

THE CRICKET COLLECTIVE AWARDS 2026

TOOLKIT FOR CRICKET CLUBS





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INTRODUCTION

The Cricket Collective Awards are our annual celebration of the volunteers, young leaders, clubs, and community groups who keep the grassroots game thriving week in, week out.

These awards champion the individuals whose dedication, passion, and energy make cricket possible, whether they're running weekly coaching sessions, supporting young players, maintaining grounds, welcoming new members, or working tirelessly behind the scenes to create inclusive and enjoyable club environments.



HOW CLUBS CAN GET INVOLVED

Getting involved in The Cricket Collective Awards is simple, and it's a brilliant opportunity for clubs to thank and champion the volunteers who make such a difference all year round.

Throughout the season, Recreational Cricket Boards run their own local award programmes. Clubs are encouraged to submit nominations, highlighting the people who go above and beyond in their community. Local winners will be selected, celebrated at county events and on social media, and then put forward for national consideration.

This means that every club has the chance to help their volunteers gain recognition at both regional and national level. Whether it's a long serving club stalwart or a young leader making a big impact, your nomination could see them celebrated amongst the best volunteers across England and Wales.

Following this page, you'll find a comprehensive toolkit designed to support clubs throughout the nomination and submissions process. The pack brings together all the core information and resources you'll need.

There are some updates from last year, so please take a moment to read through them carefully. Understanding the criteria will help ensure your nominations are clear, compelling and reflect the brilliant work of your volunteers.

CATEGORIES & ELIGIBILITY

With 13 national award categories, including a number of exciting new additions, this year's programme offers more opportunities than ever to recognise the people who help cricket thrive. Each category has been designed to celebrate different forms of volunteering, leadership, and community impact. The information below provides a full overview of the categories and the eligibility criteria to support nominees in choosing the most appropriate award.



Please note that your local cricket board may run different or additional categories as part of their local awards. For full details, please check your board's website.

-  **Newcomer of the Year**
-  **Young Cricket Collective Champion**
-  **Raising the Game**
-  **Metro Bank Champion of Girls' Cricket**
-  **Unsung Hero**
-  **Sustainability Innovator**
-  **Official of the Year**
-  **Grounds Management Team of the Year**
-  **League Legend**
-  **Coach of the Year**
-  **Lifetime Services to Coaching**
-  **Lifetime Achiever**
-  **Cricket Collective Champion**



Metro Bank Champion of Girls' Cricket

Karen Coleman
Staffordshire



Rising Star

Betty Evans
Dorset Cricket



Rising Star

Alex Evans
Cricket Wales



Connecting Communities

Hind Cultural and Welfare Society Cricket Club Derbyshire



Inspired to Play

Emma Cooling
Devon



NEWCOMER OF THE YEAR

Description:

An individual who has recently stepped into the world of cricket volunteering and made an immediate, positive impact. Whether through fresh ideas, infectious enthusiasm, or a willingness to go above and beyond, this person has quickly become an integral part of their club or community.

Eligibility:

To be eligible for this award, the nominee must have demonstrated one or more of the following:

- The nominee must have started volunteering in cricket within the last 12 months.
- They should have demonstrated significant impact in a short period, through enthusiasm, commitment, or innovative contributions.
- Open to volunteers in any role.



YOUNG CRICKET COLLECTIVE CHAMPION

Description:

A young volunteer aged 14 to 25 who has brought fresh energy, skills, or ideas to cricket this season, leading by example, acting as a positive role model, and making a meaningful contribution to their team, club or community.

Eligibility:

To be eligible for this award, the nominee must have demonstrated one or more of the following:

- Proactively taken on responsibilities within their club or local community
- Demonstrated leadership, serving as a positive role model among peers.
- Actively supported the delivery of activities, such as coaching, mentoring, events or assisting with junior programmes.



RAISING THE GAME

Description:

A volunteer, committee member, or administrator who has gone above and beyond to help make cricket the most inclusive team sport opening cricket to new participants and communities and helping them thrive and feel welcome.

Eligibility:

To be eligible for this award, the nominee must have demonstrated one or more of the following:

- Fostered inclusivity and helped create an open and welcoming cricket environment.
- Introduced innovative initiatives that create new opportunities to play, coach, volunteer, or spectate.
- Raised understanding of the diverse experiences, perspectives, and differing needs of people within the game.
- Set higher standards and promoted a culture free from discrimination.





METRO BANK CHAMPION OF GIRLS' CRICKET

Description:

An individual, coach, role model or club who has championed the development of girls' cricket, creating opportunities for girls to play, coach, and lead.

Eligibility:

To be eligible for this award, the nominee must have demonstrated one or more of the following:

- Driven growth in girls' participation by engaging new audiences and removing barriers to entry.
- Established diverse playing pathways, ensuring girls of all abilities have opportunities to play, develop, and progress.
- Enhanced visibility and representation of girls in cricket through advocacy, outreach, and inclusive practices.
- Developed programmes that support long-term engagement and progression.





UNSUNG HERO

Description:

A dedicated volunteer whose efforts to make cricket happen often go unnoticed or take place behind-the-scenes, yet they continue to go above and beyond to support their club or community and to improve the experience for everyone involved.

Eligibility:

To be eligible for this award, the nominee must have demonstrated one or more of the following:

- Consistent dedication and commitment to keep the club running smoothly, taking on essential tasks such as organising fixtures or preparing teas.
- Made a significant positive impact on others, often behind the scenes or without seeking recognition.
- Shown exceptional kindness, empathy, or support to colleagues, volunteers, or members.
- Contributed to creating a positive, inclusive, and collaborative environment.
- Gone above and beyond to solve problems or support initiatives.





Description:

An individual, club, or group that is addressing the threat climate change poses to cricket by making sustainable changes to operations, adapting their facilities and/or engaging and educating their local community.

Eligibility:

To be eligible for this award, the nominee must have demonstrated one or more of the following:

- Implemented sustainable practices at their club to reduce their community’s environmental impact.
- Adapted facilities to support long-term sustainability and resource efficiency.
- Inspired others through innovation, education, and teamwork to protect cricket’s future.
- Promoted a culture of environmental responsibility within the sport.

SUSTAINABILITY INNOVATOR



OFFICIAL OF THE YEAR

Description:

Match Officials, whether as an Umpire or Scorer, who uphold the spirit of cricket through fairness, professionalism and respect, and who make significant contributions to their organisation and the wider cricketing community, including supporting the development of others.

Eligibility:

To be eligible for this award, the nominee must have demonstrated one or more of the following:

- Integrity, dedication, and commitment to the game at all times.
- Served as a positive role model for players, coaches, and fellow officials.
- Contributed to creating an inclusive, respectful, and enjoyable match environment.
- Supported and encouraged the development of other officials and participants.
- Consistently upheld high standards of conduct across all matches.



GROUNDS MANAGEMENT TEAM OF THE YEAR



Description:

Volunteers who go the extra mile to make sure players have quality, safe, and sustainable facilities to enjoy cricket throughout the season.

Eligibility:

To be eligible for this award, the nominee must have demonstrated one or more of the following:

- Maintained and improved playing surfaces to ensure safe and high-quality conditions.
- Gone above and beyond to prepare grounds for matches and events.
- Responded proactively to weather-related challenges to keep facilities ready.
- Enhanced and cared for club facilities to support the wider community.
- Demonstrated environmental awareness in groundskeeping practices.



**Description:**

A league volunteer, committee member or administrator who goes above and beyond to support clubs, local competitions, and participation levels.

Eligibility:

To be eligible for this award, the nominee must have demonstrated one or more of the following:

- Enhanced playing opportunities and access to league cricket for all participants.
- Improved competition structures to ensure fairness, balance, and enjoyment.
- Supported the development and sustainability of league cricket at all levels.
- Shown dedication to the long-term growth and success of the game.

LEAGUE LEGEND



COACH OF THE YEAR



Description:

A coach who goes above and beyond to inspire and develop players of all ages and abilities, creating a safe, inclusive, and enjoyable learning environment.

Eligibility:

To be eligible for this award, the nominee must have demonstrated one or more of the following:

- Shown exceptional commitment to player growth, development, welfare, and enjoyment.
- Served as a role model, while fostering team spirit and collaboration.
- Continued to develop their own skills and knowledge to maximise impact.





LIFETIME SERVICES TO COACHING

Description:

An individual who has dedicated a lifetime to coaching, nurturing and mentoring players and fellow coaches, creating a lasting legacy across clubs, leagues, counties, or schools.

Eligibility:

To be eligible for this award, the nominee must have demonstrated one or more of the following:

- Provided long-term, dedicated coaching that has positively impacted both the game and the local community
- Demonstrated exceptional leadership and mentoring, consistently supporting the growth of players and fellow coaches.
- Shown a deep and ongoing commitment to player development, prioritising wellbeing, skill progression, and personal growth.
- Played a key role in strengthening community engagement through sport, fostering participation and connection.
- Inspired future generations by cultivating an inclusive, respectful, and empowering club culture.





Description:

An individual whose long-term service has shaped their club, league, or community, leaving a lasting legacy through years of dedication.

Eligibility:

To be eligible for this award, the nominee must have demonstrated one or more of the following:

- Made a significant and sustained impact within their community or club over a substantial period of time.
- Contributed across one or multiple roles, such as a coach, committee member, official, or grounds volunteer.
- Demonstrated an unwavering passion and commitment to supporting others, fostering inclusivity, and promoting fairness and collaboration to drive positive change.

LIFETIME ACHIEVER





New
public-
voted
award!*

CRICKET COLLECTIVE CHAMPION

Description:

An individual who plays a vital role in making recreational cricket happen by championing the volunteers who bring it to life. They support and uplift others, helping to recruit new faces, nurture existing volunteers, and create a welcoming, motivated environment where everyone feels valued.

Eligibility:

To be eligible for this award, the nominee must have demonstrated one or more of the following:

- Actively promoted and celebrated the contributions of volunteers, helping them feel valued and appreciated.
- Played a key role in recruiting and welcoming new volunteers, using innovative methods to attract new members and create an inclusive and supportive environment.
- Strengthened the volunteer community by fostering collaboration, motivation, and a sense of belonging, i.e. providing ongoing encouragement, guidance, and mentorship to help volunteers thrive in their roles.
- Demonstrated initiative and leadership in sustaining volunteer engagement and driving positive change within recreational cricket.

**The Cricket Collective Champion Award is decided solely by a public vote at the national stage. The county stage involves standard nominations only and does not include a public vote.*



GUIDANCE FOR STRONG NOMINATIONS

Crafting a strong nomination is essential to ensuring the achievements and impact of your nominee are clearly understood and well-recognised. This section provides practical guidance on what makes an effective nomination, including tips, examples, and ready-to-use communication assets to promote submissions.



HOW TO WRITE A STRONG NOMINATION

Writing a strong nomination is all about bringing your volunteer's story to life. The judges won't know your nominee personally, so the way you describe their actions, impact, and character is what helps them stand out.

Be specific: Use examples and evidence wherever you can.

Be personal: Write in your own voice.

Keep it concise: Focus on quality over quantity; 2-3 strong examples are better than a long list.



FOR EXAMPLE:

Describe how the nominee has contributed to cricket and the impact they have had...

In your answer, it may be helpful to include:

Role and Responsibilities: describe the nominee's role(s) (e.g., coach, volunteer, captain, organiser, groundskeeper) and what they do regularly to support others.

Duration and Dedication: mention how long they have been involved and their consistency or commitment over time.

Action-Oriented Language: use strong verbs such as *organised, led, inspired, supported, created, improved.*

Impact and Outcomes: focus on what has changed because of their efforts, not just what they do. For example, have they increased membership, created new teams, improved facilities, or strengthened community engagement?

Numbers and Results: include measurable outcomes where possible (e.g., number of new players, teams formed, events delivered).

Inclusivity and Reach: explain who has benefited from their work, including any demographic details or underrepresented groups they have supported.

Overcoming Challenges: highlight any obstacles they have overcome or innovative solutions they have introduced.

FOR EXAMPLE:

Describe why the nominee stands out...

In your answer, it may be helpful to include:

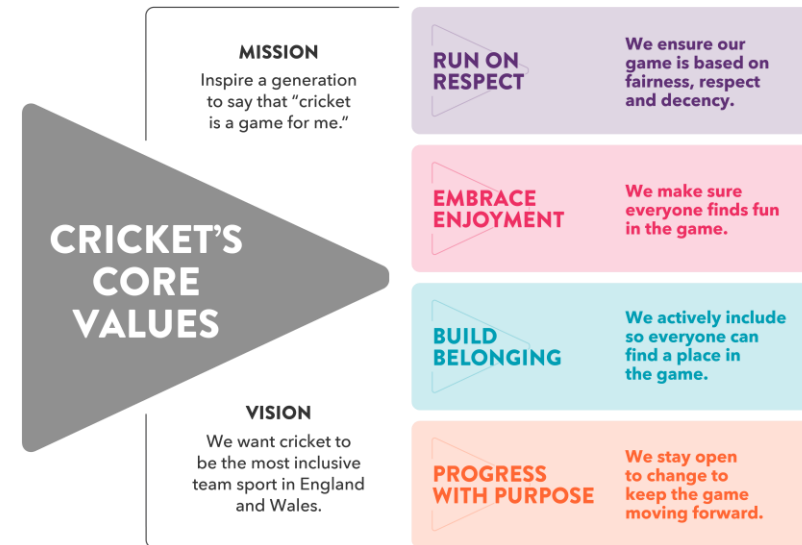
What makes them special: go beyond what is expected of their role. Explain what they do and why it impresses you.

Connection to cricket's values:

- **Run on Respect:** We ensure our game is based on fairness, respect and decency.
- **Embrace Enjoyment:** We make sure everyone finds fun in the game.
- **Building Belonging:** We actively include so everyone can find a place in the game.
- **Progress with Purpose:** We stay open to change to keep the game moving forward.

Impact and legacy: Describe the lasting difference they have made to their club or community. Have they created new opportunities, overcome challenges, or inspired others?

Examples and stories: Share specific examples that show why they are exceptional, including individuals or groups who have benefited.





DORSET
DISABILITY
CRICKET

WRITING TIPS DOS & DON'TS



Explain the specific roles your volunteer has done, e.g.

“He’s a reliable volunteer in every aspect of club life, from everyday tasks like setting up and tidying up to organising social events and coaching.”

“She has personally led national programmes like All Stars Cricket and Dynamo Cricket...”

Show the positive impact they have on people and the club, e.g.

“This success is a direct result of the strong relationships he builds with parents and children.”

“Her dedication ensures that everyone is respected and has a platform to play..”

Give real examples of moments where they made a difference, e.g.

“Growing from just 17 children in the first year to almost 100 after the COVID-19 pandemic.”

“Helping to form four women’s teams from the original two.”

“The club being officially recognised by [X] County Cricket Club for its exceptional work.”

Demonstrate how they motivate, inspire, or support others, e.g.

“This infectious passion for the sport inspires others and gives them the confidence to excel.”

“Providing consistent leadership, support, and expertise.”

“...believes that cricket is for everyone, regardless of background, race, ability, gender, or religion.”

DON'T

Don't focus on how well they play or coach competitively, these awards celebrate volunteering, not performance.

Don't talk only in general praise (e.g., "they're amazing") without giving specific examples of what they actually do.

Don't submit a nomination that's just a list of titles, describe the impact behind those roles instead.

Don't forget the behind-the-scenes work, it's often the most important part of the story.

Don't assume the judges know your club, avoid internal jargon or acronyms without explanation.



Cricket Innovators Growing the Game Safe Hands Tackling Climate Change

Stephen Osgood
Hampshire

Barry Hellewell
Hertfordshire

Mark Croft
Hampshire

Bethesda Cricket & Bowling Club
Cricket Wales

COMMS & PROMOTIONAL ASSETS

ASSETS

A suite of social media assets is available for clubs and counties to help promote nominations. Use these across your channels to raise awareness of The Cricket Collective Awards and encourage nominations across your club and community.

Please download from the ECB Resource Hub [here](#).



EXAMPLE SOCIAL MEDIA COPY

Example short post - one:

The #CricketCollective Awards 2026 are now open! These awards celebrate the volunteers, young leaders, clubs and community groups who keep the grassroots game thriving week in, week out.

If you know of someone at our club goes above and beyond, now's the time to recognise them.

Nominate now: [insert link]

Example short post - two:

Cricket wouldn't happen without our volunteers. From coaching sessions to ground prep, fundraising to welcoming new members — they make the game possible.

The #CricketCollective Awards 2026 are all about shining a light on these incredible people.

Nominate someone who deserves to be celebrated: [insert link]

Example short post - three:

We want your nominations! The #CricketCollective Awards 2026 are your chance to celebrate the volunteers who make our club what it is.

Whether it's a long-serving stalwart or a new volunteer making a big impact — nominate them today.

[Insert link]

EXAMPLE SOCIAL MEDIA COPY

Example long post:

Cricket at our club thrives because of the incredible volunteers who give their time, passion and energy to make everything happen. From coaches and young leaders to grounds teams, committee members and community champions, so many people go above and beyond to keep cricket alive here week in, week out.

The #CricketCollective Awards 2026 are now **OPEN** - and we'd love to hear your stories.

This season, counties will be celebrating their local winners, with those winners then going forward for national recognition. That means your nomination could help someone from our club be recognised across England and Wales.

If someone has made a difference to your cricketing experience, big or small, nominate them and help us shine a light on the people who keep the grassroots game thriving.

Nominate here: [Insert link]

EXAMPLE EMAIL COPY

Subject: Nominate for The Cricket Collective Awards 2026

Dear all,

We're delighted to share that The Cricket Collective Awards 2026 are now open and we'd love your help in recognising the incredible volunteers who make our club such a special place to be.

We all see the effort our volunteers put in every week - coaching sessions, junior support, ground prep, fundraising, welcoming new members, and all the unseen jobs that keep things running. If someone has made your cricket experience better, you can nominate them for an award.

Nominate here: [insert link]

Counties will choose their local winners throughout the season, and those winners will then be put forward for national recognition. Your nomination could see someone from our club celebrated across England and Wales.

There are 13 award categories this year, covering everything from coaching and young leaders to community impact and off-field support. Whatever someone contributes, there's a place to recognise them.

Thank you for taking a moment to celebrate the people who give so much to our club. Your nomination really does make a difference.

Best,
[Name]

Volunteer Grounds
Team of the Year

Unsung Hero

Game Changer

Lifetime Achievement

Chris Haley
Yorkshire

Laura
Anderson
Hertfordshire

Rohan Handa
Hampshire

Mick Hornby
Yorkshire



GUIDANCE & SUPPORT

This section provides everything you need to confidently submit clear, compelling and eligible nominations. It guides you through the full process, explaining who can be nominated, how to complete a nomination, and where to find support if needed.

The guidelines are designed to help you identify the most suitable nominees, place each entry in the correct category, and strengthen the overall quality of your submissions. Reviewing the criteria upfront makes the process smoother and gives your volunteers the best chance of being recognised at national level.



ELIGIBILITY INFO

Before submitting a nomination, please take a moment to review the eligibility criteria below.

Who can be nominated

Nominees must be volunteers from the recreational game. They should be individuals or groups who give their time, skills, and dedication to support cricket at a grassroots or community level, rather than those in paid or professional roles.

Eligible activities and time periods

In most categories, nominations should reflect activities and contributions made within the last 12 months, unless

otherwise stated. This ensures the awards recognise current impact and recent achievements.

Restrictions

Individuals who have previously won an award cannot be nominated again for the same category. However, they may be eligible for other categories, provided they meet the criteria for that category.

Guidance on conflicts of interest

To help keep the nomination process fair, we ask clubs to make their Cricket Board aware of any personal or close connections you may have with the person you're nominating. This could include family relationships, close friendships, or situations where you might directly benefit from the outcome.

Declaring a connection won't exclude a nomination, it simply helps the Cricket Board manage the process transparently. If needed, an alternative club representative can complete or approve the nomination.



HOW TO NOMINATE

Follow the steps below to complete the nomination, ensure all required information is included, and submit it for consideration.

Check Eligibility: Review the criteria to confirm your nominee and their activities meet the requirements.

Gather Information: Collect all necessary details about the nominee, including personal information, category, and supporting evidence (if applicable)

Complete All Required Fields: Fill in every mandatory section of the nomination form provided by your Cricket Board.

Provide Strong Supporting Details: Include examples, achievements, and impact to make your nomination stand out.

Review Before Submitting: Double-check for accuracy and completeness, especially contact details and category selection.

Submit by the Deadline: Ensure your nomination is sent before the closing date of your Cricket Board's deadline.



FAQs

This section answers the most common questions to make your county submission process as smooth and straightforward as possible. If you're unsure about eligibility, categories, or deadlines, you'll find clear guidance here.

Can someone be nominated in multiple categories?

A nominee can be entered in multiple categories if they meet the full eligibility criteria for each category.

Can young volunteers be nominated?

Yes. Young volunteers play an essential role in cricket, and many of our categories celebrate their contributions. We do have one age-specific award, the Young Cricket Collective Champion (for volunteers aged 14–25), so please review each category description carefully before submitting a nomination.

Can I nominate more than one person?

Yes. You may submit as many nominations as you wish, provided each nomination is completed separately and meets the eligibility criteria. There is no limit on the number of volunteers you can recognise.

What happens if I miss the deadline?

We encourage you to submit nominations on time wherever possible, as late entries may not be considered. If you are unable to submit by your County Cricket Board's deadline, please contact them directly as soon as possible. Each county manages its own timelines and will advise whether they are able to accept a late submission.

What is the Public Voted Award (National Stage Only)? - *New for 2026*

This category takes place after counties have submitted their local winners to the ECB for the national awards. At the national stage, the judging panel will create a shortlist of five nominees. These shortlisted nominees will then be included in a public vote, which will open for one month around the end of September. During this period, counties and clubs are encouraged to help promote the vote and raise awareness among their communities.

**New for
2026!**

Will nominators or nominees be contacted during the process?

Regionally: In some cases, yes, but this will vary, as each County Cricket Board manages its process differently. You may be contacted if the judging panel needs clarification or additional information about your nomination.

Nationally: Nominees may be contacted if the national judging panel needs clarification or additional information. Nominees may also be contacted to confirm details or provide any permissions or information required for prizes and communications related to celebrations if they are selected as county or national finalists or winners.

CONTACT DETAILS & SUPPORT

If you need assistance at any stage, whether you have a question about eligibility, need technical support, or would like guidance on shaping your nomination, [please contact your local Cricket Board](#).

Helpful links and documents can be also found on the [ECB Resource Hub](#) and [The Cricket Collective Learning Hub](#).





The
Cricket
Collective
Awards

THANK YOU