



MEMO

To Clubs in the South Wales Cricket Association; The South East Wales Cricket League; The South Wales Premier Cricket League.

Re: The Hundred and Cricket Leagues in Wales

Date: 22nd February 2021

We would like to personally thank the clubs and leagues in South Wales for their commitment to supporting the effort to ensure a successful day with the first ever Saturday home fixture for the Hundred competition in Wales. We know this was a significant decision by Leagues to delay a schedule of fixtures by 24 hours and we are extremely grateful for your flexibility and support. We would also like to take the opportunity to explain a little more about the purpose and importance of the success of The Hundred, for anyone who might not yet be aware.

The primary aim of The Hundred is to attract a new young audience into cricket, especially the 16-25 age group, for whom the awareness of and interest in cricket is well short of where we would like it to be. Given the challenges of the last year and what we know about young people's perception of cricket, we need to use this opportunity to fly the flag for our game, not just with current fans and cricket lovers, but also to grow cricket's appeal to new audiences and help sustain its future.

In case you missed the roadshows held just over a year ago, this [video](#) shows the reasons cricket needs to make sure the game appeals to the world that young people NOW inhabit.

The games on 31st July will also be an ideal opportunity for your juniors to go to a major cricket event to see Welsh Fire Women and Men both play at home, with some of the best players in the world on show.

We want the thousands of young people in cricket in Wales; All Stars, Dynamos participants and junior club cricketers and their parents, friends, and families to all be engaged in the hope of driving participation in our game and thereby supporting thriving clubs.

We are keen to continue to be able to support clubs in the manner in which we have been able throughout the pandemic. ECB's financial support was a major part of this, and we know that cricket's finances, including grant support for facilities, will increasingly be dependent on the success of our sport's marquee events and fixtures. The Hundred is very much a part of this.

We want to make sure cricket emerges ever stronger from this challenging period and The Hundred will play a significant part in resourcing and growing the game, especially at recreational level.

Notifications will go out over the next few weeks as to the priority window for participating clubs to access their tickets.

We will do everything, subject to Government Regulations, to make this an unforgettable experience for the whole family, bringing world-class sporting action and excitement together this summer.

Hugh Morris

Chief Executive Glamorgan Cricket

Leshia Hawkins

Chief Executive Cricket Wales