



**Final report**  
**Yorkshire Cricket Foundation Cric-Kit Reuse Report**

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**July 2023**

**The Centre for Sustainable Design<sup>®</sup>, Business School for the Creative Industries, University for the Creative Arts**

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## **Disclaimer**

The authors have conducted this open-access research to raise awareness of sustainability issues relating to cricket gear which may impact the sport. It should not be used for any other purpose.

The research is based on the analysis of publicly available information. The author, the University of the Creative Arts does not accept liability for any factual inaccuracies and commercial or other consequences of misuse of the report for any other purpose than awareness-raising and discussion.

Any opinions expressed are those of the author and not necessarily of the University of the Creative Arts.

## **Revisions**

This report is based on available information up to the stated publication date. Additional information has been provided and updated on the basis of the figures stated on p.31. The first revision was in August 2023.

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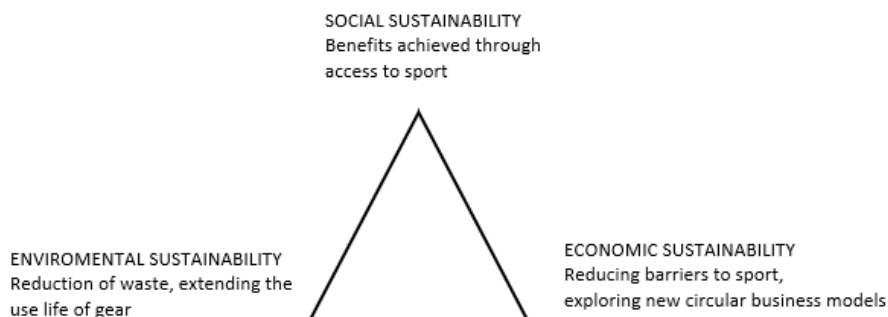
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## Executive Summary

The report presents a case study on Cric-Kit, a programme established by the Yorkshire Cricket Foundation to facilitate the reuse of cricket equipment Leeds and Sheffield in Yorkshire. The project builds from previous research conducted by The Centre for Sustainable Design<sup>®</sup> (CfSD)<sup>1</sup> at University for the Creative Arts (UCA), in particular, the 3R'S Cricket project.<sup>2</sup> A separate How to Guide is available on the PASIC platform<sup>3</sup> for others who want to set up a similar scheme to Cric-Kit.

The report will be split into three main sections.

1. A case study in collaboration with Cric-Kit will detail how the scheme was set up, the challenges faced, and lessons learnt.
2. The impacts of the scheme will be framed within The Golden Triangle (Charter and Czutkowna 2023) which makes investigations into links between environmental (diverting products from landfill and extending their useful life), social (social benefits of providing access to sport, e.g., improved mental health, community), and economic sustainability (reducing barriers to cricket for players).



Golden Triangle Charter and Czutkowna, 2023

Figure 1 The Golden Triangle (Charter and Czutkowna)

3. The findings gained within the case study have been used to create a practical 'how-to guide' for others on how to set up a similar scheme. The guide has been produced as an accompanying document to the report and is available on the PASIC website<sup>4</sup>.

The case study was conducted between February to July 2023 in partnership with Cric-Kit. Interviews were conducted with stakeholders, who donated and benefited from receiving kit, Cric-Kit staff and also organisations such as schools who had benefited from receiving kit. Site visits to witness the donation process and the benefits of receiving kit along with interviews with a number of stakeholders were conducted.

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<sup>1</sup> The Centre for Sustainable Design<sup>®</sup> was established in 1995 and is within based Research & Innovation Department and aligned to the Business School for the Creative Industries at the University for the Creative Arts

<sup>2</sup> [Cricket - The Centre for Sustainable Design \(cfsd.org.uk\)](https://cfsd.org.uk) . It is recommended to read previous reports to gain context on Reuse of cricket gear within the UK.

<sup>3</sup> PASIC <https://cfsd.org.uk/projects/cricket/research/>

<sup>4</sup> [Cricket - The Centre for Sustainable Design \(cfsd.org.uk\)](https://cfsd.org.uk)

## Case Study Findings

- There is a substantial amount of stored kit in communities which is not being fully utilised<sup>5</sup>.
- The local community within Leeds and Sheffield that participated in the programme were very generous with kit donations; and people who donated were pleased to have a destination to take their kit to for reuse.
- Many people did not know what to do with the cricket kit they no longer needed, and it was kept as stored waste. Cric-Kit provided a solution which enabled the products to move from being stored waste and get them back into a cycle of being used again.
- There is a need for affordable cricket equipment within the county of Yorkshire. Some people who could not afford kit chose other more affordable sports to play and/or did not progress to the hardball form of the game.
- Affordability is a barrier to entry and progression in the sport.
- Close links with community groups are important to ensure donated goods can be matched with players that need them easily.
- Cric-Kit provides an important service which has social, economic and environmental impacts.

## The Golden Triangle

### Social

- Inequalities do exist within cricket as highlighted in the recent ICEC Report<sup>6</sup>
- Not having the correct kit when playing competitive matches can impact self-esteem.
- Not having the correct kit can reduce opportunities to play and progress in the sport.
- The cost of kit creates an elitist attitude in the sport, those who are unable to afford kit may feel 'less than' those that can.
- State schools have an important role to play in exposing children to and enabling the opportunity to play cricket.
- Some state schools in lower-income areas cannot afford to teach cricket as part of the curriculum due to the cost of cricket equipment.
- There is a significant difference in the access that children have to cricket equipment, training facilities and coaching in private schools compared to state schools. This has contributed to significantly more players from private schools progressing to the professional level within the game compared to those from state schools.
- Cricket plays an important role within some organisations as a tool to support refugees build connections while seeking asylum.

### Environmental

- Brands have no accountability for what happens to their cricket gear after purchase and at their end of life.
- It is presumed many items are going to landfill which could still be utilised.
- Cric-Kit provides an important service by facilitating prolonging the life of the equipment and diverting items from potential landfill.

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<sup>5</sup> Players may keep their gear long after they have stopped playing, or parents may have items of children's gear that they have grown out of but do not know what to do with. PASIC research estimates that 1624 tonnes of cricket gear may be going to waste each year. [Sustainability\\_Cricket-Gear-Final-July-2022-Updated-June-2023-1.pdf \(cfsd.org.uk\)](https://www.cfsd.org.uk/Sustainability_Cricket-Gear-Final-July-2022-Updated-June-2023-1.pdf)

<sup>6</sup> [HOLDING-UP-A-MIRROR-TO-CRICKET-REPORT-ICEC.pdf \(theicec.com\)](https://www.theicec.com/HOLDING-UP-A-MIRROR-TO-CRICKET-REPORT-ICEC.pdf)

### **Economic**

- The cost of kit can lead to other sports being prioritised in the curriculum in state schools.
- The cost of a full new kit can be £730+ which is prohibitive to many households.
- The cost of kit creates a barrier to entering and progressing in the sport, which hinders inclusivity.
- Funding is needed to allow the time and resources for reuse schemes to be implemented and maintained.

### **Recommendations**

- Ensure reuse programmes such as Cric-Kit receive adequate funding to continue and expand.
- Develop a team of volunteers for each area to help market and manage the hub's requests.
- Develop a network of reuse organisations within local areas across various sports to share items which can be used for multi-sports.
- Collaborate with community groups to understand specific needs and discuss how reuse can support those needs.
- Organise a peer-to-peer learning platform for reuse organisations to share learnings and best practices across the country.
- Explore opportunities to support the reuse of clothing through patching over logos.

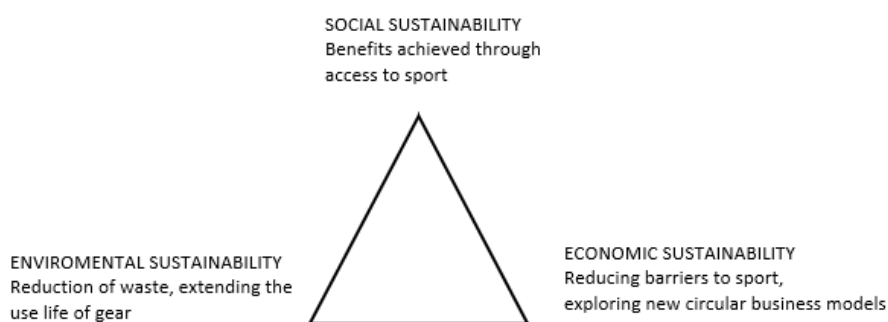


## Section 1 Background

### Introduction

Cricket is a gear-intensive sport, with the rising cost of living, for many people, the cost of cricket gear has become unaffordable and can create barriers to entering and progressing in the sport<sup>7</sup>. This report presents a case study of one reuse project Cric-Kit, which forms part of the Yorkshire Cricket Foundation (YCF). The project's aim is to accept donations of cricket gear and make them available for reuse within Yorkshire supporting both affordability and environmental agendas. This report includes a case study on Cric-Kit and shares the challenges and learnings which would help inform others who have an interest in setting up a similar scheme. Accompanying the report is a practical how-to guide that cricket clubs can use as a base to start similar projects.

Continuing the previous research by Charter and Czutkowna for The Centre for Sustainable Design® (CfSD), this report makes further investigations into the Golden Triangle (Charter and Czutkowna 2023) which makes possible links between environmental (diverting products from landfill and extending their useful life), social (social benefits of providing access to sport, e.g., improved mental health, community) and will use examples from Cric-Kit to demonstrate links.



Golden Triangle Charter and Czutkowna, 2023

Figure 1 Golden Triangle (Charter and Czutkowna 2023)

### 1.1 This report

This document presents a case study on the Cric-Kit project organised by YCF and explains the history of the programme, its launch and operation, highlighting lessons learnt and providing recommendations for future mirrored schemes. Accompanying the report is a best practice 'how to' guide with practical information about setting up a similar cricket gear reuse scheme, including the costs and resources needed.

The document will make connections to the Golden Triangle (Charter and Czutkowna 2023) and demonstrate the impact of the scheme through social benefits, and economic and environmental factors.

### 1.2 Report structure

This report consists of the following sections:

- Section 1 provides the background, purpose, definitions and scope of the overall report.

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<sup>7</sup> [Ten years on from London 2012 nearly half of Londoners forced to cut back on exercise as cost of living crisis bites | London Sport Media Centre](#)

- Section 2 Case study: Yorkshire Cricket Foundation
- Section 3 The Golden Triangle
- Section 4 Summary and Recommendations

Further details are provided in the Appendix.

### 1.3 Background

Initial research by The Centre for Sustainable Design® (CfSD) at UCA has found that there is increasing recognition of the potential impacts of climate change and other sustainability issues related to cricket gear. A recent report highlighted that cricket is likely to be the sport most affected by climate change<sup>8</sup>. However, much of the sustainability focus has been on venues and playing conditions. There has been little consideration of sustainability issues relating to cricket gear.

Previous reports by CfSD which can be accessed via the PASIC (Platform for Accelerating Sustainability in Cricket) platform<sup>9</sup> explored sustainability issues related to cricket gear and clothing and provide an overview of this area as little research has been completed and/or is in the public domain<sup>10</sup>. The reports show that globally cricket is a growing sport but there is a low awareness of the impact of the volume of new cricket gear produced and little data on what happens to cricket gear after the first user has finished with it. Previous reports have identified cricket clothing and equipment reuse organisations within the UK but identified that a substantial volume of items which are sent to reuse schemes are sent abroad, with a limited number of examples of cricket gear reuse within the UK.

Cric-Kit was identified in the 3Rs report<sup>11</sup> as a project which was focused on reuse within its locality. Cric-Kit is a project organised, delivered and funded by Yorkshire Cricket Foundation and works with organisations and community groups, some of which have a high level of need.

### 1.4 Purpose

The objectives of the research were to:

- Present a case study of Cric-Kit demonstrating cricket gear reuse within local areas.
- Investigate the challenges and benefits of localised cricket gear reuse.
- Produce a practical 'how to' guide to support others who want to set up a similar scheme (see accompanying document).
- Deepen the research into the Golden Triangle (Charter and Czutkowna 2023) which makes connections into social, economic and environmental links related to the reuse of cricket gear within communities.

### 1.5 Definitions

**Gear/Equipment/Kit** are used interchangeably throughout this report and are defined as pads, gloves, helmets and shoes.

Note: reuse organisations tend to use the term recycling in their communication, however, the function they provide is reuse, rather than materials recycling as cricket gear is processed and sent for reuse. With many reuse organisations, there is a lack of clarity over terminology.

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<sup>8</sup> <https://basis.org.E&W/resource/hit-for-six/>

<sup>9</sup> [Cricket - The Centre for Sustainable Design \(cfsd.org.uk\)](https://www.cfsd.org.uk/)

<sup>10</sup> These provide context and are beneficial to read before this report.

<sup>11</sup> [https://cfsd.org.uk/wp-content/uploads/2023/06/3Rs\\_Cricket-Gear-Final-June-2023.pdf](https://cfsd.org.uk/wp-content/uploads/2023/06/3Rs_Cricket-Gear-Final-June-2023.pdf)

## 1.6 Scope

The scope of this report covers the Cric-Kit project only and will not include or make detailed comparisons to other reuse organisations. To get an overview of the other reuse organisations within the UK, see previous PASIC reports, in particular the 3Rs report <sup>12</sup>.

Research has identified inequalities within cricket based on several factors including race, sex and economic background. The report will focus on inequality only in regard to the cost of cricket kit and how this creates a barrier to the sport. The larger debate of inequality within cricket is outside the scope of this document.

## 1.7 Methodology

This research has been conducted based on desk research using published and unpublished sources, specifically press releases and media coverage. Primary research was conducted through site visits and interviews with multiple people who had received kit or made donations. Expert interviews have been conducted to gain insight and a deeper understanding of the issues, opportunities, challenges and barriers. Certain names of those interviewed who work for schools, community organisations or asylum seekers have been anonymised and any reference to the organisations they work for has been removed. Names and photographs relating to these groups have only been included if already in the public domain.

The authors would like to thank all contributors who shared information during online interviews and site visits.

## Section 2 Case study: Yorkshire Cricket Foundation

### 2.1 Introduction

Yorkshire Cricket Foundation (YCF) is the official charity and community arm of the Yorkshire County Cricket Club. They have four key themes which form the basis of their work, Education, Health & Wellbeing, Heritage and Participation. Through cricket, they aim to make a positive lasting impact on players across the county regardless of age, religion, or ability.

The cricket kit reuse programme is one of the projects organised by YCF and aims to *“create an awareness and culture across Yorkshire and the UK where donating, recycling<sup>13</sup> and reusing sports clothing and equipment is done more frequently to help break down barriers in communities to participation.”*

The following section of the report will provide the context of the scheme, including logistical information about donations. The social, environmental, and economic impacts of the scheme will be discussed in Section 3.

### 2.2 Background

YCF launched Cric-Kit, in September 2022, in partnership with Zero Waste Leeds (ZWL), which runs the Together for Sport initiative. The Cric-Kit pilot launch was one of the first events in Leeds to create awareness around reusing sports kit. The one-day event generated an estimated 1,100 pieces of cricket equipment and garments donated from across Yorkshire. Together for Sport estimated that

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<sup>12</sup> [Research - The Centre for Sustainable Design \(cfsd.org.uk\)](https://www.cfsd.org.uk)

<sup>13</sup> The term recycling has been used in Cric-Kit marketing communication, however, the function they provide is reuse.

the value of the donated items was £18,700 if bought new<sup>14</sup>. The items donated by Yorkshire included branded tracksuits which could be worn for all sports not just equipment specific to cricket. With the knowledge gained through this first pilot collaboration, YCF decided to set up Cric-Kit as a reuse programme to collect and deliver cricket equipment to reduce barriers to participation to play. The project was organised in collaboration with key community groups engaged in the local community and made it accessible to pick up items free of cost from a selected number of cricket clubs in the months before and after the cricket season e.g. respectively March-April 2023 and September-October 2023.

The project is managed by Kendal James and her team. Kendal is the Participation Manger for YCF and has close links with many of the cricketing community organisations within the locality, she has in-depth knowledge of the need for affordable equipment within communities, and also the volume of kit which was going unused by others in the community. These factors were the main drivers in setting up the project, reducing waste by providing a destination for reuse while also reducing cost barriers to the sport by providing access to kit at no cost.

Kendal James elaborated on how the project was set up and their relationship with Zero Waste Leeds (ZWL):

*“YCF felt there was a direct need and opportunity to explore the reuse of cricket gear to complement our work with various communities in Leeds who faced barriers to participation due to cost and access of kit. Through our connections within the cricket field, people said they had bags of kit they did not want or use but were unsure of how to recycle them. We felt we could play a part in joining the dots between cricket clubs and the community to break down barriers to participation, whilst creating a cricketing community of giving and playing our part in helping sustainability of reducing waste in the environment.*

*Our pilot coincided with a change of sponsor of YCCC staff cricket tracksuits (uniform). The sponsor at the time had withdrawn from their contract with Yorkshire. Therefore approximately 10-15 large boxes of brand-new YCCC tracksuits were distributed to communities in a recognised area of deprivation in Leeds, to avoid contributing to landfill and support our families in need.*

*We were new to this concept but were aware that ZWL had experienced huge success with their school uniform reuse scheme in Leeds. We wanted to partner with them to share our vision and seek any advice or guidance they could offer. They were supportive and provided their carbon footprint calculator as a measuring tool, amongst promotion materials to increase awareness in Leeds. As one of the first sporting organisations to take this initiative we began to take strides with a pilot in Leeds with the view to expand into other areas of Yorkshire, including Sheffield & Bradford.*

*ZWL – ‘Together Through Sport’ focus on reusing all sports kit and therefore were happy for Cricket to take the lead. It makes sense to share the responsibility and the hope from ZWL’s perspective is that each sport looks to replicate a similar model as Cric-Kit soon. We remain in contact and do share our impact and findings.”*

### **2.3 Identifying Need and Beneficial Stakeholders**

Within Yorkshire there are areas of high levels of deprivation which make buying cricket equipment prohibitive, this causes a barrier to participate in the sport. If players have already had the experience of cricket in a softball game or through programmes such as All Stars (an England and Wales Cricket Board (ECB) training programme for young children) they are unable to progress to the hardball form

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<sup>14</sup> <https://www.yorkshirepost.co.uk/news/people/yorkshire-cricket-foundation-and-zero-waste-leeds-offer-free-cricket-kit-to-families-3877238>

of the game without access to affordable kit as they need to have protective equipment in the form of pads, helmets and gloves to play safely. Through Kendal's work as a YCF participation manager, she had identified key organisations and locations as important stakeholders within the project. The stakeholders that were identified at the start of the project who could benefit from receiving kit were:

- Yorkshire Sport Foundation, County Sports Partnership, which has access to diverse communities and deprived groups in sport.
- Schools – Secondary and Primary via the Yorkshire Cricket Board (for the recreational side of the game). School Games Organisers.
- Local Authorities (LAs) within the Yorkshire region – have various staff located around cities and towns who specialise in certain communities and areas. LAs employ Youth managers who know areas where cricket is played or could be played if kit was provided. Certain LAs may also have funding to support refugees and have direct links to support workers in hotels housing refugees.
- YCF – has a mapping tool for community programmes and connections to programme leads for youths playing grassroots or non-traditional cricket formats – ACE<sup>15</sup>, Wicketz<sup>16</sup>, MCC hubs<sup>17</sup>
- Yorkshire Cricket Club- 750+ cricket clubs, leagues, members, and spectators.
- University and college links.
- Local religious groups with links to places of worship e.g. mosques, churches, etc.

The report considers in more depth the impacts of cricket gear reuse for three key stakeholder groups.

- Schools
- Community coaching groups outside of school
- Asylum seekers.

Site visits and interviews were conducted with a range of stakeholders involved or benefiting from the program to provide greater context on the social impact explored with the context of the Golden Triangle model (Charter and Czutkowna 2023) and detailed within the 3.3 Social in Section 3.

It is important to note that knowledge of stakeholders and their needs, and close collaboration was essential in setting up the scheme. In comparison with some other cricket reuse schemes, items are often sent overseas as the perception can be that the level of need is greater in other countries. Having established stakeholder partnerships and understanding their specific needs has meant that when kit is donated it can be immediately allocated to a local area that has that specific need, rather than being stored for long periods or sent outside of the county or even country. The level of understanding of stakeholder needs was facilitated by a 'wish list' of cricket gear that was sent by community organisations to the Cric-Kit team to enable them to understand what was needed and where to 'allocate' donations.

## 2.4 Donation logistics

The project aimed to create awareness and culture across Yorkshire whereby donating and reusing sports kit becomes the norm and helps break down barriers in communities to participation. To achieve this, donation logistics need to carefully be considered, and more information is provided in the complementary How to Guide available on the PASIC website<sup>18</sup> for those who want to set up a similar scheme. When setting up the scheme initial discussions considered the opening times, convenience and access of donation points, e.g., where they are located e.g. near car parks for drop-offs. The idea of using partners such as supermarkets who could act as donation centres was also

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<sup>15</sup> <https://aceprogramme.com/>

<sup>16</sup> <https://www.lordstaverners.org/how-we-help/charitable-programmes/wicketz/>

<sup>17</sup> <https://www.lords.org/mcc/mcc-foundation>

<sup>18</sup> <https://cfsd.org.uk/projects/cricket/research/>

considered but was not pursued at this point due to timing, but potentially could be an option as the scheme grows in the future.

#### **2.4.1 Donation Locations**

Cric-Kit donation hubs are now open at:

- Headingley Cricket Ground, in Leeds
- Sheffield Caribbean Sports Club

An additional hub is set to open at Park Avenue Bradford Cricket Ground in the Autumn. Initially, it was planned to be open during April to May 2023 but was delayed due to construction work at the ground. Headingley was chosen as a location due to its high footfall and as a known destination for cricket within the area. Headingley was able to offer a location for the donations to be accepted and some minimal assistance to monitor the location on behalf of the project. The Caribbean Sports Club was chosen due to its strong connections within the community.

#### **2.4.2 Donation cages**

Cric-Kit used metal cages on wheels to hold the donations. These were specifically chosen as they were open access, and donations could be placed and taken freely without the need for someone to unlock a particular area, so minimal time and resource was needed. The cages were large enough to accept bulky equipment. Other donation bins are available but need further consideration, for example, those made from cardboard designed for donations of clothing would not be suitable. Having the cages on wheels allowed the club to move the donation cages as needed. With the cages being made from metal, they are hardwearing and will last for a substantial time compared to other alternatives so they can be considered as a long-term investment. The cost of the cages was around £500 each which was the main cost associated with the project. Additional costs included printing and time spent by Kendal and her team.



Figure 2 Image of Cric-Kit cage placed in Sheffield Caribbean Sports Club March 2023

### 2.4.3 Donation windows

Cric-Kit has been organised within time specific windows donation windows. In 2023, it was decided that all donation hubs will be open to the public from March through to April 2023 to prepare for the start of the cricket season and is planned to start again from the beginning of September through to October 2023 at the end of the season. All donation locations will accept donations within these time windows. Cric-Kit decided to make donations time bound to utilise YCF staff time and the scheme most effectively. During the season YCF staff may have many other priorities so by concentrating donations within these 4 months they can prepare and prioritise it during that time. If people have donations outside of these time windows, they can contact Cric-Kit and discuss if they can accept them. Any donations received during May to August 2023 outside of the donation window will also be reused across several community programmes run by YCF in Yorkshire. Promoting and communicating the donation windows to the public has been important to raise awareness and Cric-Kit used Facebook and the YCF website to do this. YCF have used branded graphics and posters to help communicate the message, and they also offered a free cricket session for children to test out the kit they had received.



Figure 3 Communication poster for Cric-Kit

#### 2.4.4 Donation condition

The success of all reuse schemes relies on people donating items which are in good to reasonable condition and that have multiple uses left before the item is no longer fit for purpose. Cric-Kit has been fortunate to receive items which have met these criteria as people who donate items know it will be used within the local area. Given people have to physically go to the donation hub and drop it off personally, they are less likely to donate items in poor condition, and instead choose to dispose of heavily used items in other ways. This contrasts with some other cricket reuse organisations who work nationally and have shared that they have received items which are in poor condition and have received some items which could be considered waste. The fact that goods are reused within the locality may be linked to why those donating items consider the condition of their kit before donating. Donating kit anonymously to a national scheme for it to be reused overseas compared to donating kit which may be reused by neighbours may make people consider its condition more carefully, or prompt them to clean or wash items before donating them.



Like other reuse schemes Cric-Kit has had donations of single items which are part of a pair e.g., batting gloves, pads etc, but these have been the exception (See Appendix 3). Any single items received are sent to Lords Taverners Sport Kit Recycling Scheme.

Cric-Kit has had a number of cricket clothing items donated, many of these have brand or club logos which can make reuse more complicated. Cric-Kit is currently investigating partnerships with universities to conduct a project to patch over the logos so they can be used by others.



*Figure 4 Image of donated items received within the cage at Sheffield Caribbean Sports Club March 2023*



*Figure 5 Image of donated items received within the cage at Sheffield Caribbean Sports Club March 2023*

#### **2.4.5 Donation quantities**

Cric-Kit experienced an overwhelming response from people wanting to donate cricket gear across Sheffield and Leeds after the initial pilot launch event in September 2022. To keep up the momentum they decided to continue to accept donations of specifically cricket equipment during January and February before the official opening of the donation hubs. Between January - July 2023, 410 donations were received: 182 donations from Sheffield; and 228 donations from Leeds. The donations were lower than the launch event as they were specifically cricket equipment and clothing compared to the launch event which included branded clothing which could be worn for all sports. These contributions came from individuals, families, and local cricket clubs, all recognising the value of reusing cricket equipment and ensuring its continued use. In January to March 2023 donations were accepted by the Cric-Kit team and from March onwards donations were accepted directly at the donation hubs. See section 3.4.3 for more details on donation quantities.

Planning for donation quantities can be difficult as it can be hard to predict when and how many pieces will be donated. Cric-Kit has used its Facebook page, press releases and communication in a targeted way to push for donations within certain key weeks. In other weeks they would promote that items were available to pick up for free from the cages. By having strong links with the community and a 'wish list' from stakeholders which had larger requests for items e.g. schools Cric-Kit could ensure that items were placed with those who need them as quickly as possible so that storing items does not become a problem.

#### **2.4.6 Reasons for Donation**

During interviews with people who had donated cricket gear, the main reason for donation was that they no longer needed or were no longer using their items. These items were 'stored waste' which may have been stored for some time or were not going to be used again (e.g., in the case of children who had outgrown their kit).

Cric-Kit has provided a solution to the problem of what to do with these items, which resonated with residents as items would be reused and benefit someone locally which seems to have been a factor in motivating people to donate. The specific time-bound donation windows also encouraged people to prioritise the delivery of donated cricket gear as they had a fixed time to do this in.

Clubs also shared that they held a lot of kit which was never likely to be reused within the club and were pleased that there was a mechanism for it to be reused.

*“In terms of why we donated, we recently began refurbishing our changing rooms. Within our changing rooms were a lot of old storage boxes full of junior kit. We collated everything we had and then kept what we needed, with the rest being donated to Cric-Kit in the hope it can be put to best use.”* Quote from a club who donated kit.

Other people who were interviewed gave reasons for donations to enable more accessibility within the sport, this will be discussed in 3.3.3 Accessibility. Below is a quote from someone who had donated kit.

*“My son has been playing hardball cricket since he was seven and given how fast kids grow, we’ve gotten through a lot of kit! Usually, it has plenty of wear left in it, and I was thrilled when I found out about this initiative. We had previously organised kit exchanges at his junior club, but inter-club exchanges are better because then no one can say “Oh you’ve got so-and-so’s hand-me-downs.” It’s important to make sure cricket is a sport that’s accessible to all kids, regardless of their background, and I really hope this aids in that.”*

Some people and organisations contacted Cric-Kit directly rather than taking items to the cages as they had a larger number of items to donate. Cric-Kit has records of these larger donations which facilitated the speed of them being reused as they were able to cross-check items donated against items requested.

#### **2.4.7 The wish list**

To ensure that there was a smooth flow of items through the scheme, it was important to identify organisations who needed kit. The cages are open to anyone who needs kit, and this open-access approach worked very well. For those organisations which needed a larger number of specific items a ‘wish list’ was created using Excel, so that as donations came in these could be tallied and held based on ‘wish list’ needs. This was important for organisations such as schools and for those which worked with communities and required a larger number of items. Having a ‘wish list’ of wanted items from community groups has meant that a number of items of equipment could be collected/organised by Cric-Kit and when the ‘wish list’ was fulfilled it could be picked up in one trip, rather than the groups having to visit the donation hubs regularly to see if the items they needed were there. While this involved some logistical work from the Cric-Kit team in terms of recording donations in, versus items required, the workload did not take too much time and having a record of items also helped in measuring the impact of the scheme e.g. identifying how many pieces had been reused.

For individuals, there was a form attached to the side of the cages which could be voluntarily completed to track donations.



Figure 6 Image of Cric-Kit donation detail form which was attached to the cages.

## 2.5 Challenges and Lessons Learnt

- Capturing data on individual donations at the location hubs can be challenging as it relies on people filling in the paperwork attached to the cage which some do and some do not. Unless the location hubs are manned and completing the forms is mandatory, the data collected can only be used as a guide.
- With Yorkshire being the largest county, logistical considerations in terms of receiving and redirecting donations across such a wide geographical area can be a challenge.
- Requests via the ‘wish lists’ may not match up with donations received.
- Donations of cricket gear in Sheffield were high, but collections were low: there is a need to further understand why this happened e.g., marketing and awareness, venue accessibility, etc.
- Branded clothing with club logos on makes it challenging for others to reuse them<sup>19</sup>.
- There was a significant lack of women’s and girls’ clothing in relation to the demand<sup>20</sup>.
- Single items of pairs such as gloves and batting pads were donated. See Appendix 3 for figures. These will be donated to Lords Taverners Sports Kit Recycling Scheme.
- A QR code was created to accept financial donations for anyone who wanted to give a small monetary donation when picking up kit, this was attached to the cage but not utilised.
- When communicating the donation time window and undertaking marketing pushes via Facebook, the staff responsible for marketing have learnt it is best to focus on asking for donations for drop-off first, then a week or so later using social media posts to promote items available for reuse. Cric-Kit found early on in the project that when using the same Facebook post to communicate both donation and reuse items this did not have the same results as communicating separately for requests for donations and then promoting items for reuse. It was best to identify certain weeks within the donation window to ‘ask for donations’ and certain weeks to ‘market items available for reuse.’ This also helped the flow of inventory through the cages, if there was a big push for donations first and then a post highlighting the availability of free cricket gear, it was most successful.

## 2.6 Achievements and Next Steps

- Cric-Kit is working with its community network to provide kit to stakeholders and projects within the community that needed it the most – schools, refugees and cricket clubs.

<sup>19</sup> [https://cfsd.org.uk/wp-content/uploads/2022/07/Sustainability\\_Cricket-Clothing-Final-28-7-22.pdf](https://cfsd.org.uk/wp-content/uploads/2022/07/Sustainability_Cricket-Clothing-Final-28-7-22.pdf)

<sup>20</sup> [https://cfsd.org.uk/wp-content/uploads/2022/07/Sustainability\\_Cricket-Clothing-Final-28-7-22.pdf](https://cfsd.org.uk/wp-content/uploads/2022/07/Sustainability_Cricket-Clothing-Final-28-7-22.pdf)

- There has been a strong ‘buy-in’ from the club (YCCC) and donations from players.
- Strong press coverage at the start of the project was important for its success, social media was also useful tool to communicate and amplify the scheme.
- Cric-Kit plan to partner with the online platform Kidd3r to enable wider access to items, reducing geographical barriers to accessing kit.
- Cric-Kit are planning a project in October with Leeds Beckett University graphic design team to creatively patch up the logos with a unique generic design.
- Cric-Kit aim to develop a team of volunteers for each donation hub and surrounding area to help market and manage the hub’s requests.
- The launch of the Bradford Park Avenue hub in September will mark a further expansion of Cric-Kit in Yorkshire by making donated cricket gear available in a third location hub alongside Leeds and Sheffield.

## **2.7 Passion and Purpose**

It is important to state that part of the scheme’s success was the passion and purpose of the people who ran and donated to the scheme. The Cric-Kit team have been open to all suggestions in terms of collaboration and any recommendations to gain efficiencies within the scheme. Members of staff went beyond their role, for example visiting hubs or events in their own time at weekends.

## **2.8 Future online plans**

Cric-Kit will continue the project in the September-October 2023 and has plans for growth and expansion. To support greater accessibility Cric-Kit has forged a partnership with start-up Kidd3r, a newly established online platform that facilitates the exchange of sports equipment. Kidd3r allows families to buy, sell, swap, and donate pre-loved kit. Additionally, families who are able to do so can contribute to charities through the sales of their items. This collaboration will potential expand Cric-Kit’s reach, benefitting both the community and the environment.

Claire Moffat, the founder of Kidd3r, said: *“Kidd3r empowers families to buy, sell, swap, or donate kit while generating revenue for Cric-Kit. This partnership enables Cric-Kit to extend the life of cricket gear, benefit the community, and make a meaningful impact in sustainable sports practices.”*

## **2.9 Summary**

YCF has created a localised reuse cricket focused project in the form of Cric-Kit. Critical to its success are the close links with stakeholders, understanding the needs within the locality, generous donations and passionate YCF staff who managed the project. The scheme provides high social, environmental, and economic benefits which shall be discussed in Chapter 3. It is important projects are properly supported with the correct resources of investment and time and do not rely on individuals’ passion and purpose to maintain them. The next section will examine in more depth the social, economic, and environmental impact of these donations.

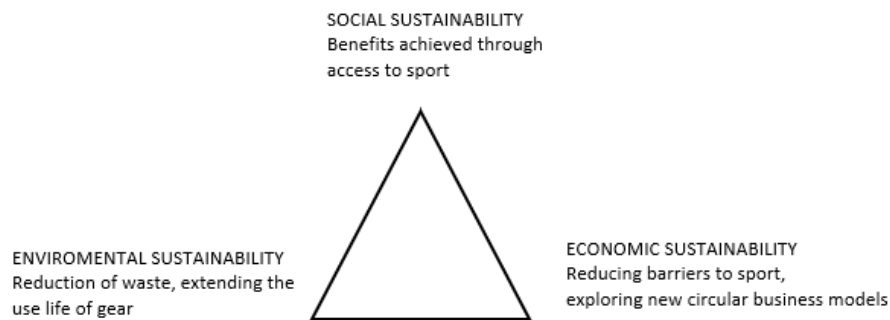
# **Section 3 The Golden Triangle**

## **3.1 Introduction**

The social, environmental and economic benefits of Cric-Kit will be discussed separately within this section rather than within the above case study as it is important to frame these within larger issues which impact the sport such as inclusivity, PE curriculum within schools and the cost-of-living crisis. Interviews have been conducted with a range of stakeholders which evidenced the social, economic, and/or environmental impact they had experienced from being involved with or benefiting from the scheme.

### 3.2 The Golden Triangle Model

The Golden Triangle (Charter and Czutkowna 2023) was introduced in the 3Rs project<sup>21</sup>. The purpose of the model is to explore the social, environmental, and economic benefits of reuse within cricket.



Golden Triangle Charter and Czutkowna, 2023

Figure 1 Golden Triangle (Czutkowna and Charter 2023)

This section will explore each of the points of the triangle in the context of Cric-Kit and within some of the wider issues which are impacting accessibility to cricket.

### 3.3 Social

The below section considers the social benefits achieved by reuse. The definition of social sustainability varies, but in this context, the research examines social outcomes that impact people's lives both positively and negatively. It explores inclusivity and access to cricket with a particular focus placed on schools, coaches and those working with asylum seekers.

#### 3.3.1 Discrimination within Cricket

In June 2023, the Independent Commission for Equality within Cricket (ICEC) released a report<sup>22</sup> based on more than 4,000 people's responses to their Call for Evidence.

*"The findings in our report are unequivocal. Racism, class-based discrimination, elitism, and sexism are widespread and deep-rooted. It's not banter or just a few bad apples. Discrimination is both overt and baked into the structures and processes within cricket<sup>23</sup>."* Cindy Butts, Chair of the ICEC

Analysis into the wider discrimination within cricket is outside the scope of this document, but sections from the ICEC report have been referenced in regard to class-based discrimination and its links to affordability limitations in purchasing kit. This is explored in the Economic section, but it also relates to social impacts, the negative social consequences of having to play against a team without the correct kit or having to borrow kit from a rival team before the start of a match are explored.

#### 3.3.2 Inclusivity

The ECB has replied to the ICEC report in an open letter addressing inclusivity.

*"Our absolute commitment is for cricket to strive to be the most inclusive sport in England and Wales<sup>24</sup>."* Richard Thompson, Chair, England and Wales Cricket Board.

<sup>21</sup> [3Rs Cricket-Gear-Final-June-2023.pdf \(cfsd.org.uk\)](#)

<sup>22</sup> [Report - ICEC Independent Commission for Equity in Cricket \(theicec.com\)](#)

<sup>23</sup> [Report - ICEC Independent Commission for Equity in Cricket \(theicec.com\)](#)

<sup>24</sup> [England and Wales Cricket Board \(ECB\) - The Official Website of the ECB](#)

If the clothes and equipment needed to participate in the hardball form of game are not accessible to all then making cricket the most inclusive sport will be challenging to achieve.

The ECB run programmes such as All Stars for young children who receive T-shirts, bags, bats and balls as part of their coaching fees. This equipment has a significant impact environmentally due to the high number of items given out and volumes produced, items are often not fully utilised, but are given to encourage children into the sport. However, for young players to continue onto the hardball form of the game they need protective equipment which is not provided by ECB. There is potential for the ECB to reallocate some of its resources from providing multiple items of cricket gear at All Star level to providing kit for use in the hardball game. The idea of having access to a shared kit bag or being able to rent equipment was proposed to stakeholders following research conducted in the 3Rs report<sup>25</sup>. Schools were incredibly positive about this, suggesting the idea of renting a kit bag from a local county club for use within the school term and then returning it to the club during the school holidays.

There is a significant opportunity for the ECB to explore circular business models such as rental, resale and supporting repair to create a more even playing field and access to kit sustainably for all regardless of their class, colour or sex.

### **3.3.3 Accessibility**

Creating access and reducing barriers to cricket is key to grow participation. If players cannot access kit they will either not progress in the game or they will choose other sports to play. The importance of accessibility is considered across several stakeholder groups - schools, coaches outside of school and those working with asylum seekers.

### **3.3.4 Schools**

Kretchmar (a leading professor in exercise and sports science) is quoted in The Department for Education, OFSTED Research and Review series for PE Report in May 2022<sup>26</sup> which states, *"...when discussing the importance of physical activity and play... participation makes 'our lives go better, not just longer."*

While OFSTED research does not specifically link this back to cricket, it highlights the importance of a school's role in providing physical education and how physical education provides many benefits to the student. School may be the only place where a child is exposed to and gets to play sports. Therefore, if a sport is not taught in school or is not mandatory within the curriculum then it relies on family members or outside school experiences to provide this, which are both reliant on time and resources from parents and caregivers which is not guaranteed.

### **3.3.5 Popularity**

Accessibility is a particular problem for some schools, one of the schools interviewed shared when interviewed that of their 1400 students only six play cricket. The main reasons for this were related to the cost of equipment and exposure. For example, not having the opportunity to see a full game of cricket being played (rather than just edited highlights) on free-to-air, terrestrial TV meant the sport was not as popular as others such as football. Many matches in the past may not have been televised on terrestrial TV in the same way as other sports such as football, so children have had limited exposure to the game unless it is through the passion of a family member who takes them to watch matches. If children are not exposed to cricket by being able to watch matches on the TV or in cricket grounds or experience playing in matches themselves, then it is hard to popularise the sport. New versions of the game such as The Hundred aim to appeal to a new audience and have been branded

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<sup>25</sup> [3Rs Cricket-Gear-Final-June-2023.pdf \(cfsd.org.uk\)](#)

<sup>26</sup> [Research review series: PE - GOV.UK \(www.gov.uk\)](#)

specifically to engage a new demographic within the sport with selected matches available to watch on free-to-air, terrestrial TV via the BBC.

Stakeholders responsible for physical education within schools stated that their budgets were too low to be able to afford cricket equipment for pupils, so cricket was not a feasible option for them, stating that the budget needs to be spent on what is popular and what kids are going to play. An OFSTED survey of more than sixty schools found the activity most pupils wanted more of was dodgeball (33%), followed by football (30%), swimming (28%), tennis (20%), cycling (19%), basketball (19%) and rounders (18%)<sup>27</sup>. One of the schools interviewed during the Cric-Kit case study had a PE teacher that was very keen on teaching cricket, whether cricket makes it onto the curriculum can depend on how passionate the PE teacher is to teach it, especially if they are a budget holder for the department. If they personally have little understanding of the sport or how to teach it, they will choose other sports to teach. Another stakeholder interviewed as part of the Cric-Kit case study had the skills and passion to teach cricket, but their department did not have the equipment, they said they were only able to teach cricket because of the donations received through Cric-Kit. Given that the average number of hours of PE in schools is only 2 hours per week and that some of that time is spent with students getting changed or setting up equipment<sup>28</sup> many schools teach sports which require less equipment, set up time and are less costly.

### 3.3.6 Primary vs Secondary Schools

Cricket was identified as the 7<sup>th</sup> most popular sport within an OFSTED report which looked at physical activity within primary schools. Some of the county cricket boards run schemes or cricket days for primary schools to introduce them to the sport as part of a taster day, rather than the schools running it themselves. The data for secondary schools is not available, but it would be interesting to compare how many schools were still able to offer hardball cricket as a sport at secondary level given the cost of the equipment.

<b>Activity</b>	<b>Number of schools which offered these activities</b>	<b>Schools which offered these activities (%)</b>	<b>Pupils who said it was their favourite sport or physical activity (%)</b>
Football	48	81	47
Dance	46	78	14
Gymnastics	44	75	n/a*
Swimming	41	69	22
Rugby	35	59	8
Netball	35	59	20
Cricket	35	59	13
Tennis	34	58	11
Athletics	34	58	15
Rounders	33	56	14

Figure 7 Extract from OFSTED report<sup>29</sup> Activities available in schools (respondents could choose more than one answer)

<sup>27</sup> [Obesity, healthy eating and physical activity in primary schools - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

<sup>28</sup> Around 35 minutes per lesson can be lost due to students getting changed or setting up equipment.

<sup>29</sup> [Microsoft Word - Obesity, healthy eating and physical activity in primary schools FINAL \(publishing.service.gov.uk\)](http://publishing.service.gov.uk)



### 3.3.7 Private versus State Schools

The ICEC report identified the existence of an elitist culture in cricket that was perpetuated by the inequalities between private and state schools, largely excluding those from lower socio-economic backgrounds from the game. This was also highlighted in the Freddie Flintoff documentary 'Field of Dreams'<sup>30</sup>.

*'Our evidence points to the prevalence of elitism and class-based discrimination in cricket. Much of this is, we believe, structural and institutional in nature, driven partly by the lack of access to cricket in state schools and the way in which the talent pathway is structurally bound up with private schools. This makes it much harder for talented young people to progress if they are not at so-called 'cricketing' schools – which are overwhelmingly private schools – and do not have alternative means to access the sport. Private school and 'old boys' networks' and cliques permeate the game to the exclusion of many.'*  
ICEC Report June 2023<sup>31</sup>

### 3.3.8 Teaching time

When interviewed schools also spoke about the challenges of the timetable to teach cricket. With only 2 hours of PE per week, progress in the sport relies on caregivers to facilitate extra coaching and net practice; and/or schools providing after-school opportunities. Cricket is often taught in the summer term in June and July, one of the terms most disrupted by exams and school trips. These barriers mean it can be difficult for players to improve as they do not get the level of practice required.

### 3.3.9 Coaching organisation outside of Schools

Due to the limited time schools have available to teach and play cricket, coaching organisations outside of school play an important part in developing skills and growing the popularity of cricket within a community. For many children not having the correct equipment can be a barrier to being able to participate within certain clubs or groups. Self-esteem can also be negatively affected when a player does not have the correct equipment to play.

### 3.3.10 Self-esteem issues as a result of lack of equipment

Multiple stakeholders from lower-income schools or youth coaching who were interviewed for the Cric-Kit case study said that they have had to ask the rival club – that they were about to play – to borrow equipment such as bats and helmets, as they simply did not have enough equipment to play. One stakeholder spoke of the experience of their team turning up to play a match without equipment and items such as cricket shoes and that the team had to play in trainers. This was also witnessed by one of the authors during training sessions where young players would come to training and have to borrow items such as helmets from other players in the session.

Coaches spoke of the social discrimination within cricket and that the sport can be very elitist. For example, lower income schools spoke of playing private schools and being laughed at when they had to play the match in trainers. Some stated that despite their team being superior in ability and winning the match, the individual players were sometimes made to feel less than those within the private school because they did not have the kit. Coaches spoke of their embarrassment of having to ask the rival school to borrow kit before the match and how they felt already at a disadvantage before the match had even started.

### 3.3.11 Community

During a site visit to the Sheffield Caribbean Sports Club in March 2023 for the opening of the Cric-Kit donation hub – housed within their clubhouse. It was evident - through talking to numerous people

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<sup>30</sup> <https://www.bbc.co.uk/programmes/m00190pb>

<sup>31</sup> [ICEC-Executive-Summary-with-Forewords.pdf \(theicec.com\)](#)

who attended the event – of the importance of cricket as a tool to connect communities. Some of the members who had been at the club for 50 years spoke about the club being a safe space and a place to connect with other people of Caribbean origin. They shared that in other parts of Sheffield – at that time – people did not welcome them and this caused difficulties in integrating within the community. One person stated that without the club ‘they would not be here,’ when asked to elaborate he said he would have probably ended up down a different path and that it was the role models he met at the club that helped him stay out of trouble. The community connection within the club meant that people knew each other’s families and could look out for one another. Figure 8 shows the long history and many generations of players who have been part of the club, a history the club is proud to share. The current Chair and Cricket Manager knew everyone personally. This is important to note because they had experienced the challenges of playing against other clubs without the correct equipment. The cricket manager shared that some of his team had to play in trainers but could still beat the opposition team. Without people within the club to push and grow players and to offer some level of protection against the comments and self-esteem issues which can come when playing without the correct kit, many young players would not return, or they would move to another sport.

Having community leaders that can identify and grow talent is essential if the sport is to become more inclusive, but these community leaders need access to the right equipment to enable this. The partnership with Cric-Kit facilitated kit for young players including a pair of twins. When interviewed for a news report for BBC Yorkshire the mother of twins talked about the cost of kit and that she could not afford to kit them both out, meaning either one of them got to play or neither of them did. Cric-Kit’s strong relationships with community groups of all ages, genders and race are important as it enables them to allocate kit to those in need.



*Figure 8 Image from site visit to Sheffield Caribbean Sports Club March 2023*

### **3.3.12 Asylum Seekers**

The positive impact of the Cric-Kit scheme for those seeking asylum is evident through interviews with charities which work with them. Below is a quote from a stakeholder working with refugees who received kit as part of the project.

*“The impact that this has had on both the individuals taking part and the wider community of asylum seekers is significant. We have to remember that many of these young men were actively supporting the British forces in Afghanistan. For example, one of the young men was working with the US Aid programme to discourage young men from joining the Taliban. As such, many of these young men will have “targets on their back” back in their home country. Now that they are here, after being promised sanctuary in this country by our Government, they are holed up in hotels and hostels for months and years, awaiting their asylum claims to be processed. They are prevented from taking any employment, they are given a tiny sum of money (enough for the occasional bus fare and keeping their phones running) over and above being housed and fed. After being in the hotel/hostel for 6 months they are able to get some further education, but availability is patchy (one of our cricketers, with excellent English, wishes to train as a nurse but cannot yet get on a course). At any time, with just 24 hours notice, they could be rehoused in a distant part of the country with more strangers. This is after building up some relationship with their fellow hotel/hostel occupants and with some of the local community (such as the volunteers within our organisations). Within this context, partaking in sport with the local community is hugely important. The release and purpose it gives the asylum seekers is obvious. Just as important is the exposure of the local community to the asylum seekers who are demonised by the Government and by much of the Press. Having this constructive interaction reveals the asylum seekers as just “regular people” like all the rest of us. They become human beings, not just statistics or faceless “threatening” individuals. Grassroots sport is an immensely powerful thing – no more so than in situations like this.”*

Some of the refugees the charity works with now play for local clubs, this has brought social benefits to both those seeking asylum and those already living in the local community. Many of the asylum seekers bring a lot of talent to teams, given cricket’s popularity within Afghanistan and that many players have been playing informal street cricket from a young age. Cricket allows a common language which bridges communication barriers and provides a small rest bite for asylum seekers many of whom have experienced significant trauma.

### **3.3.13 Cri-Kit social impact**

Across all stakeholders interviewed during the Cric-Kit case study they each had their own story to share about how the project had impacted their ability to play cricket, all were incredibly grateful and many shared that without Cric-Kit they or the people they support would not have been able to play the sport. Stakeholders did not mention the condition of the kit, this seemed less significant when compared to not having access to any kit at all. Cric-Kit has shown there is a need to make cricket gear more assessable to wider socio-economic groups. Without support from governing bodies schemes such as Cric-Kit are the only option for many people who want to access kit to play cricket within their locality.



Figure 9 Pictures of people who had donated kit and of those in receipt of the donations.

### 3.3.14 Social Summary

There are significant social issues which impact access to cricket gear, many of which go beyond the scope of the report, but class-based discrimination, limited PE teaching time in state schools and restricted state school budgets must be addressed if cricket is going to be a game for all. Cric-Kit is a pioneering project that has illustrated that cricket gear reuse programmes can play a vital role in facilitating access to kit and supporting stakeholders and organisations who are facing the challenges related to the social issues discussed.

### 3.4 Environmental

In previous reports published on the PASIC platform,<sup>32</sup> the environmental impact of cricket equipment has been documented. Most cricket equipment is made from multi-components which cannot be easily separated for recycling and is not compostable or biodegradable. Some of the components such as the surface of batting pads can degrade over time due to cracking and the impact of moisture. Little consideration has been given to designing cricket equipment in more sustainable ways by the larger brands and/or smaller producers.

#### 3.4.1 Volume of cricket waste

There is limited data available in the public domain on the volume of cricket gear produced annually, and no data on how many items of cricket equipment go to waste. In previous PASIC reports<sup>33</sup> analysis has been conducted to give an estimation of the volume of waste generated per annum.

<sup>32</sup> <https://cfsd.org.uk/projects/cricket/>

<sup>33</sup> [Sustainability Cricket-Gear-Final-July-2022-Updated-June-2023-1.pdf \(cfsd.org.uk\)](#)

Cricket Gear	Items (000s)			Weight (tonnes)		
	Adult	Junior	Total	Adult	Junior	Total
<b>Bats</b>	138	226	<b>364</b>	193	217	<b>410</b>
<b>Balls</b>	1363	442	<b>1805</b>	218	62	<b>280</b>
<b>Batting gloves - pairs</b>	167	329	<b>496</b>	77	93	<b>170</b>
<b>W/c gloves - pairs</b>	17	33	<b>50</b>	26	31	<b>57</b>
<b>Pads - pairs</b>	110	241	<b>351</b>	226	296	<b>522</b>
<b>Helmets</b>	100	219	<b>319</b>	82	103	<b>185</b>
<b>Total</b>	<b>1895</b>	<b>1490</b>	<b>3385</b>	<b>822</b>	<b>802</b>	<b>1624</b>

Figure 10 Estimated annual waste in England and Wales (numbers are rounded) Charter and Clark 2022 (Revised July 2023)

### 3.4.2 Responsibility and Legislation

There is increasing awareness by brands about the environmental impact created by their products. With increasing sustainability awareness by the public, many customers now have an expectation that brands should have sustainability strategies in place, and while this is the case for some of the larger brands<sup>34</sup> such as Adidas and Nike, previous research accessible via the PASIC platform shows that many of the smaller brands do not. In a review of cricket gear manufacturers only a few incorporated sustainability messages on their website<sup>35</sup>. Cricket has also been considered a laggard in terms of other sports in responding to sustainability concerns around the volume of items produced.

In previous research completed by CfSD, some reuse organisations shared that they felt brands were ‘passing on the problem,’ and that having reuse schemes allowed brands to continue to produce new products without any repercussions about what happens to the cricket gear when the first user has finished with them.

Legislation may become a driver for change with increasingly tighter regulations planned within the EU as set out in the EU Strategy for Sustainable and Circular Textiles<sup>36</sup> which will apply to cricket clothing and potentially apparel. Whilst the UK is no longer part of the EU, the UK government is at the early stages of considering how to move forward in this area. In the future, brands may be charged extra fees related to reuse and recycling through Extended Producer Responsibility (EPR) as indicated by a previous CfSD report on cricket clothing<sup>37</sup>. Currently, projects like Cric-Kit provide a service to the community, but it also has huge benefits for brands too who are released from some of the responsibility of having to take care of their used product.

### 3.4.3 Cric-Kit Impact

The graphic below shows the impact of Cric-Kit’s pilot launch with Zero Waste Leeds (Figure 11) and the figures showing the impacts from January-April 2023<sup>38</sup> (Figure 12). The difference in figures in Figures 12 and 13 reflects the difference in approach from the pilot launch to the Cric-Kit method as

<sup>34</sup> Which have overarching sustainability strategies related to their brand rather than specific product categories

<sup>35</sup> <https://cfsd.org.uk/wp-content/uploads/2023/07/A-Review-of-Cricket-Gear-Manufacturers-Suppliers-July-2023.pdf>

<sup>36</sup> [EUR-Lex - 52022DC0141 - EN - EUR-Lex \(europa.eu\)](https://eur-lex.europa.eu/lexuri/cs/l/uri/52022DC0141)

<sup>37</sup> [https://cfsd.org.uk/wp-content/uploads/2022/07/Sustainability\\_Cricket-Clothing-Final-28-7-22.pdf](https://cfsd.org.uk/wp-content/uploads/2022/07/Sustainability_Cricket-Clothing-Final-28-7-22.pdf)

<sup>38</sup> They accepted donations in January due to the success of the pilot. However, the donation hubs officially opened in March.

detailed in the case study in Section 2. The first launch in September 2022 was designed to ‘test to water’ and see if the community would respond to a local reuse programme. The pilot event was advertised through all community groups, partners, and links, especially advertising the availability of cricket gear and other items for ‘free.’ The items at the pilot launch included branded tracksuits, which could be used for all occasions, so were not cricket specific which is reflected in the high numbers of items reused. Figure 12 numbers are specific only to cricket equipment and cricket specific clothing from January-April 2023.

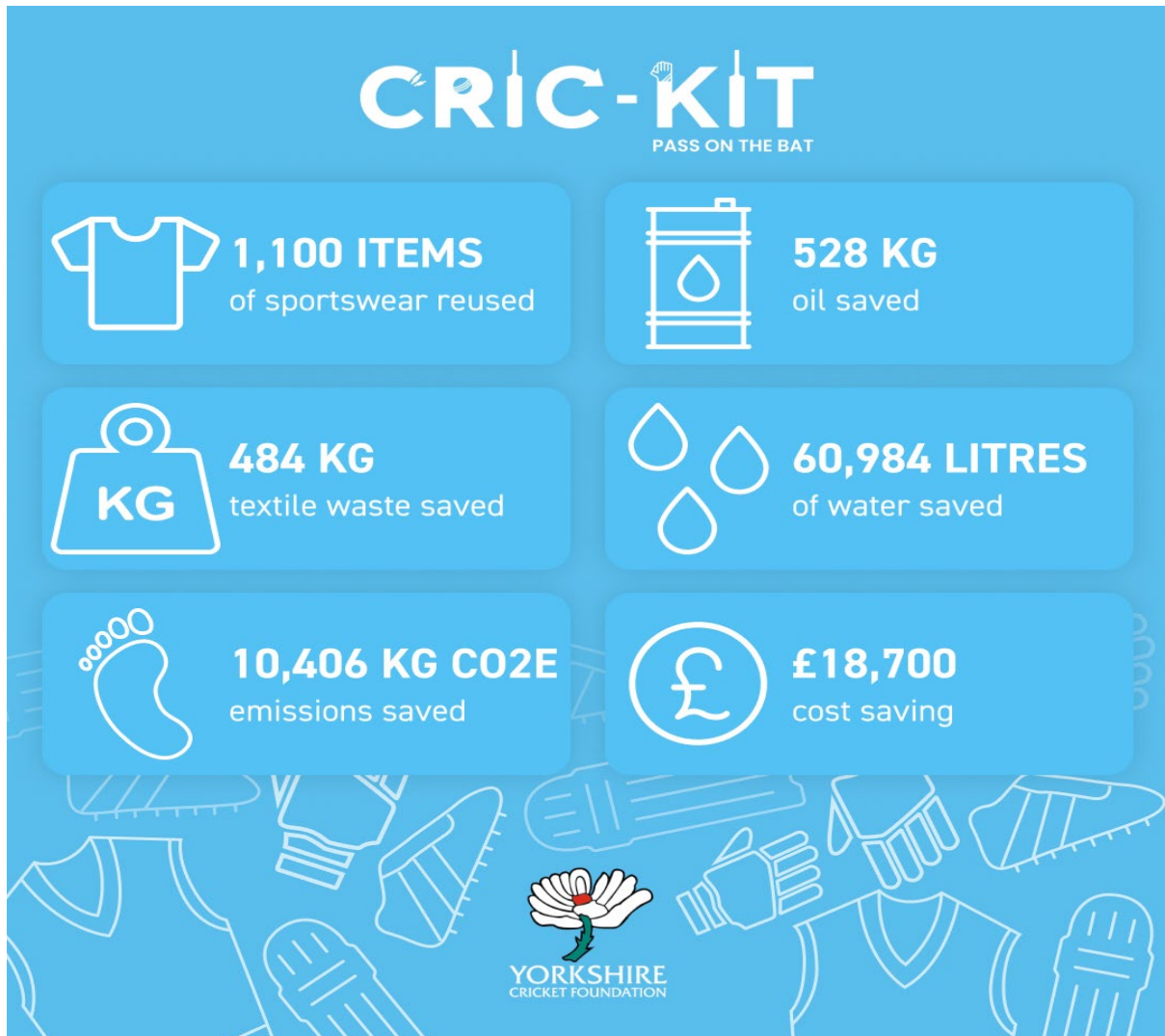


Figure 11 Graphic showing key impacts of the launch day of Cric-Kit pilot September 2022 (in collaboration with Zero Waste Leeds)



Figure 12 Graphic showing key impacts of Cric-Kit during January-April 2023, these figures are specific to cricket clothing and equipment.

The figures were produced by Zero Waste Leeds (ZWL) using their carbon calculator. The calculator was developed for one of ZWL other projects Together for Sport and is based on clothing and footwear only. The calculator is not specifically designed to measure cricket equipment impacts and further research and development is needed to support greater data accuracy in quantifying the impacts of cricket equipment. ZWL published the figures to illustrate the impacts from Figure 12.

- 465.44 litres of water, is equivalent to the average amount of water required to fill about 1,862 standard water bottles (500ml)
- 196.8 kilograms of oil, used in the production of synthetic garments by weight. This amount of oil is equivalent to the fuel consumption of a small car driving approximately 2,638 miles (4,245 kilometres).
- 3,878.6 kilograms of CO<sub>2</sub>e (carbon dioxide equivalent). This reduction in carbon emissions is equivalent to offsetting the carbon footprint of about 195,000 miles (313,820 kilometres) driven by an average passenger vehicle.

### 3.4.4 Environmental Summary

The volume of cricket kit produced has substantial environmental impacts, but the brands who produce the products bear little if any responsibility for it after it has been sold. Organisations such as Cric-Kit act as a valuable resource to facilitate the reuse of cricket gear by others enabling it to have a longer life and diverting it from potential landfill. Brands have the opportunity to show a greater level of responsibility for their products during their whole life cycle of the product and support organisations such as Cric-Kit through funding.

### 3.5 Economic

The cost-of-living crisis has had a detrimental effect on many people, 52%<sup>39</sup> of those surveyed for a London Sport report published in 2022 agreed the rising cost of living had limited their ability to afford both sports and leisure equipment. For many people especially in areas of high need, the priority is food, utility bills and house payments, with little spare income to spend on other areas.

#### 3.5.1 Participation goals

Kendal James, participation manager for YCF, and founder of the Cric-Kit initiative, said:

*“As part of the Yorkshire Cricket Foundation, within Participation our job is to try to break down barriers and one of the biggest barriers, we know in cricket is in fact the equipment. Added on top of this - given the current climate with inflation and how expensive things are we wanted to rally around and find as many opportunities as possible to showcase that we can reuse, recycle and donate kit to those that need it to be able to access cricket further<sup>40</sup>.”*

During an interview, Kendal James from Cric-Kit shared information about the challenges faced by the community she supports in her role as participation manager:

*“So, my job is to be working across Yorkshire, the largest county in the country. So, there’s a lot to go at and essentially, we are the charity to break down boundaries. And, because I lead on the participation, it’s always around obviously providing a venue, providing a coach, and so far, there’s a lot of grassroots cricket being played. But the problem that we’re finding is the segregation between community and cricket clubs, particularly within larger families, they don’t have the money or resource to be able to afford the equipment. So, to avoid the embarrassment of turning up at the Cricket Club and not having the gear and then having to ask for the equipment, people just won’t do it. And therefore, they always stay playing at one particular format. Which is you know, indoor, which is using wind balls, but they could potentially have the opportunity to be playing at a higher level and if you like traditional cricket, but they can’t play it, that is the reason why it came about. We work with refugee communities and with areas of deprivation and so we’ve sort of rallied around between us to see what could be done.”*

#### 3.5.2 Cost of equipment

The cost of equipment for cricket is substantial for the hardball game. The protective equipment such as helmets, pads, gloves make the game unaffordable to many socio-economic groups and creates a barrier to entering and progression within the sport. The average kit can cost between £500-£1000 depending on the brand and specification of the cricket gear.

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<sup>39</sup> [Ten years on from London 2012 nearly half of Londoners forced to cut back on exercise as cost of living crisis bites | London Sport Media Centre](#)

<sup>40</sup> [Yorkshire Cricket Foundation and Zero Waste Leeds offer free cricket kit to families | Yorkshire Post](#)





Figure 13 Cost of Junior new kit versus pre-loved kit by online platform Kidd3r

Kendal James, also highlighted that: *“Sport kit and cricket equipment is expensive for a lot of people, it’s the biggest barrier to taking part in cricket.”*

Figure 13 shows the cost of a new kit versus second-hand quality kit, Cric-Kit reduced all financial barriers by providing the kit for free.

For families with more than one child, for example, spending up to £2000 on equipment for cricket is just not possible. The high cost of kit contributes to a narrowing of the socio-economic group of players and reinforces the elitism which has been identified by the ICEC report within the sport. Additional costs for those that are able to join a club could be £120 membership, match fees of £10 per game x 20 games, £5 for training and up to £400 for transport for the season to travel to other clubs for the matches.

### 3.5.3 Affordability Barriers to Progression

The affordability concerns raised within the research have been confirmed by the ICEC report.

*‘We believe very strongly that the costs associated with participation in the talent pathway are one of the most significant barriers to equity in cricket. It will never be ‘a game for all’ at County level and above when large parts of society simply cannot afford to get their foot on the ladder and progress, no matter how talented they may be. If an appeal to equity and fairness isn’t enough on its own, we are clear that cricket in England and Wales is losing talented - potentially great - players simply because of the financial barriers the game puts in their way.’*

ICEC Report June 2023<sup>41</sup>

### 3.5.4 Cric-Kit Impact

Cric-Kit has developed an early-stage model which is providing a positive contribution to the local community and is reducing financial barriers to accessing kit. It allows anonymous pick up of kit by

<sup>41</sup> [ICEC-Executive-Summary-with-Forewords.pdf \(theicec.com\)](#)

whoever needs it. This allows players who may not have the finances to pick up kit discreetly thus protecting self-esteem.

### **3.5.5 Economic Summary**

The cost of kit is prohibitively high for many people, and the cost-of-living crisis has put increasing pressure on personal budgets currently and in the near future. People must make difficult decisions and prioritise their finances in a way that they may never have had to before. This will impact the sports they and their children have access to. Cost barriers to purchasing cricket gear will be detrimental to participation in the sport as talented players will be lost as they have no exposure, access, or progression in the game.

### **3.6 Summary**

The Golden Triangle (Charter and Czutkowna 2023) has been used as a model to demonstrate multiple social, environmental, and economic impacts related to cricket and cricket gear. Many of these impacts are qualitative and expressed through the views of stakeholders interviewed for this report. Cric-Kit has successfully engaged the community, promoted sustainability, and made a positive impact. With ongoing partnerships and upcoming expansion, Cric-Kit is playing an important role in reducing barriers, empowering communities and reducing the environmental impacts created by the sport. Cric-Kit provides a useful case study to illustrate the relevance of The Golden Triangle in thinking through the complex social, environmental and economic relationships related to access to cricket gear.

## **Section 4 Summary**

This report follows on from previous research conducted by CfSD, in particular, the 3R'S Cricket project<sup>42</sup>. The report documents a case study of cricket equipment reuse by the Yorkshire Cricket Foundation Cric-Kit programme. A separate How to Guide is available on the PASIC platform for others who want to set up a similar scheme as outlined in the case study.

### **4.1 Cric-Kit: a case study**

- There is a substantial amount of kit in communities which is not being utilised fully.
- The communities involved in the project have been generous with donations of cricket gear, people were pleased to have a destination to take their donations to.
- Many people did not know what to do with the kit they no longer needed, and it was kept as stored waste, Cric-Kit provided a solution which enabled the products to move from being stored waste and get them back into a cycle of being used again.
- There is a need for affordable cricket equipment within Yorkshire.
- People who cannot afford it chose other sports to play or did not progress to the hardball form of the game.
- Affordability is a barrier to entry and progression in the sport.
- Close links with community groups are important to ensure donated goods can be matched with players that need them easily.
- Cric-Kit provides an important service which has social, economic and environmental impacts.

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<sup>42</sup> [Cricket - The Centre for Sustainable Design \(cfsd.org.uk\)](https://www.cfsd.org.uk) It is recommended to read previous reports to gain context on Reuse of cricket gear within the UK.

## The Golden Triangle

### Social

- Inequalities do exist within cricket as highlighted in the recent ICEC Report<sup>43</sup>
- Not having the correct kit when playing matches against others can impact self-esteem.
- Not having the correct kit can reduce opportunities to play and progress in the sport.
- The cost of kit creates an elitist attitude in the sport, those who are unable to afford kit may feel 'less than' those that can.
- Schools have an important role to play in exposing children to and enabling the opportunity to play cricket.
- Some schools in lower-income areas cannot afford to teach cricket as part of the curriculum due to the cost of cricket equipment.
- Cricket plays an important role within some organisations as a tool to support refugees build connections while seeking asylum.

### Environmental

- Brands do not take accountability for what happens to their goods after purchase and at their end of life.
- There is no data on what players do with their kit when they no longer need it.
- There is no data on what happens to cricket equipment at the end of life.
- It is presumed many items are going to landfill which could still be utilised.
- Cric-Kit provides an important service by facilitating prolonging the life of equipment and diverting items from potential landfill.

### Economic

- The cost of kit can lead to other sports being prioritised in the curriculum in schools.
- The cost of a full new kit can be £730 which is prohibitive to many households.
- The cost of kit creates a barrier to entering and progressing in the sport, which hinders inclusivity.
- Funding is needed to allow the time and resources for reuse schemes to be implemented and maintained.
- Reuse schemes need to facilitate the reuse of good quality and safe equipment. They are not a destination to receive kit which has little to no use left in it.
- Making reuse part of the community aspect of the cricket club can also bring social benefits.

## 4.2 Recommendations

- Ensure schemes like Cric-Kit has adequate funding to continue and expand.
- Explore opportunities to support the reuse of clothing through patching over logos.
- Develop a team of volunteers for each area to help market and manage the hub's requests.
- Develop a network of reuse organisations within the locality across various sports to share items which can be used for multi-sports.
- Collaborate with community groups to understand specific needs and discuss how reuse can support those needs.
- Organise a peer-to-peer platform for reuse organisations to share learnings and best practices across the country.

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<sup>43</sup> [HOLDING-UP-A-MIRROR-TO-CRICKET-REPORT-ICEC.pdf \(theicec.com\)](https://theicec.com/HOLDING-UP-A-MIRROR-TO-CRICKET-REPORT-ICEC.pdf)

### Appendix 1: 'Wish list' example

The chart below shows an example of a 'wish list' of items needed which was provided by community groups in need of items. Data was provided by Cric-Kit records.

<b>CONTACTED PERSON</b>	<b>WISHLIST</b>	<b>COLLECTED BY</b>	<b>WISHLIST FULFILLED</b>	<b>NOTES</b>
Mr Jones	Batting Gloves x 1 Pair (LH) Batting Pads x 1 Pair Bat x 1	Sarah James (James Academy)	Bats x 3 Helmet x 1 Batting Pads x 3 Pairs Wicket-keeping Pads x 1 Pair Batting Gloves x 3 Pairs Thigh Pad x 1 Cricket Trousers x 2 Training Shorts x 2 Training Tee x 1	

## Appendix 2 Leeds donation figures.

The chart below shows the donations received and those collected for reuse. Data was provided by Cric-Kit records.

<b>Type of Kit &amp; Sizes</b>	<b>DONATED</b>	<b>COLLECTED</b>	<b>REMAINING</b>
<b>Junior</b>			
Bats	9	8	1
Wind Balls			
Hard Balls	5	5	0
Batting Pads	9	8	1
Batting Gloves	11	10	1
Wicket-keeping Gloves			
Wicket-keeping Inners			
Wicket-keeping Pads	2	1	1
Single Thigh Pads	3	2	1
Abdominal Guards	2	0	1
Chest Guard	1	0	1
Elbow Guards	1	0	1
Helmets	8	8	0
Spikes			
Jumpers			
Jackets	1	1	0
Jerseys/T shirts/Tops	23	23	0
Vests			
Trousers	5	4	1
Shorts/Training Shorts	2	0	2
Caps/Hats	3	1	0
Empty Kit bags	3	3	0
Backpack			
<b>Men's</b>			
Bats	5	5	0
Wind Balls	6	6	0
Hard Balls	55	55	0
Batting Pads	12	11	1
Batting Gloves	10	10	0
Wicket-keeping Gloves	3	3	0
Wicket-keeping Inners			
Wicket-keeping Pads	2	2	0
Single Thigh Pads	2	1	1
Abdominal Guards	1	0	1
Chest Guard			
Elbow Guards	1	0	1
Helmets	6	6	0
Spikes			

Jerseys/T shirts/Tops	4	1	3
Vests			
Jackets			
Jumpers	4	2	2
Trousers	4	0	4
Shorts/Training Shorts	3	0	3
Jumpers			
Backpack			
<b>Women's</b>			
Bats	2	2	0
Wind Balls			
Hard Balls			
Batting Pads	4	4	0
Batting Gloves	4	4	0
Wicket-keeping Gloves	2	2	0
Wicket-keeping Inners	1	1	0
Wicket-keeping Pads	2	2	0
Single Thigh Pads	4	4	0
Abdominal Guards			
Elbow Guards			
Helmets			
Spikes			
Jerseys/T shirts/Tops			
Vests	2	0	2
Trousers			
Leggings	1	0	1
Shorts/Training Shorts			
Jumpers			
Backpack			
	Total	Total	Total
	228	225	30

### Appendix 3 Single items donated (part of pairs).

The chart below shows the single items of gloves received; these were sent to Lord Taverners Sports Kit Recycling. Data was provided by Cric-Kit records.

<i>Type of Kit</i>	<i>Available</i>
<b>Junior</b>	
Batting Pads	
Batting Gloves	<b>3</b>
<i>Type of Kit</i>	<i>Available</i>
<b>Men's</b>	
Batting Pads	<b>2</b>
Batting Gloves	<b>4</b>