

Dear Clubmark Accredited Club,

I am sure that for many of you, preparations are already underway for the 2025 season as the Cricket Collective once again demonstrates the invaluable role it plays in supporting the recreational game. In support of this, we wanted to contact you regarding requirements in relation to Clubmark accreditation.

There are currently 2,098 accredited clubs across England and Wales, who have demonstrated they meet the required criteria for accreditation and are playing a crucial role in creating a network of safe and well run clubs. The time and commitment required to effectively run a cricket club cannot be underestimated. We hope that your accreditation continues to provide recognition for all of the work that those involved in running your club contribute.

**For the 2025 season, the ECB are not requiring any accredited club to undertake activity for the purposes of retaining accreditation. If your local County Cricket Board/Foundation has contacted you with local requirements to retain accreditation, please ensure these are actioned.**

Many of you will be aware that Clubmark was originally a Sport England accreditation which they ended in 2019. Since the first wave of clubs went through ECB Clubmark, it has made a significant contribution to providing safe, welcoming and inclusive environments for people to participate in the game. We would like to take the opportunity to say a huge thank you to all those who have recently, or in the past, supported their clubs through the process.

Many of your clubs participated in the Clubmark consultation which we undertook in 2023-4, providing invaluable insight into your thoughts and experiences relating to our existing accreditation. From the consultation, the following key themes emerged:

1. *Accreditation should be accessible to all clubs committed to their own development*
2. *The process needs to be credible but not onerous*
3. *The accreditation should support existing priorities in the game*
4. *The benefits of accreditation need to be easier to articulate*
5. *A single level of accreditation makes it difficult to distinguish between clubs*

Based upon the feedback provided by clubs, we will be moving to a new accreditation framework from 2026. We are excited to continue to work with clubs to recognise the incredible contribution that they make to the health of recreational cricket in England and Wales and will be sharing further information about the new framework in the coming months. We will also be seeking your input to help us shape and develop the framework to ensure that it supports activity in your club and adds value to the work of your committed volunteers.

We are aware that a number of leagues and competitions require Clubmark accreditation as a condition of entry. As we work through the transition to our new framework, we will ensure that no clubs are penalised in terms of their ability to compete.

Finally, I would like to wish you a successful and enjoyable 2025 season and thank you for your engagement and support with the ECB Clubmark scheme.

Best wishes