other cricket gear and clothing reuse organisations, where a proportion of the donated gear and clothing is redistributed locally in communities and any excess cricket gear and clothing is distributed to those organisations. However, the impending closure of LTCGRS is significantly reducing the capacity of cricket gear and clothing capacity in England and Wales.

CGR schemes should consider the following:

- The common and different reuse issues associated with different cricket gear items: cricket gloves, batting pads, balls, helmets, bats, clothing and other personal protective equipment (PPE)
- Any potential exclusions of specific items for practical or safety reasons e.g. damaged helmets and cricket gear and clothing which is not fit for immediate reuse.

The CGR project recognised that PPE regulations - particularly relating to batting pads and gloves - are focused on cricket gear manufacturers, retailers and distributors. Second life gear is 'owned' by customers and not manufacturers. If no resale is involved in a reuse scheme, it can be argued that one 'customer' is simply passing the cricket gear to another 'customer' e.g. with no manufacturer involvement. In this situation, cricket gear and clothing might be considered to be products that are already on the market, in contrast to a first life sale where the manufacturer, retailer or distributor is 'placing the product on the market'. This is a 'grey area' with little guidance or interpretation at present.⁶

⁶ The above should not be considered to be legal advice and any action taken is the responsibility of individual organisations and not the responsibility of the authors.

Cricket Gear Reuse (CGR) Project

4.2 CGR Project: Lessons Learnt

The following headings and sections outline some of the overall lessons learnt from delivering the pilot schemes and observing their activities and outcomes.

4.2.1 Engaging local clubs and initial set-up phase

The initial development of the CGR project resulted from various local meetings, working with the I'Anson League secretary, and from organising, recording and disseminating a webinar on sustainability and circularity in the cricket gear and clothing sector. The CGR project built on CfSD's extensive research and development through [PASIC \(Platform for Accelerating Sustainable Innovation In Cricket\)](#) that included a recent project with LTCKRS to estimate the carbon impacts of cricket gear and clothing reuse and the development of a tool to analyse the CO₂e savings resulting from reuse⁷. In addition, research, activities and experience related to repair cafés and in particular the development and organisation of [Farnham Repair Café](#) contributed to project development due an understanding of the issues involved in establishing local circularity initiatives.

To achieve the CGR project Aims and Objectives, a number of activities were undertaken to initiate and facilitate two area-based cricket gear reuse pilot schemes in west Surrey and south London that involved three clubs:

- Farnham Area pilot (west Surrey), supported by the local I'Anson cricket league, with FCC and RCC: 183 items donated and eighty-eight redistributed items for reuse with ninety-five surplus items transported to SCC for reuse
- Wandsworth / Earlsfield pilot (south London) with SCC: 352 items donated with an additional ninety-five items received from RCC and fifty-two redistributed for reuse

The three clubs had had limited engagement in cricket gear and clothing reuse schemes: SCC had participated in the Cricket Kindness project in the past; FCC had had participated in redistribution of cricket gear and clothing to LTCKRS but the details were not clear, whereas RCC had not previously participated in any reuse projects with LTCKRS or others.

The initial plan was to engage 5-10 clubs in the Farnham area via the I'Anson League but interest was limited. In practice, the project evolved organically, through engaging with local stakeholders. The ability to engage with the organisations was aided by the CGR project lead's role and reputation locally as founder and Chair of the Farnham Repair Café. The local stakeholders that were engaged included:

- Town council e.g. town clerk
- Sports council e.g. chair
- Cricket club e.g. chairs
- Cricket league e.g. secretary
- State schools e.g. head of PE

⁷ PASIC <https://cfsd.org.uk/projects/cricket/>

Cricket Gear Reuse (CGR) Project

- Newspaper e.g. head of content

The engagement with the clubs in the Farnham area came via personal connections and meetings. A connection with the I'Anson League secretary came via a volunteer at Farnham Repair Café who is league umpire. The connection with Farnham Sports Council came via the Farnham Town Clerk who made an introduction, who in turn introduced the CGR project lead to the Chair of RCC. A meeting with the Chair of RCC, then led to an introduction to the Chair of FCC. Subsequent to this a series of meetings were held to plan the details of each club's reuse activities.

The SCC connection came via a member of staff of Surrey Cricket Foundation (SCF) attending a webinar organised by CfSD on sustainability and circularity in the cricket gear and clothing sector, which then led to an introduction to the SCC Managing Director (SCC MD) and an online meeting. An in-person meeting at SCC was then held, which confirmed the SCC MD's enthusiasm to participate in the CGR project due to perceived fit with SCC values and community engagement priorities (e.g. Spencer ONE access to cricket initiative with schools). SCC had previously engaged with Cricket Kindness – which subsequently closed due to the founder returning to Australia – and therefore had experience of a cricket gear and clothing reuse scheme. SCC had built a relationship with SCF that gave potential access to other clubs, schools, local authorities and disadvantaged groups.

In person meetings with club contacts (e.g. chairs of clubs) and other local stakeholders was the most productive strategy and enabled more relevant connections to be made.

4.2.2 Planning Phase

The CGR project highlighted that a structure and system for programmes and activities is important but random factors need to be planned for.

The CGR project indicated that the following issues are important to consider when planning CGR schemes:

- All clubs are different and approaches need to be specific for each club; and importantly club chairs / captains have different personalities and approaches.
- Email promotion can generate some interest, however, meeting chairs and recruiting volunteers is important. A series of meetings and briefings (both physical and online) are required to ensure chairs and volunteers are on 'the same page.'
- Clubs need to recruit and delegate specific tasks to volunteers. Effective schemes will need: i) an interested club within a committed club officer (e.g. chair and/or team captain); and ii) people within the club to dedicate time to running the scheme e.g. at least one committed volunteer, for example, a player or parent of a youth member. The recruitment and engagement of a volunteer for the RCC pilot was very useful resource.
- Getting buy-in / agreement by club chairs and/or captains on specifics is essential e.g. recruiting volunteers, agreement regarding distribution or not of helmets, etc.⁸
- Internal surveys (to gauge interest) and communications within clubs to members needs to have targeted messages to gain interest i.e. to parents of young players.

⁸ Club coaches, schools and parents value helmets: (i) it is necessary to define what are the real risks are with second life helmets and who is responsible e.g. any risk of damaged helmets; and (ii) further research is required into the approaches used by schools to complete risk assessment of sports gear provided by schools to be used by pupils

Cricket Gear Reuse (CGR) Project

- WhatsApp is a useful means of communications with those people specific engaged in the project, within clubs and between wider networks of potential beneficiaries and supporters.
- Engagement of Heads of Physical Education (PE), Health and Social Wellbeing at state school academies and separate state schools are key targets for early engagement
- In practice, it appears that the only CGR tools / resources that were used by clubs chairs were: i) donation and collections forms (see 4.2.3); and ii) basic text about each CGR scheme that was included in promotional emails to members

The following practical issues are important for any future schemes:

- It is likely that some form of external catalyst (from outside the club) will be needed to initiate cricket gear and clothing reuse initiatives. This may be an initiative and/or a person. If it is a person, they will need to have knowledge of what actions are required, by whom and when, to ensure that each phase of the scheme is planned and implemented. In the pilot schemes, without the CGR project lead's input, many things would not have happened. Once CGR schemes have been running for at least 1 or 2 years, external catalysts may not be needed, if there is consistency over who is organising the club's scheme and how it is organised, and the initiative becomes integrated into the club's calendar of activities.
- The availability of storage space at cricket clubs is a significant factor that needs to be considered in relation to the timing of key events e.g. donation and collection, and the movement of cricket gear and clothing, particularly pre-season and end-of-season. Depending on fixture lists, changing rooms and club pavilions will normally only available for temporary storage of donated cricket gear and clothing until late April/early May or after late September/early October. Larger clubs may have more flexibility for storage space but this may also be 'time limited' before space is taken over by winter sports teams.
- Creating flexible routes for donation, including some structured events, was partially successful e.g. some cricket gear and clothing was dropped-off at donation events but as indicated earlier items were also dropped-off directly at all three clubs in the pilot. Donation of cricket gear and clothing at club's facilities (e.g. changing rooms and pavilions) depends on the club being open pre- or post-season e.g. club facilities are normally closed out of season. In addition, the time when pavilions or clubhouses are open will be time-limited according to who has access (i.e. designated key holders). The engagement of local community-based drop-off and temporary storage locations (e.g. local convenience stores) offers flexibility for players and/or parents to drop-off cricket gear and clothing and prior to collection by club CGR coordinators and/or volunteers for storage prior to redistribution.
- Most cricket gear and clothing that was donated into the CGR pilots came from within the 'bubble' of the clubs e.g. players / parents, and not from people outside the 'bubble' of the clubs. Therefore there needs to be broader communications plans to engage with a wider number of stakeholders.
- There is a need to raise awareness of collection events amongst schools, disadvantaged groups, 'cash strapped' families and amongst other clubs. It is important to engage with county cricket foundations to enable connections to be made with clubs, schools and local authorities to gain access to disadvantaged groups.
- Additional thinking, planning and communication is needed to increase collection opportunities from clubs. For example, integrating a collection event into evening coaching sessions worked well at RCC as there were a lot of parents and players present. But pre-communications of the collection event were limited, so awareness raising at the event was needed e.g. physical networking with parents to advise them that there was cricket gear and

Cricket Gear Reuse (CGR) Project

clothing available to collect – then and there!. It was also felt that posters and a pop-up banner promoting the availability of the cricket gear and clothing would have increased awareness and visibility at the event.

- There was a positive community reaction to Facebook posts by CGR project lead in relation to donation and collection schemes in the Farnham area. In club and wider communications through local social media and press it is important to show pictures of the cricket gear and clothing donated and collected at clubs etc e.g. to show the physical impact and benefit.

4.2.3 Toolkit Development and Use of Tools

The purpose of producing a set of tools was:

- To test if the tools helped to improve and de-risk the planning and organisation of the cricket gear and clothing reuse schemes.
- To test if the availability of tools stimulated the initiation of new schemes.

The development of the tools built on lessons learnt from the Yorkshire Cric-Kit scheme, the experiences of the Yorkshire and Gloucestershire schemes and a research report completed by CfSD on the Yorkshire scheme. Some new tools were developed directly within the CGR project and some were adapted from other initiatives, such as some posters encouraging involvement in donating *clean* gear for reuse from the LTCKRS initiative.

The CGR [Toolkit](#) consisted of 18 different project tools and resources that were created to cover key themes relating to setting-up and organising cricket gear and clothing reuse schemes, including:

- Briefing notes for general guidance and background information
- Good practice guides and tools e.g. awareness raising posters; forms for donation and collection events
- Survey tools e.g. to test demand for reuse events
- Communications and outreach resources

A webinar was organised on [How & Why to Run a Cricket Gear Reuse Scheme](#) that included a listing and explanation of the tools that was promoted by the I'Anson League secretary to 39 clubs. This resulted in 5-10 enquiries but there were no attendees to the early evening webinar due to many club chairs / managers being too busy with day jobs and other commitments. The webinar was recorded and uploaded to YouTube in March 2024, and as of November 2024 had had 143 views. This indicated some level interest, although it is unclear if any viewers have taken any action as a result of viewing the webinar.

The RCC, FCC and SCC contacts were made aware of the webinar and CGR [Toolkit](#) but in practice did not download and use these tools primarily due to lack of time to engage with detail.

In addition, surveys using Google forms were distributed to FCC, RCC and SCC contacts and sent out to club members with the aim of capturing information on the level of interest in the schemes. However, response from the surveys was limited and so no solid lessons could be learnt.

The CGR project lead ensured that printed Donation and Collection Forms (two forms in the CGR [Toolkit](#)) were used at Donation and Collection events as the primary means of capturing data to monitor the outcomes of the CGR pilots. There was also completion of forms by some individuals who brought cricket gear and clothing into clubs, but they were primarily completed by hand by the CGR project lead at each donation and collection event. Data from each form was input into an excel for

Cricket Gear Reuse (CGR) Project

analysis. There were some challenges with the legibility of the entries into paper Donation and Collection Forms completed by individuals donating or collecting items e.g. some emails could not be deciphered. This highlighted the potential usefulness of some form of online recording for accuracy and consistency of data entry. This was underlined by feedback from the MD SCC and chair of RCC that indicated that data collection would be made significantly easier if forms were digital / App based for use on a tablet or smart phone.

4.2.4 Targeted communications

Communications with the club members (e.g. adult players or parents related to junior / youth players) was completed through club chairs via email lists, WhatsApp groups or other club cricket Apps. The CGR project lead provided information, which was then edited and sent out to members by the chairs of RCC and FCC, and the MD SCC. Communications from clubs were restricted to the 'club bubble' and did not go outside. It therefore became apparent that a wider local media and communications strategy is necessary to reach wider audiences outside of club memberships e.g. potentially new players or those that cannot afford kit. There was also limited press coverage about the schemes in the Farnham and Wandsworth area despite targeted press activities completed via the CGR project lead.⁹

Feedback indicated that it is necessary to highlight 'junior / youth cricket' in email subject titles, club e-newsletters or WhatsApp messages sent to club members to gain the attention of parents of 'junior / youth' players as they generally ignored messages unless they were directly relevant to them.

State schools are key potential recipients of donated cricket gear and clothing, due to the of lack of government or local authority funding for sports gear. A learning was that it is necessary to send communications about CGR schemes early to Heads of PE at state schools, and/or any county sport and activity programmes that engage with Heads of PE. State schools need information in advance, to be timed to align with Easter shift to cricket, as many teachers are likely to address issues term by term, with little time for significant planning in advance. Due to time constraints within the CGR project, private schools were not contacted in the pilots but are seen as potentially significant suppliers of donated cricket gear and clothing.

There is no ideal standard format for the communication of information on CGR schemes, as clubs and other stakeholders have different needs and preferences. Activities can be promoted through mixed media communications e.g. webinars, social media, emails and downloadable content i.e. PDF guides. Also podcasts and informal - but structured - YouTube guides to CGR schemes might be considered.

4.2.5 Dedicated responsibilities

As engagement in a CGR pilot will be entirely new to most clubs and related organisations, formal involvement of relevant county cricket foundations and larger clubs is likely to be useful. However, to engage larger organisations is likely to need planning and communications well in advance (e.g. proposing agenda items at Board Meetings and/or AGM and/or annual work plan discussions).

Most of the chairs and others engaged in cricket clubs are, in effect, volunteers that have day jobs and can only spend time outside of work hours – and therefore their time is extremely limited for new projects. Therefore to help establish and coordinate CGR projects securing input from people in paid roles is at a premium (e.g. from a county cricket foundation). If tasks related to CGR schemes become

⁹ Media coverage of the CGR project <https://cfsd.org.uk/projects/cgr/media/>

Cricket Gear Reuse (CGR) Project

part of the annual work plan within designated roles within county cricket foundations, this means that cricket gear and clothing reuse activities is more likely to be integrated into communications and activities with clubs, schools and disadvantaged groups.

4.2.6 Flexible donation systems, storage and collection systems

A mix of structured and flexible systems appear to work best.

The CGR pilot project experience suggests that flexible drop-off / donation systems for cricket gear and clothing appear align better to people's busy lives rather than fixed time / date events for drop-off / donation. For example, drop-off points at clubs and/or at an accessible locations in the communities i.e. a convenience stores were found to be a productive strategy. The participation of a local convenience store in close proximity to FCC and RCC as a drop-off point allowed for temporary storage of donated cricket gear and clothing until the chair of FCC could collect gear.

A broad structure is needed for organised collection (i.e. agreed dates and times for collecting cricket gear and clothing by state school PE staff or cricket clubs that have players that cannot afford cricket gear and clothing e.g. refugees). However, collection dates and times needs to be coordinated and organised based on the availability of state school PE staff and club chairs (e.g. late afternoon or evening or weekends). If convenient times cannot be organised, transportation of cricket gear and clothing to schools may need to be organised.

5.7 Summary

Overall lessons included:

- There is wider interest in CGR schemes as indicated by 143 YouTube views (March - November 2024) of the [How To Run A Cricket Gear Reuse Scheme](#) webinar recording since being made available on 17th March 2024. This is despite the promotion of the recording being limited.
- Local reuse schemes can generate measurable social, economic and environmental benefits e.g. CGR project led to 118 kg landfill diversion and (1547) CO2 emissions.
- Planning for any final excess cricket gear and clothing to be distributed to other reuse schemes e.g. Bat for a Chance, Cric-Kit, etc offers a route for completing the scheme each year if there is no space for storage of cricket gear and clothing.

Specific lessons were learned in relation to particular cricket gear and clothing items:

- Helmets and balls were valuable for internal use by clubs i.e. for coaching
- To increase the range of helmets available for youth players for coaching, clubs need to risk assess donated helmets
- It was noted that a considerable number of male youth players used adult cricket gear. This emphasised the challenge faced by parents of accommodating growth rates as juniors become youth players and need new cricket gear and clothing.
- A limited amount of specialist female cricket gear and clothing was donated. For purposes of the data collection and analysis, items were not sub-divided by sex due to the small number of items geared to females.
- Professional cricket clothing was donated to SCC, notably Surrey Cricket women's clothing with sponsors logos. This is likely to be due to SCC's connection to professional players that are required to replace clothing annually due to sponsorship and/or designs changes

Cricket Gear Reuse (CGR) Project

The project identified that more cricket gear is donated and collected compared to clothing. The ratios of cricket gear and clothing donated and collected were similar, but the clothing that was collected was a relatively small volume. Within the two schemes (see Tables 1 and 2): 535 items of cricket gear and clothing was donated representing 368 items of gear (69%) and 167 items of clothing (31%); with 140 items collected representing 102 items of gear (73%) and thirty-eight items of clothing (27%). This is an important point for further research, as a lot of donated cricket clothing might then become further 'stored waste' or landfilled rather than redistributed for reuse, unless alternative routes for reuse or materials recycling can be found.

To promote, enable and encourage a significant growth in local and club based CGR schemes the following actions are recommended:

- **Involve people who have paid roles** - engage people in county cricket foundations and/or other organisations that have dedicated time to contribute directly to organising or to helping secure the engagement of key stakeholders, particularly schools and disadvantaged groups. This is particularly important in identifying and determining the needs for donated cricket gear and clothing and facilitating collection.
- **Engage volunteers** - involve people with clubs who have dedicated capacity (time, knowledge, enthusiasm) to facilitate and support the organisation of local cricket gear and clothing reuse schemes.
- **Communications and stakeholder engagement** - local, county and national strategies are needed to promote the social, economic and environmental benefits of CGR schemes: i) to build awareness and engagement; ii) to encourage behaviour change; iii) involve relevant community networks, cricket networks and state schools; and iv) to build links with county programmes that promote physical activity and sport for health and wellbeing
- **Online guidance, peer-support, learning and support systems** - informal online guidance and support systems are needed to progress CGR schemes, including: i) YouTube and podcast guidance on the organising and the benefits of CGR schemes; and ii) digital tools and/or Apps for data-capture of donated and collected items of cricket gear and clothing, and stock management of donated, collected and distributed gear

Overall, there is a need to engage with and influence cricket's and schools' ecosystems, particularly those at local and county levels that promote sport and exercise (county council based), and those in the voluntary sector e.g. the Community Action Network (CAN).

5. CGR Project: Conclusions and Recommendations

In general, it can be concluded that local and club based CGR schemes can potentially increase participation in cricket, particularly amongst state schools and disadvantaged groups that lack access to good quality cricket gear and clothing. CGR projects provide a strategy to increase the social benefits associated with participation and to reduce the environmental impacts associated with stored cricket gear and clothing, particularly by extending the use phase of cricket gear and clothing to a second life, and potentially multiple lives.

Cricket Gear Reuse (CGR) Project

The CGR project confirmed prior anecdotal evidence that:

- There is a lot of stored, reusable cricket gear and clothing
- The majority of unused cricket gear and clothing is of good quality and is immediately reusable
- State schools need cricket gear to enable pupils to play the game
- There are 'cash strapped' families that have children that want to play but cannot afford gear
- Refugees want gear to be able to play
- Reuse schemes can bring social benefits to local communities

A set of principles can be defined for planning and operating effective CGR schemes. However, standard models may not be appropriate as every club situation is different due the number of variables involved in different levels and scales of clubs and facilities and how much individuals want to or are able be involved.

Principles for effective CGR schemes:

- **Dedicated lead** - ensure there is a dedicated lead for a club or local area CGR scheme who is supported by a team of volunteers and / or partners who are committed to be involved in key roles and activities including planning and coordinating the scheme, organising donation and collection / distribution events and systems, communications and social media.
- **Planning** - plan in advance for: i) donation and collection/redistribution phases, and ii) for storage facilities e.g. being clear whether storage facilities are limited to a specific time window.
- **Engagement and communications** - develop an engagement and communication plan targeted at different audiences that covers: i) internal engagement (within the club); and ii) external engagement beyond the club e.g. that reaches to a) local community and stakeholder networks and b) wider external cricket networks.
- **Relationships** - build relationships and commitment in advance with significant stakeholders and beneficiary groups, particularly:
 - Participation Managers and Participation Officers of county cricket foundations.
 - Heads of PE in schools, school academy groups, and county activity and sports engagement officers e.g. Active Schools Manager within the Active Surrey.
 - Bodies and networks that directly engage economically disadvantaged groups and refugees (for whom the cost of cricket gear is a barrier to participation).
- **Flexibility** - organise flexible donations systems that enable convenient drop-off of cricket gear and clothing at locations in the local vicinity of clubs.
- **Structure** - arrange structured collection events and systems to cater for local schools and disadvantaged groups; but be flexible to adjust to engagement opportunities as they arise.
- **Integration** - integrate cricket gear and clothing donation and collection/redistribution events into early season and other coaching sessions
- **Data collection** - consider the development of an App or digital mechanism that includes CGR scheme forms, templates, guides and a mechanism for data entry as feedback from project participants indicated that it is more likely to be used than printed or downloadable documents.

Cricket Gear Reuse (CGR) Project

6. Future Action Research Opportunities

Building on the foundations of the CGR project, a longer term action research project might be established to deepen the understanding and measurement of the social, economic and environmental benefits of local, club-based and county-based CGR schemes.

A three year CGR action research project would:

- Define a clear set of principles and patterns for delivering effective CGR schemes at various levels
- Establish the foundations for scaling and quantifying the benefits of CGR schemes across defined catchment areas across England and Wales (E&W)
- Enable the development and refinement of a set of digital / online tools and resources
- Enable a robust data collection and analysis programme to establish environmental, social and financial impact
- Measure the take-up of schemes in general, specific activities, changes in behaviour, and the benefits arising from CGR schemes, to determine the factors to enable efficient scaling of CGR schemes
- Calculate estimates of the benefits arising from such scaling, in order to determine the projected contribution that reuse schemes can make to achieving circularity targets in the cricket gear sector as a whole (e.g. by 2030).

7. Options for Expanding CGR Activity and Benefits

Options for expanding cricket gear and clothing reuse include:

- County Cricket Foundations establishing or increasing active engagement in county-based rollouts of cricket gear and clothing reuse schemes, with support from relevant county sport and activity bodies and a national roll-out with support from ECB and DCMS.
- Engaging large clubs in cities and urban areas that have additional facilities and who have established relationships with county cricket systems and staff as they can play a leadership role in developing, refining and rolling out CGR schemes. This would include engaging with other leagues, clubs and networks of schools.
- Involve league secretaries to help promote the principles, practices and benefits of CGR schemes, to cater for and engage clubs of different levels and scales.
- Securing funding for a three year partnership project with a specific remit of undertaking activities to promote and expand cricket gear and clothing reuse activities in the E&W. Such a partnership project would have a particular focus on expanding the social and economic benefits of these activities for disadvantaged groups, alongside increasing the environmental benefits arising from these activities e.g. reduced waste and CO₂e. The proposed project could be taken forward by existing stakeholders currently engaged in or interested in expanding cricket gear and clothing reuse activities.
- Establishing a team or network of organisations and individuals with a specific interest in and/or remit of undertaking activities to promote and expand cricket gear and clothing reuse activities at any relevant level will expand the social and economic benefits for disadvantaged groups and increase the environmental benefits arising from these activities.

Cricket Gear Reuse (CGR) Project

Annex 1

Farnham CGR pilot: Follow-up survey

Feedback was sought from those who received cricket gear and clothing from the Farnham reuse pilot. The aim was help evaluate the outcomes and gather feedback for future development. Follow-up research was targeted at: individual participants; an Afghan refugee; and a representative from Ash Manor School. Fourteen individual participants were sent a Google doc survey 4–6 weeks after the collection event to gather impact data, understand the benefits and interest in future schemes. In addition, an email follow-up was sent to the Afghan refugee and the representative from Ash Manor School that participated in the pilot. Although the sample size is tiny the feedback indicates a positive reaction to the CGR project.

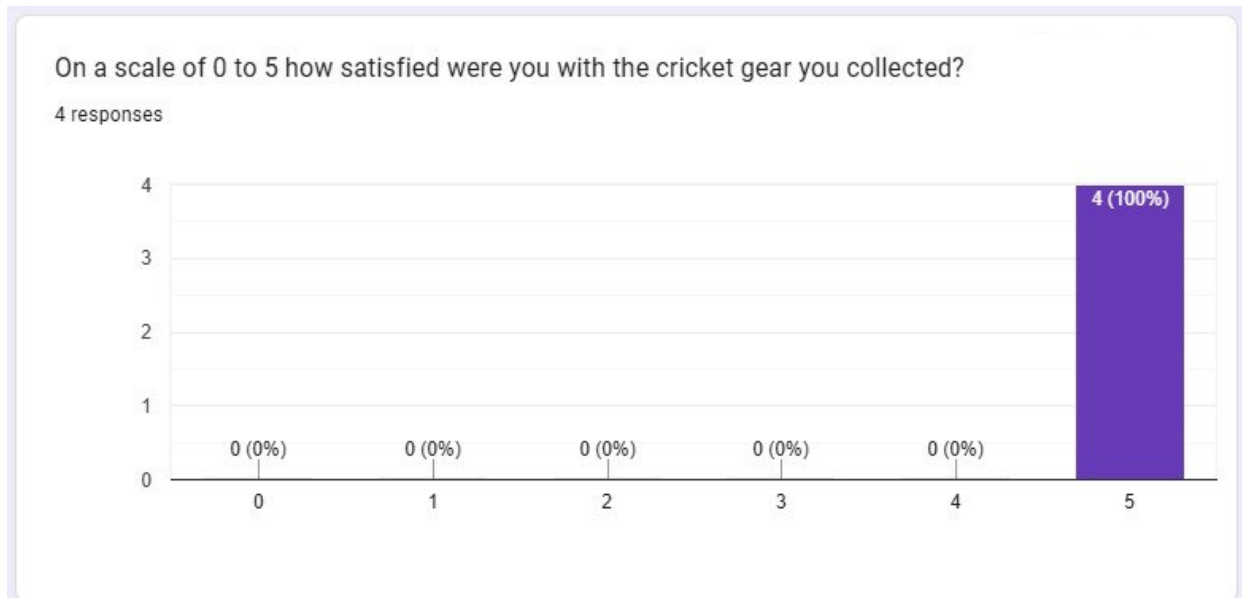
Results from the survey of individual beneficiaries

A Google doc survey was sent to the fourteen individuals who participated in the collection event at RCC, which generated four responses. Two quotes below illustrate the social benefits of the project followed by three graphs which also indicate the positive reaction to the initiative.

“My son drove home clutching a full kit bag, with the biggest smile. We weren’t in a position to buy kit for him and knew that would be an obstacle for him to access opportunities at school. He loves cricket, plays in the garden but we could see both potential and passion. I couldn’t believe it when he mentioned the scheme. I felt extremely grateful driving him back home with the kit on his lap. Thank you for providing this. I also want to add that the way the kit was given was done without any sense of me feeling shame or embarrassment. Dignity intact!”

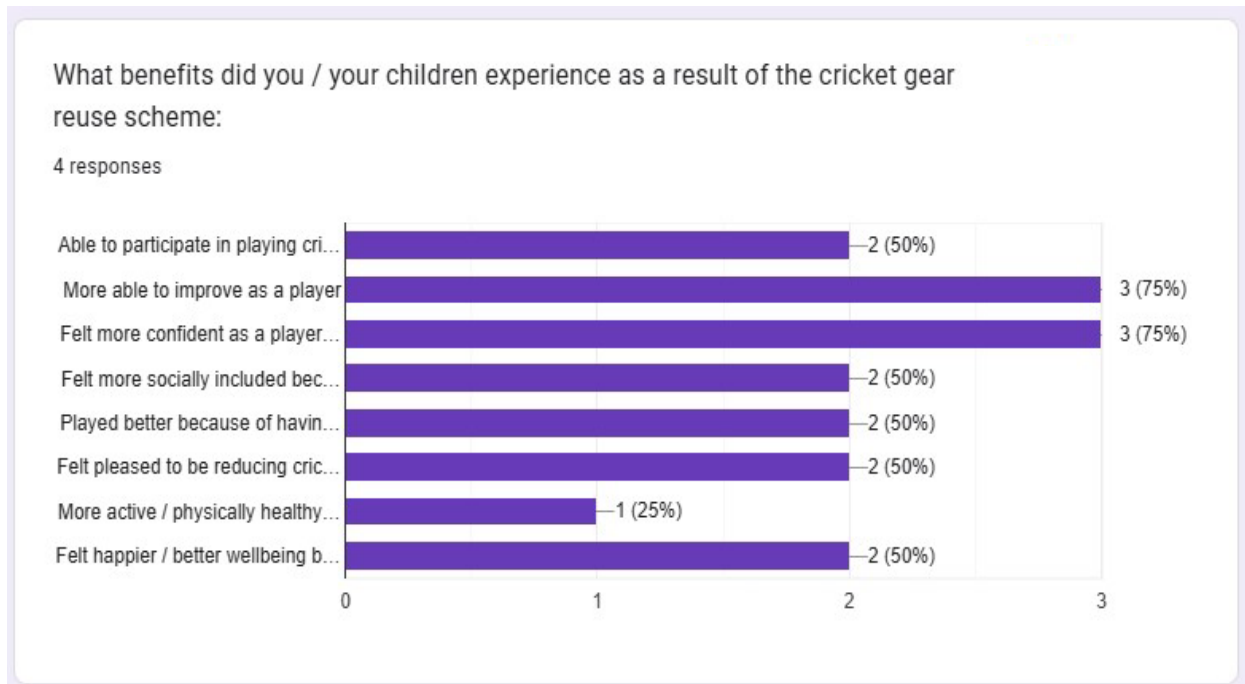
“Thank you for this scheme. My sons have got a lot of use out of the gear.”

Graph 1: Satisfaction

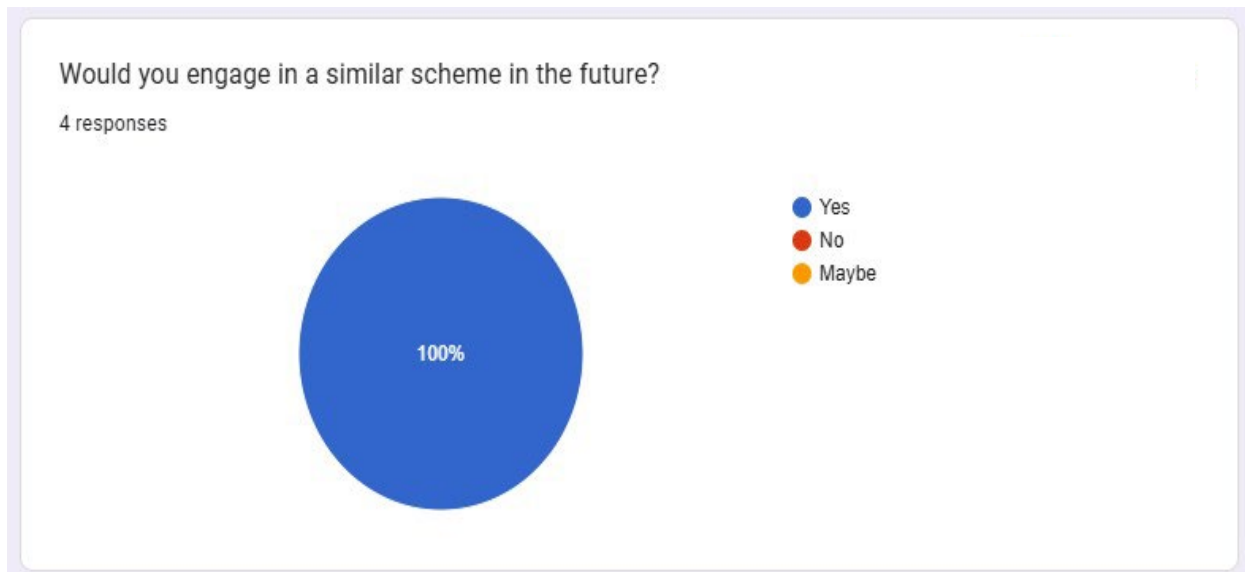


Cricket Gear Reuse (CGR) Project

Graph 2: Benefits



Graph 3: Future engagement



Feedback from Afghan refugee

How have the cricket gear donations made a difference to you?

"The cricket gear donations have helped me a lot. It's enabled me to be able to play matches and train with my own equipment rather than have to borrow other people's equipment. I left all my previous equipment in Afghanistan when we left the country."

Cricket Gear Reuse (CGR) Project

Feedback from Ash Manor School

General feedback was requested on the pilot.

"I was really impressed with the amount of gear that was available and the condition of it too. But I do think will depend on the condition of your kit if you need to use but I found, for us, really useful to replace our very old kit and out of date. I also have managed to give kit out to our students who have got into cricket but don't have any equipment. I took a mixture of pads, bats, shoes, gloves (WK too). Definitely think I needed more small stuff than bigger stuff....."