



## UNLOCKING POTENTIAL THROUGH CRICKET

**OUR AMBITION:** Every young person can unlock and achieve their potential through cricket

**OUR MISSION:** Be a leader in making cricket the most inclusive sport by delivering high-quality, inclusive opportunities for young people living with a disability and for those facing socio-economic disadvantage

OUR STRATEGIC OBJECTIVES



Inclusive cricket programmes for young people living with a disability



Inclusive cricket programmes for young people facing socio-economic disadvantage



Empowering young people to shape their future, have a voice and demonstrate their capabilities



Young people achieve positive and personal outcomes to inspire others

**WE INCLUDE**

**WE EMPOWER**

**WE INSPIRE**



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We will place our inclusive values at the heart of all that we do



We will be an inclusive thriving community of members and supporters raising funds



We will ensure inclusive, strong, effective leadership



We will develop skilled, passionate and committed people



We will adopt a place-based approach to programme design and delivery



We will have inclusive, meaningful, successful partnerships and collaborations



We will ensure robust impact measurement and reporting, governance and financial management



We will champion and celebrate our impact, influence and shape attitudes



We will integrate technology and enhance our organisational capabilities

**OUR COMMITMENTS**