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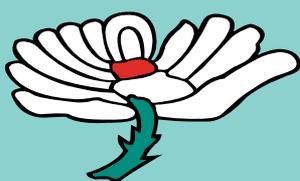
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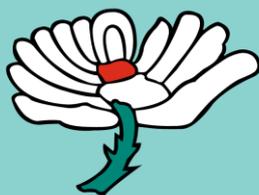
South Asian Communities and Cricket (Bradford and Leeds)

Authors: Kevin Hylton, Jonathan Long,
Thomas Fletcher and Neil Ormerod

Research Institute for Sport, Physical
Activity and Leisure



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On behalf of the
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Chapter 1. Background to the Project

1.1 Introduction

The Active People Survey shows that overall those from Black and ethnic minority groups are no longer less likely to participate in sport than White British people. However, participation by those from South Asian backgrounds is still relatively low. Cricket is rather different. Research for the ECB (the Eureka! insight programme) identified that no less than 30¹ per cent of grassroots cricketers are drawn from ethnic minorities, and the game is particularly popular among those from South Asian Communities (the Active People Survey indicates that Asian adults (aged 16+) are more than six times as likely to play cricket as their White counterparts). Eureka! also found that in 2014 there were 7% fewer players in total in teams, yet 53% wanted to play more often. Participation is complex.

This report presents findings from research designed to support the ECB programme of engagement and development with South Asian communities. That programme is also being supported by capital and revenue investment in five major cities with a high South Asian population (London, Leicester, Birmingham, Bradford and Leeds). However, this research has been conducted only in Bradford and Leeds, having been commissioned by Yorkshire Cricket² to address the need for a better understanding of the various South Asian communities and their relationship with cricket. Of particular interest to Yorkshire Cricket are those playing informally organised cricket taking place outside mainstream cricket networks. The difference between the large numbers playing informally and relatively few in affiliated teams prompts concern that not enough is being done to encourage inclusion, a concern that ECB and Yorkshire Cricket are keen to address. Knowing more about them might allow Yorkshire Cricket to tailor their own 'offer' to take to the South Asian market.

In response to the needs of the Yorkshire Cricket partnership the research addressed three of its service outcomes to get:

1. More people playing cricket and participating in other ways;
2. More people improving their skills (whether playing or involved in another way);
3. More members, more spectators, greater audiences³.

The service outcomes were established to help Yorkshire Cricket to collaborate more effectively at a strategic level and evolve their approaches to joint service development, marketing and delivery. Importantly the service outcomes ensure that

¹ The Active People Survey 6 records 28.4% of those playing at least once every 4 weeks as being from BME communities.

² This is taken to be Yorkshire County Cricket Club, Yorkshire Cricket Board and Yorkshire Cricket Foundation combined.

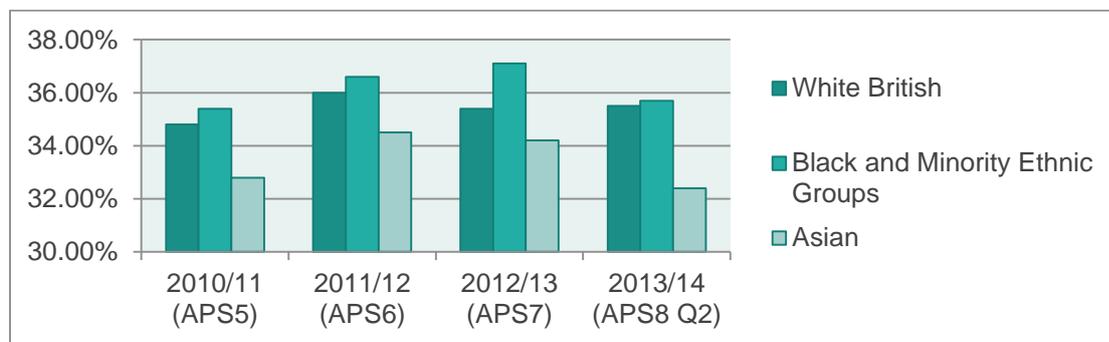
³ Service outcome 3, 'More members, more spectators, greater audiences', was less of a focus for this study; and service outcome 4, 'More people talking about and appreciating cricket on a daily basis' is addressed only insofar as it was discussed when examining the others.

there is a collective focus on achieving enhanced outcomes for the community and other stakeholders.

In addition, Yorkshire Cricket were looking for some insight into the differences that may exist between the various national, ethnic and religious groups typically gathered under the collective label, 'South Asian', and other variations that might be attributable to social processes that might be associated with gender and class.

1.2 Sport and South Asian Communities

There are repeated observations in the policy and research literature about low levels of participation among South Asian communities. The Active People Survey below suggests that broadly South Asian participation in sport falls consistently below other social groups (their inclusion in the column for Black and Minority Ethnic groups suggests that participation by other minority ethnic groups is even higher). This low level of participation is in large part attributable to the very low levels of participation by Pakistani and Bangladeshi women.



Active People Survey, Sports Participation at Least Once a Week, 16+.

A number of factors have been identified as contributing to this (see, for example, Long et al. 2009), several of which apply to other segments of the population:

- Relatively low incomes that limit the amount that can be spent on sport;
- Time restrictions because of the long hours needed for work in low paid jobs or religious observance;
- A shortage of facilities in the areas where most live;
- Low levels of car ownership that restrict mobility and make it difficult to reach opportunities further away.

There may also be language barriers for recent migrants and the research literature also identifies the barriers represented by racism. This need not be in the form of aggression and abuse, but may be reflected in unthinking prejudice or the way that established systems operate to disadvantage those from minority ethnic groups (institutionalised racism).

Beyond that it has been suggested that there are cultural barriers to participation in sport. These are the subject of much popular misunderstanding (e.g. about diet and religion) and need to be considered more carefully to allow a better representation of the social processes involved. Certainly there is research to suggest that among new migrant communities sport may be afforded low value as people try to establish themselves in their new 'home' through employment and education, but many in the

South Asian communities of Bradford and Leeds are in families now long established in the UK.

In some parts of the South Asian communities there are constraints on the involvement of women in sport and physical activity in public environments, but once again there is much variation. Cricket itself is trying to catch-up; the Eureka! Research indicated that in 2014 only seven per cent of cricketers are female.

Since the late 1990s there has been a slow increase in the numbers of British born South Asians playing at county level and there have been various initiatives to engage racially diverse communities. However, the long history of British Asian teams playing on the margins of the mainstream structure of the ECB continues. Policies to 'get more Asians into cricket' need a good understanding of their needs and their experiences of the sport (Fletcher and Walle, 2014; Long et al., 1997). Some time ago McDonald and Ugra (1998) noted a sharp distinction between the dominant 'white' cricketing culture and an 'Asian' cricketing culture. They saw the latter as more urban, younger, non-affiliated and using poorer facilities/pitches.

1.3 The Demographics of Ethnicity in Bradford and Leeds

Bradford and Leeds may be geographically side-by-side, but they are very different in terms of their ethnic compositions. The 2011 Census⁴ confirms that a much larger proportion of Bradford's population is non-white (Table 1)⁵. Both cities have become more ethnically diverse since the 2001 Census. The proportion of Bradford's population that is of Pakistani ethnic origin has grown since 2001 (14.5% to 20.4%) and is the largest in any local authority in the UK. Leeds' non-white population is a slightly larger percentage than the national average, but so too is the White British population. That is because the 'white other' category is notably smaller than nationally (England), despite a recent influx of migrants from Eastern Europe.

Largely because of the South Asian population, Bradford also has a younger age profile than the national one.

The more detailed ethnic breakdown from the census shows some other South Asian presence in Bradford and Leeds: neither Sinhalese nor Tamil recorded enough people to register a percentage; Sri Lankan recorded 0.1% in Leeds only; Nepalese failed to register; but Kashmiri recorded 0.3% in Bradford and 0.1% in Leeds; Afghan, 0.2% in Bradford and 0.1% in Leeds; and 0.1% in Bradford specifically identified themselves as 'British Asian'.

⁴ Data from the 2011 Census are available here:

<http://westyorkshireobservatory.org/dataviews/view?viewId=224>

The data for ethnic group in the districts in W Yorkshire are here:

<http://westyorkshireobservatory.org/dataviews/tabular?viewId=224&geold=6&subsetId=>

Or see: <http://www.nomisweb.co.uk/census/2011/DC2101EW> for the more detailed ethnic breakdown for 'other' categories.

⁵ NB – If we use 'Pakistani' as shorthand, for example, this is equivalent to the Census category of 'Asian/Asian British: Pakistani'; and the equivalent for the other groups.

The 'Mixed/Multi Ethnic Group: White and Asian' category is not large, but now noticeable at 1.09% in Bradford, 0.65% in Leeds (that is proportionately less in Bradford than in Leeds compared with their respective totals for South Asian populations).

Table 1: White and Asian populations in Bradford and Leeds (UK Census, 2011)

	England	Bradford	Leeds
	<i>percentage of the population</i>		
White British	79.75	63.86	81.14
Irish	0.98	0.49	0.94
Gypsy	0.10	0.08	0.09
Other	4.58	3.01	2.94
<i>White</i>	<i>85.41</i>	<i>67.44</i>	<i>85.11</i>
Asian/Asian British: Indian	2.6	2.59	2.15
Asian/Asian British: Pakistani	2.1	20.41	2.99
Asian/Asian British: Bangladeshi	0.8	1.89	0.59

In addition to the differences between Bradford and Leeds, there is considerable internal variation between the various wards of the two cities. Table 2 identifies the three wards with the highest proportion of their populations comprised of:

- Asian/Asian British: Pakistani
- Asian/Asian British: Indian
- Asian/Asian British: Bangladeshi

For Leeds this also identifies the wards with the highest aggregate percentages for the three groups combined. However, the Bradford wards of Little Horton and Heaton also have South Asian communities that collectively amount to more than 50% of the population.

- In Bradford there are wards where the white British population only amounts to 10%: Manningham and Toller, which are 2 of the 3 wards with the highest Pakistani populations (the third is Bradford Moor).
- The 3 highest concentrations of Indian residents are Great Horton, Clayton & Fairweather Green, and City, though they do not get close to outnumbering the Pakistani population.
- The 3 highest concentrations of Bangladeshi residents are Manningham, Bowling & Barkerend, and Keighley Central, though they do not get close to outnumbering the Pakistani population there.

In Leeds the proportion of the population that is Indian in Moortown & Meanwood and in Alwoodley, and the proportion that is Bangladeshi in Gipton & Harehills approaches the figures in Bradford, but otherwise they are much lower. The lowest proportion of White British is in Gipton & Harehills (35.77 – nowhere else is it less than 50%).

- Gipton & Harehills has the highest proportion of Pakistanis (20.86) with Roundhay and Chapel Allerton some way behind.

- The 3 highest concentrations of Indian residents are Moortown & Meanwood, Alwoodley, and Roundhay (Calverley & Farsley is close behind).
- The 3 highest concentrations of Bangladeshi residents are Gipton and Harehills, City and Hunslet, and Chapel Allerton, though the last 2 do not get above 3%.

In terms of the current project many of these wards in both cities are also those with few cricket facilities.

Table 2: Highest concentrations of South Asian Communities in Bradford and Leeds (UK Census, 2011)

	"Pakistani"	"Indian"	"Bangladeshi"
<i>Bradford wards</i>	<i>percentage of ward populations</i>		
Toller	72.3	3.77	0.77
Bradford Moor	63.9	4.5	5.31
Manningham	60.34	4.47	9.04
Gt Horton	36.36	8.58	0.44
Clayton/FG	16.42	7.07	1.57
City	42.74	6.95	2.36
Bowling/Barkerend	32.91	4.16	8.1
Keighley Central	43.3	0.75	8.04
<i>Leeds wards</i>			
Gipton /Harehills	20.86	3.41	6.64
Roundhay	9.83	4.92	0.81
Chapel Allerton	6.94	3.82	2.05
Moortown/Meanwood	6.13	7.40	0.20
Alwoodley	3.41	6.62	0.42
City/Hunslet	6.62	4.01	2.88

Religion

As in the country at large by far the largest religious group in Bradford and Leeds is Christian. In both cities the proportion who are Muslim and Sikh is above the national average; very markedly so for Muslims in Bradford where the percentage is nearly five times the national average. In Table 3 religions appear in rank order (apart from 'Other' at the end).

Table A3: Religious composition of Bradford and Leeds (UK Census, 2011)

	England	Bradford	Leeds
	<i>percentage of the population</i>		
Christian	59.38	45.91	55.86
None/not stated	31.92	26.71	34.99
Muslim	5.02	24.70	5.43
Sikh	0.79	0.98	1.19
Hindu	1.52	0.93	0.94
Jewish	0.49	0.06	0.91
Buddhist	0.45	0.19	0.37
Other	0.43	0.32	0.32

1.4 The Study

Apart from using existing material to inform the project both questionnaires and focus groups were used to gather the data necessary to address the information needs identified above (for further details see Appendix 1 & 2).

Focus Groups

The focus groups helped to establish what this informal cricketing activity looks like, where it takes place, with whom and what their rationales are for doing 'it'. Part of the challenge of the focus groups was to look to a future in which more people would be participating in cricket and the conditions necessary to secure that.

As planned, the first focus group was with the management steering group for the South Asian cricket project in Bradford. It was not possible to conduct the equivalent focus group in Leeds because the management steering group was not running at the time of the research.

Further focus groups followed:

a) Bradford

- Women and girls
- Representatives of informal cricket teams
- Young people in Manningham
- Representatives from the Khalifa League.

b) Leeds

- Members of a healthy living centre
- A group of Sikh sportsmen and women
- Those interested in cricket at a local community centre

These focus groups were conducted in places respondents were familiar with, and they ranged in size from 6 to 17 people. The group facilitator used a checklist of topics to be covered (these varied slightly from one group to another, but a typical checklist can be found in Appendix 1) and the discussion was digitally recorded and subsequently transcribed.

Questionnaire for informal cricketers

Originally intended as a survey conducted at sites where people were playing informally, the approach had to be revised because of the delayed start to the project. By the time we were able to implement the questionnaire cricketers were hard to find. We therefore re-designed the questionnaire to make it suitable to be self-administered. The questionnaire (see Appendix 2 for a copy of the questionnaire) contained a mix of open and closed questions asking about:

- their own participation, including helping at a club or umpiring;
- any involvement with more formal cricket;
- watching cricket, including the Yorkshire team;
- improvements for the future;
- demographic details.

To get as wide a range of respondents as possible, multiple distribution routes were used: contacts of the advisory group and research team, including a restaurant, a petrol station, and a taxi company. To encourage the completion of the questionnaires, those who returned one were offered a voucher for a day watching a Yorkshire match.

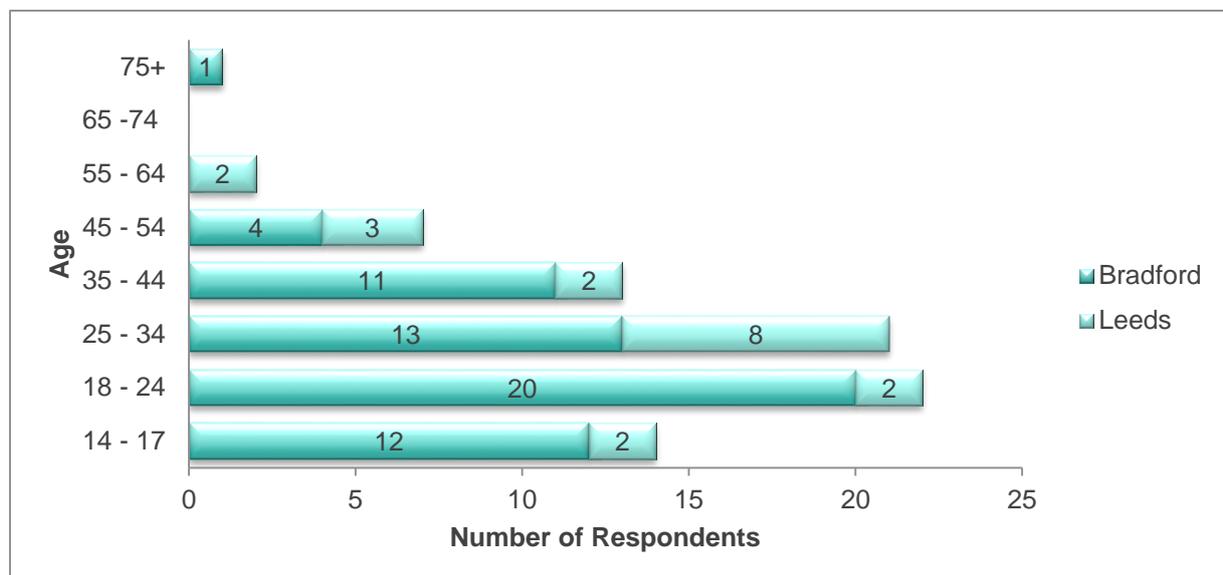
As data were no longer being directly entered into the software package on site, data then had to be entered into Qualtrics once questionnaires were returned to the office. A mix of Qualtrics and Excel was then used to analyse and present the data. In total 83 questionnaires were returned, of which three had to be removed because they fell outside the parameters of the sample [not South Asian, not from Bradford/Leeds], leaving a total of 80.

Chapter 2. Questionnaire to Informal Cricketers

2.1 Demographics

As explained in the previous chapter we conducted a survey of people involved in informal cricket taking place beyond the system of affiliated clubs. A full set of tables showing the results can be found in Appendix 2. In Leeds we did not have the assistance of a project management group to identify potential respondents and, added to that, a number of respondents working in Leeds actually live in Bradford. The consequence is that there are many more respondents from Bradford than Leeds (76%). The sample is similarly dominated by those describing their ethnicity as Pakistani (74%) and by Muslim respondents (85%), and all bar seven (9%) are male. As might be expected there was also a preponderance of younger players with 72% being under 35 (Figure 1 – N.B. people had to be 14 or over to be included in the sample).

Figure 1: Age of Respondents

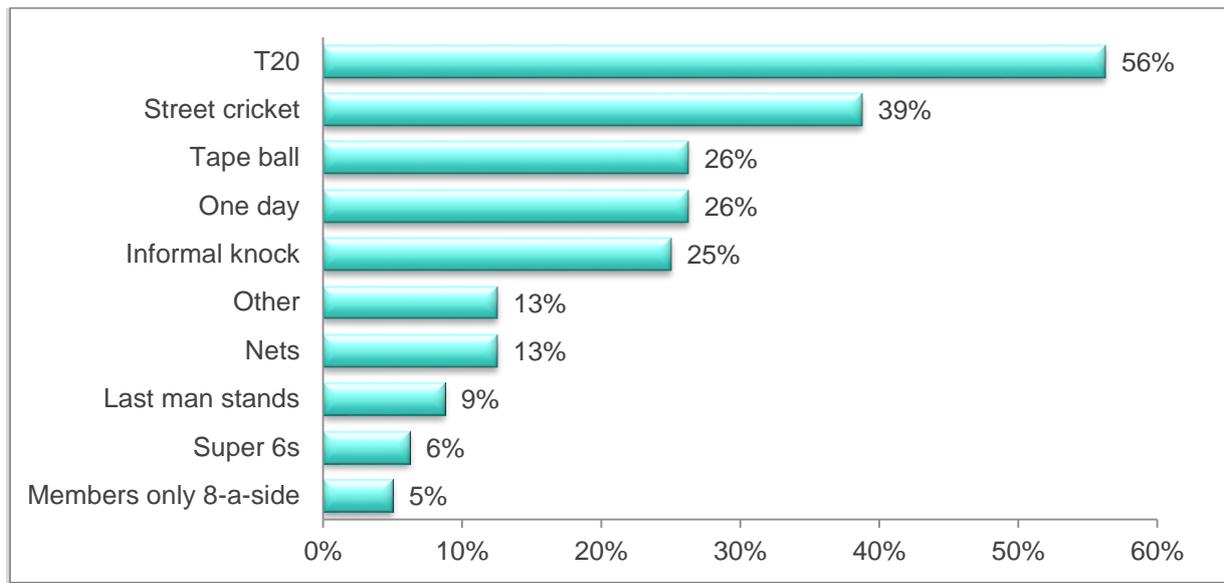


2.2 Playing

A third say they play less than once a week through the summer; these are the casual players. However, those in the largest category play once or twice a week, leaving one in five playing at least three times a week. This is probably a fair reflection of the intensity of informal cricket. There is clearly an overlap between different types of cricketer because 30% also play formal club cricket, some only occasionally but others very regularly.

In both cities 20-over cricket was the most popular among these informal cricketers, though 27% liked to play one-day cricket (Figure 2). The most informal versions, street cricket, tape ball and informal knocks, were also very popular.

Figure 2: Version of Cricket Preferred



As many as two thirds would like to play cricket more often and the kinds of thing that they say would be required for that to happen are outlined in Table 4. Of those wanting to play more often, almost 30% overall, feel there is insufficient opportunity to play (opportunity for all abilities, for women and for practice/training), or at least opportunity that they are aware of. Even more frequently mentioned were problems of access; not just in terms of getting to a particular location, but also in terms of the times of games and opportunities for those wanting to play socially. And arguably, opportunities that are not accessible are not really opportunities at all. Alongside the need for more and better facilities stands the concern for different forms of cricket for different types of cricketer.

Table 4: What is Necessary for Playing More Often

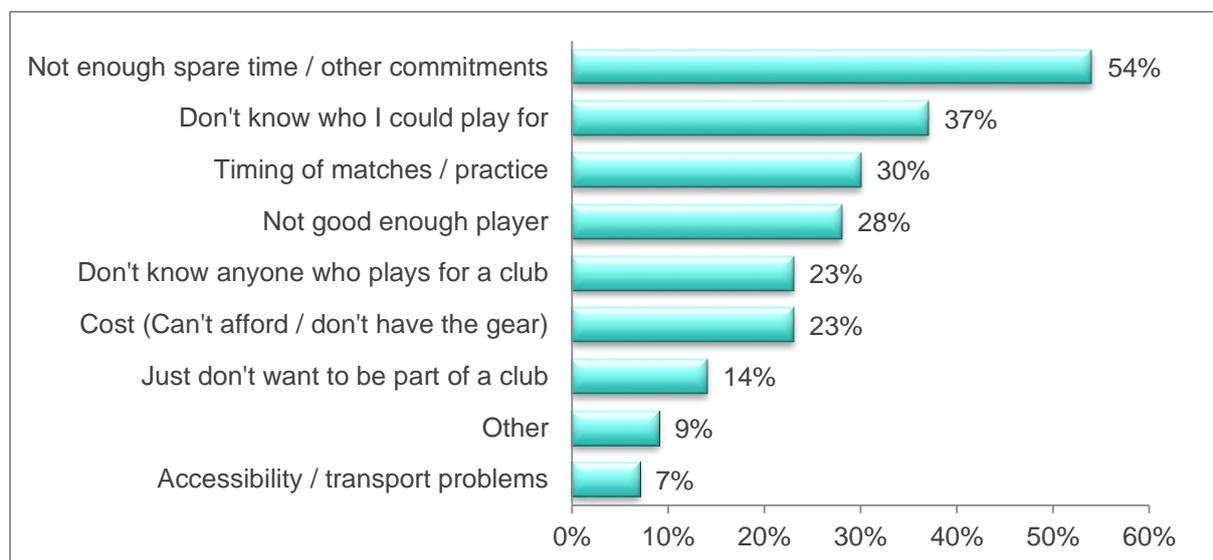
Bradford respondents	Leeds respondents
Accessibility: 36%	Opportunity: 38%
<ul style="list-style-type: none"> • Access to cricket clubs • Accessible times and locations for participation which fit around work, school, family, and other commitments • Greater access for social cricketers to get involved • Transport provision to enable participation 	<ul style="list-style-type: none"> • Awareness of cricket opportunities and social cricket networks • More opportunities for involvement by people of all ages and abilities • Initiatives to increase participation in the game
Opportunity: 26%	Accessibility: 31%
<ul style="list-style-type: none"> • Greater opportunities for playing matches regularly with a local club • Greater opportunities for people of all abilities to get involved • More opportunities for cricket training and practice e.g. batting • More opportunities for women's cricket 	<ul style="list-style-type: none"> • Local teams for everyone • Improved access to cricket at weekends • Improved access to cricket during the week • Social cricket which is not too competitive
Facilities: 17%	Facilities: 15%
<ul style="list-style-type: none"> • Availability of facilities for training, including indoor facilities • Availability of equipment • Improved facilities e.g. pitch improvements • Provision for social cricketers • Reduced facility costs 	<ul style="list-style-type: none"> • More facilities for playing and training • Improved facilities
Competition: 10%	Format: 15%
<ul style="list-style-type: none"> • Asian league / mid-week league • Indoor cricket e.g. six over tournament • More teams to enable cricketers of all abilities to play 	<ul style="list-style-type: none"> • Quicker playing format • Easy to follow rule book
Promotion: 7%	
<ul style="list-style-type: none"> • Better promotion of the game • Promotion of social cricket opportunities 	
Format: 5%	
<ul style="list-style-type: none"> • Shorter format of the game 	

*Percentages rounded to nearest whole number

When those who did not play for a formal club (71%) were asked why, affordability was mentioned by 27% in Bradford, though only one respondent in Leeds mentioned

it. However, the most important reasons in both cities, but particularly so in Leeds, were issues of time, either expressed as a lack of time (because of competing commitments to work, family and religious observance) or as a clash with other things they needed to do (Figure 3). Apart perhaps from when there is a direct clash with work, another way of interpreting comments about lack of time is that what is currently on offer is not in a format they are likely to make time for. Surprisingly, 37% said that they just did not know who they could play for. This may be because of a lack of knowledge of local clubs or a concern that they do not have the kind of ability that would interest a club (mentioned separately by 28%). Perhaps more tellingly 23% of them said that they did not know anyone else who played for a club (in current parlance they lack the social capital necessary to make the link into that different form of cricket). A small number also mentioned something that was picked up as a theme in some of the focus group discussions: that they just do not want to be part of a club (see next chapter).

Figure 3: Reasons for Not Playing for a Formal Club



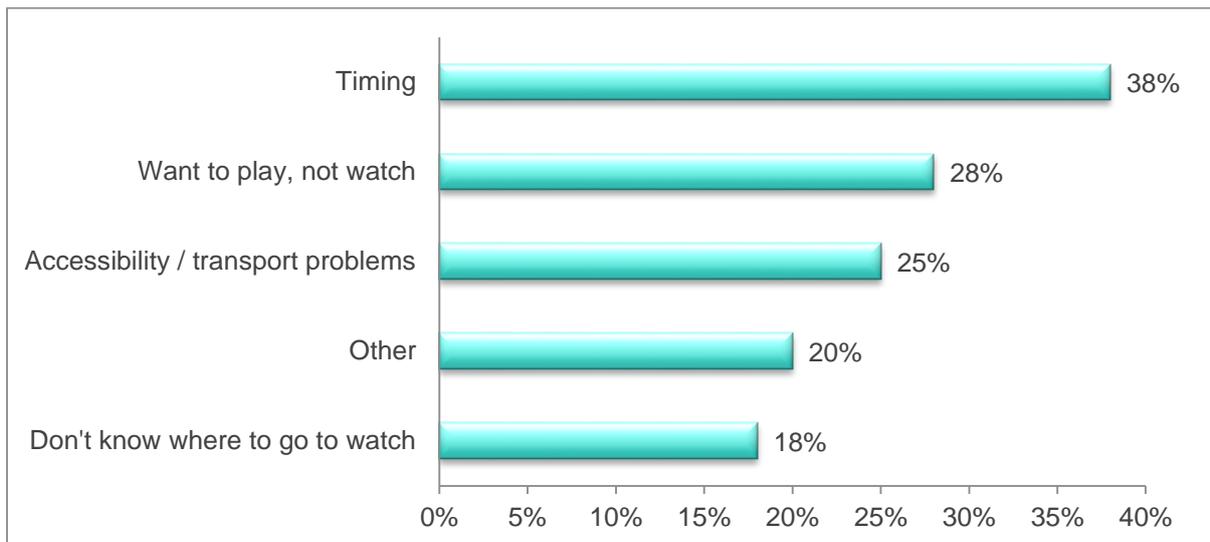
2.3 Participating

Beyond playing, only 15% help out at a club, though the same proportion has done so previously. This fits in well with a recurring observation in the focus groups (see Chapter 3) about the need for more input beyond simply turning up to play. 26 per cent said they had at some time umpired a game, though only one of them had had any training to do so. However, as many as 18% said they would be interested in training to be an umpire, something that Yorkshire Cricket might be able to support.

2.4 Watching

Only a quarter (24%) go to watch formal league or cup cricket beyond watching the Yorkshire and England teams and few of them go more than occasionally. Among those who do not go to watch most people again said this was because of issues of time. Beyond that, accessibility and lack of awareness of opportunities were also again reported as issues. There are, of course, many (28% of those not spectating) who prefer to play rather than watch (Figure 4).

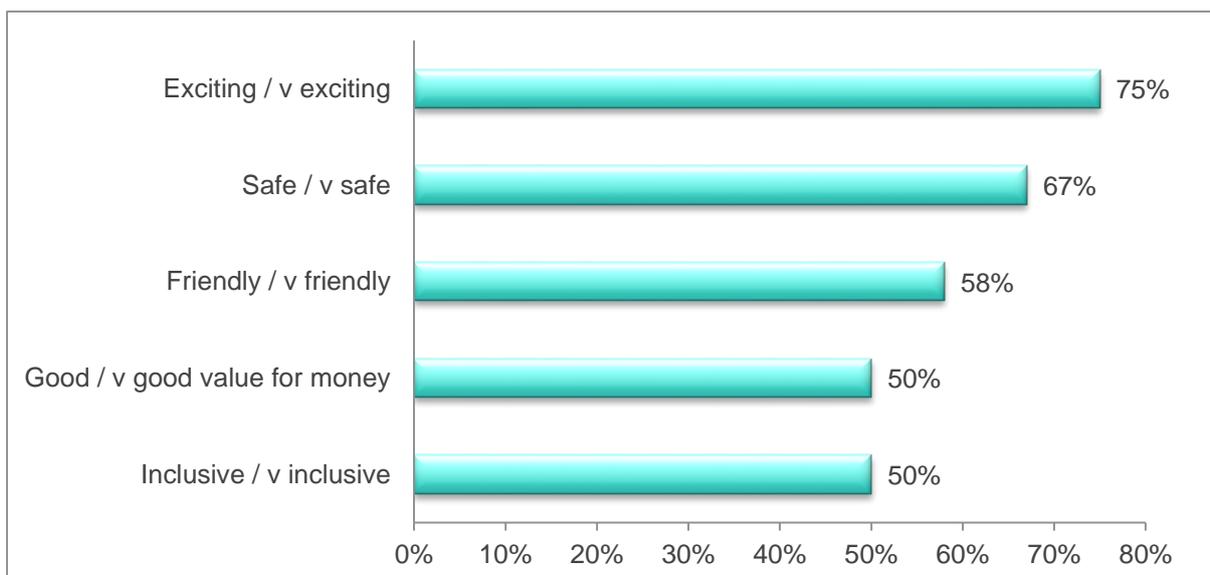
Figure 4: Reasons for not Watching Club Matches



A smaller proportion (15% / 12 people) have been to watch the Yorkshire team play. The reasons underlying their decision to go were varied, as were their preferred formats of cricket: all said they liked to watch T20 matches and 58% liked one day internationals, though only 2 (17% of those going liked to see the four day county game.

We asked people to rate their experience of going to Headingley/Scarborough on a set of 5-point scales (Figure 5). Most (72%) thought the experience was exciting or very exciting and 63% said it was either friendly or very friendly.

Figure 5: Experience of Watching Yorkshire

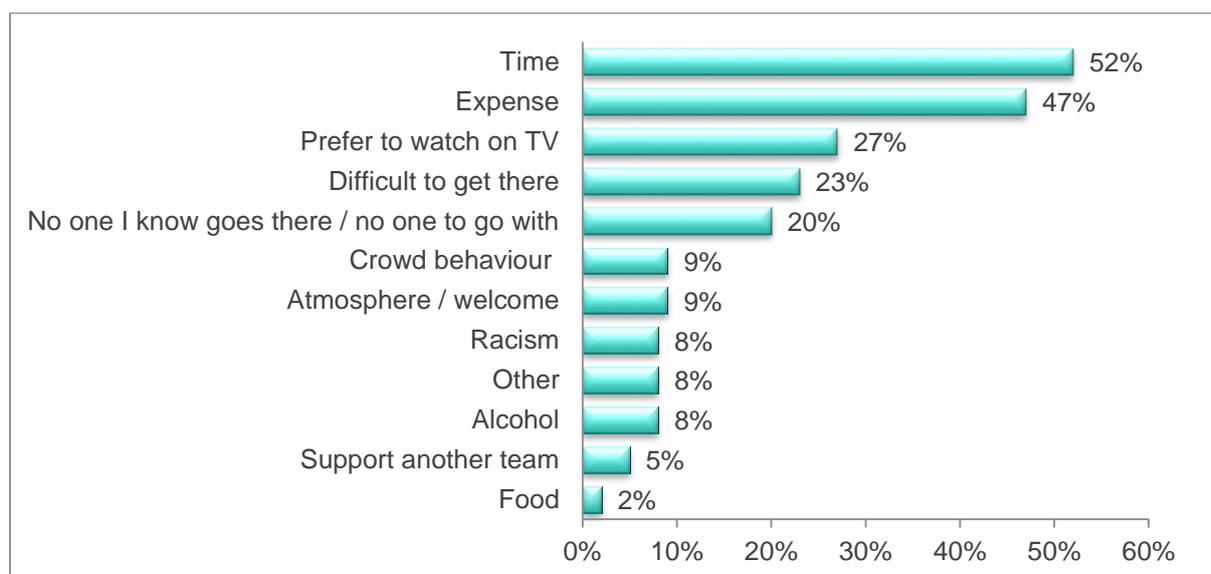


Though 17% had found it very unfriendly, and very boring, we have to be cautious in interpreting that as it amounts to only two people in each instance in this small sample. Only one person reported it as being a threatening environment and only 2

(17%) found it alienating or very alienating. Although we did not ask directly about experiences of racism taken together these responses suggest that among those who go to watch county games this is not really an issue at matches; something that was also mirrored in the focus group data.

As was the case for those not going to watch club cricket, the most cited reason for not watching Yorkshire (see Figure 6) related to timing issues (52%), though this was closely followed by the expense (47%). As many as 27 per cent said that they prefer to watch their cricket on television. In the sample as a whole 35% suggested they watched cricket on television most weeks and a further 53% said they watched 'now and again'. This is an issue for any televised sport. It can either be interpreted as a problem of a robbed audience or as another group of people who like watching cricket and might be persuaded to attend in future. Almost one in ten (all from Bradford) mentioned the atmosphere / welcome, crowd behaviour or racism. As mentioned above this combination did not seem to be reflected in the experience of those actually going to games, but the perception still seems to be significant in deterring some from watching.

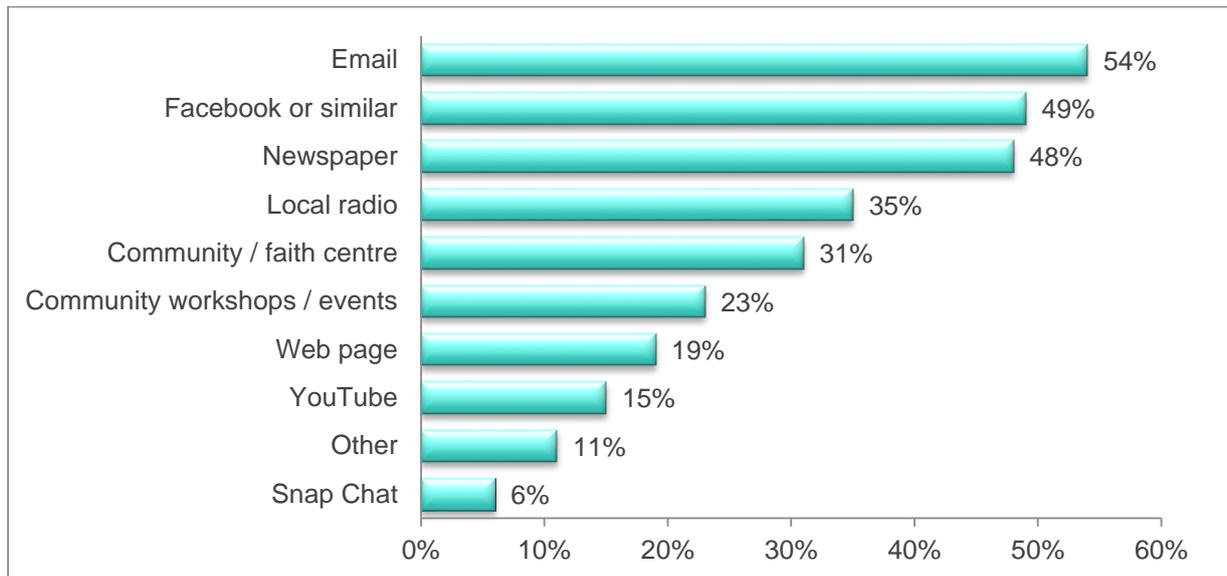
Figure 6: Reasons for not Watching Yorkshire



2.5 The Future

With a view to building a bigger market, respondents were asked to select the three best ways for Yorkshire Cricket to get information to them (Figure 7). The responses were fairly conventional and the Yorkshire Cricket partnership already uses some of these: email, Facebook, newspaper, local radio and community/faith centres being the most common choices.

Figure 7: Three Best Ways for Yorkshire Cricket to Communicate



We decided to offer respondents the power (hypothetically) to determine what the Yorkshire Cricket partnership should do to increase participation by people from South Asian communities. The responses were rewardingly diverse. We have tried to group these in Table 5, but inevitably there is some overlap between the five categories used. The most common suggestions in both Bradford and Leeds related to improving engagement, involvement and development. There also seemed to be some frustration at the current level of advertising and general promotion of cricket in Yorkshire. Interestingly, in light of the next question and the County's budget for improving infrastructure, only a minority referred to facilities and equipment. Perhaps not surprisingly, though, there were many suggestions relating to encouraging youth into the sport.

It is notable that apart from the request to 'organise games/events with professional players to increase engagement' there is no reference to the county side at all. It is hard to imagine that a similar question relating to what a professional football club should be doing to encourage interest would similarly ignore the figurehead of the sport locally.

It is sometimes hard to work out whether suggestions are made without knowing what already exists or they are perfectly well aware and still want more – e.g. with the suggestion for an Asian League in Bradford. On the other hand, some responses in Table 5 suggest that even at this informal level there are people who are well informed and probably well positioned to play their part in increasing participation among the South Asian communities.

Table 5: Best Ways of Getting More People from South Asian Communities Participating in Cricket [*Percentages rounded to nearest whole number]

Bradford respondents
Engagement / cricket development: 36%
<ul style="list-style-type: none"> • Communication with local youngsters • Engage with South Asian communities empowering them to be part of the sport through coaching and volunteering • Encourage participation through youth clubs and schools • Expose potential participants to cricket e.g. taster sessions, spectating and other involvement to show how people can get involved • Identify mentors to organise teams, matches and get players together • Increase school participation in cricket • Increase spectating • Increase the number of Asian cricket managers and umpires within the game • Make it a family affair, cricket within the Asian community is very much about everyone coming together to enjoy themselves • More community involvement through education • More opportunities for social or fun cricket • Organise games / events with professional players to increase engagement • Speak to local people in clubs and support them in developing the sport • Use black and ethnic minority role models to attract people to the sport • Use shorter format games to increase participation • Use street cricket as a vehicle to promote the sport
Promotion / Advertising: 22%
<ul style="list-style-type: none"> • Advertise and promote cricket within the community to attract attention and raise profile, e.g. promotion within community centres • Attract media coverage e.g. local radio • Choose the best and most exciting format to promote • Organise regular cricket events to promote the sport • Put on a big free event to promote cricket within South Asian communities • Look to other sports for new ways to promote the sport
Facilities / training support: 17%
<ul style="list-style-type: none"> • Attract more coaches to help develop the sport • Fund equipment for schools and local clubs • Improve access to cricket at weekends and holidays • Improve facilities at local clubs e.g. practice nets, outdoor lighting • Improve indoor facilities for winter cricket • More support to clubs in Bradford League • Provide low-cost facilities • Provide more facilities for cricket • Provide training for coaches / volunteers

<ul style="list-style-type: none"> • Support transition from junior to adult cricket
Incentives: 14%
<ul style="list-style-type: none"> • Make it cheaper to access / participate • Offer incentives to attract people to the sport e.g. food /drink, discount vouchers, freebies • Provide free equipment
Competition: 10%
<ul style="list-style-type: none"> • Asian only league • Create a tournament with a South Asian orientated prize • Create more junior teams under 16s, 17s, 18s • Host evening matches • Organise under 16 tape ball league
Leeds respondents
Engagement / cricket development: 61%
<ul style="list-style-type: none"> • Community outreach work to publicise cricket to people of all ages and groups • Engage with lead community figures / organisations • Family cricket opportunities so children and parents can get involved • Go into communities, work places, mosques and temples to advertise cricket training / trials / events etc. that are open to everyone • Make it easier for children to participate in organised cricket matches where they have opportunities to actively bat, field and bowl. Take cricket to the communities e.g. turn up and play cricket in parks with umpires and all equipment provided • Make it easier for novices to play e.g. shorter games with the emphasis on fun • Speak to old team mates, work with and promote leisure services. • Raise awareness of teams and leagues and go into local areas to recruit more players • Target Asian youth centres. Hold promotional stalls in Asian or inner city areas, e.g. Harehills, Beeston, Armley • Target specific communities and schools to promote cricket • Unless they fall in love with the game as a child they are unlikely to participate as adults
Promotion / advertising: 22%
<ul style="list-style-type: none"> • Advertise and promote cricket within the community • Contact local teams that have extra players - word of mouth promotion • Organise weekly matches for young people from the local schools • Promotion to increase the number of players and umpires • Tell friends and family
Facilities / training support: 17%
<ul style="list-style-type: none"> • Better coaching for people over 18 • More funding for clubs to help players develop • Provide indoor cricket facilities • Provide local facilities and transport provision for club members

We were surprised that less than a third of respondents (30%) think that there are existing sites where they would like to see the cricket facilities improved. Even fewer then accepted the invitation to identify the sites and what they think is needed (Table 6).

Table 6: Improvements Suggested to Cricket Facilities

Site	Improvements
<ul style="list-style-type: none"> • Bowling Old Lane Cricket Club • Bradford Park Avenue cricket ground • Karmand Cricket Club • Parkside Sports Centre • Zara Sports Centre • Caribbean Cricket Club • Parks / green spaces 	<ul style="list-style-type: none"> • Ground improvements, outdoor nets • Indoor cricket centre • Pitch improvements, better lighting, nets • Better flooring for practice nets • Better flooring, better lighting, lower costs • Group transport, better nets, better coaching provision • More provision for cricket

When respondents were also asked what **new** provision they would like to see in their area (Table 7), this question too elicited suggestions for improvements to existing facilities. In Bradford the main suggestion was for a new cricket centre, presumably having in mind what Leeds has on St. Michael's Lane, yet even in Leeds a new indoor centre of some kind. Even though we had asked about building something new a number of people in both Bradford and Leeds suggested improvements to access and development activities.

Table 7: Suggestions for New Provision

Bradford respondents
New cricket centre: 34%
<ul style="list-style-type: none"> • A big complex dedicated to cricket, training, playing and practice • Accessible centre for all providing indoor training facilities
Improvements to existing facilities: 28%
<ul style="list-style-type: none"> • Improve facilities at local clubs / centres e.g. Bradford Park Avenue • Improve cricket facilities locally in Bradford e.g. Indoor and outdoor cricket nets • Improved seating for spectators at cricket grounds • Provide facilities that allow the general public to play both for fun and for competition
New cricket pitch: 19%
<ul style="list-style-type: none"> • Professionally maintained open access ground
Development activities: 11%
<ul style="list-style-type: none"> • Activities to encourage youngsters to participate in cricket • Create new district groups and start an indoor cricket gathering for Asian players • Facilities are not a big issue, more coaches and volunteers are needed to develop the game • Give opportunities to Asian players, trials etc. at Bradford Park Avenue

<ul style="list-style-type: none"> • More news about cricket activities • More practice sessions
Social cricket: 9%
<ul style="list-style-type: none"> • Informal cricket opportunities in school playgrounds and on AstroTurf pitches • More family orientated cricket programme • Opportunities for the whole community (all ages and abilities) to access cricket to help keep fit, build confidence, and gain experience of playing and working as part of a team • Social cricket network
Leeds respondents
New cricket facilities: 42%
<ul style="list-style-type: none"> • A new community cricket ground • Dedicated training centre • More indoor cricket facilities to help support cricket during winter months / bad weather • New cricket facilities which are linked to community / faith centres
Accessibility: 32%
<ul style="list-style-type: none"> • All round access to cricket e.g. free taster sessions and training opportunities • Cheaper and affordable training sessions / facilities for smaller groups • Free indoor net facilities • Help to fund clubs with Asian players who are the minority such as Caribbean CC • Coaching provision e.g. bowling and batting
Improvements to existing facilities: 26%
<ul style="list-style-type: none"> • Cricket pitch maintenance • Improved access to a wide range of equipment • Practice nets and improved training facilities

Chapter 3. Focus Groups: South Asian Communities Cricket (Bradford & Leeds)

The following chapter is structured around Yorkshire Cricket Service Outcomes. As outlined in chapter 1, the primary focus of the study and therefore the focus groups were the service outcomes 1) More people playing cricket and participating in other ways; and 2) More people continually improving their skills (whether playing or involved in another way). Service outcome 3, 'More members, more spectators, greater audiences', was less of a focus for this study and this is reflected in the focus group discussions; and service outcome 4, 'More people talking about and appreciating cricket on a daily basis' is addressed only insofar as it was discussed when examining the others.

SO1 More people playing cricket and participating in other ways

3.1 Barriers and Constraints

Across the 8 focus groups a number of barriers, or constraints, were identified that affected how people in South Asian communities accessed, experienced or perceived cricket in their city. These barriers, or constraints influenced their engagement with formal cricket in affiliated clubs, player development and at the county ground, Headingley. However, though we are considering these barriers quite broadly as a way of discussing South Asian communities it must be recognised many of them could also be seen as enablers dependent upon individual and group circumstances.

Barriers and constraints included: community facilities; family priorities; racism and the club environment; gender; and segregated provision. It is important to acknowledge that these barriers often operate together and draw attention to a complex set of considerations for all interested in cricket development. In addition issues of time e.g. for volunteering, personal commitments, resources, and the community, culture and religion emerged consistently as interconnected factors that influenced individual and community approaches to, and perceptions of, cricket.

Community facilities were discussed as opportunities to enhance the cricket offer to South Asian communities. The changes being forced upon local councils may have a deleterious effect on this informal approach to organising cricket.

We have in our league a number of clubs, teams that turn up on a Saturday at one o'clock, they open up because they're council facilities, they pull their stumps out, their flags round, right, you're batting, we are fielding. After the game, see you later, mate, close up and they don't come back again until a week later. Now that to me is participation, that's what they want to do, but somebody else doing the work for them. I think that has some validity but again with the council cuts as they are

happening, that's going to be made even less and less and we need to improve people's participation in realising that if they want to play cricket they need to take it on themselves to organise it.

Players that meet regularly at the Karmand Centre in Bradford had a difficult time accessing suitable affordable facilities until they established a link with the centre. Access to suitable facilities at a reasonable cost is crucial. *All you want is a decent ground; what you want is something that is affordable ... So we struggled before Karmand to kind of find grounds that were suitable and that we could afford. So those were barriers as well for us.* The challenge of relying on local authority facilities in times of economic hardship has compromised access to facilities for some of the focus group members. Some of the problems are compounded by what is viewed as poor relationships with local authority staff aggravated by their shrinking resources. *I think one of the drawbacks over the years, or that I've certainly seen, has been the relationship between the private clubs and the council, the local authority, and the facilities and services that we once were accustomed to are now obviously all falling away through cutbacks. ...* For example, problems of ground maintenance by councils had been exacerbated by these cuts and the alternative of teams 'doing it for themselves was limited by the lack of expertise in parts of South Asian communities. Non-turf pitches were proposed as a potential way forward and some members of the Khalifa focus group seemed receptive to the idea of maintaining the land themselves, but their ability to do so was questioned.

Interviewer: *Would people [...] actually be even qualified enough to prepare a pitch?*

Respondent: *No [most agree].*

Interviewer: *To understand how to prepare the square and that type of thing.*

Respondent: *But I think if there was training available, then they would take that up, yeah.*

Where **religion** was raised as an issue it was often in relation to the clashes that occurred when formal cricket opportunities were scheduled. *A lot of the international matches and a lot of the matches now, like specially Headingley, they're held on a Friday now, and that coincided with our Friday prayers and there was no congregation facility on the ground.*

In contrast to employment, education, religion and family commitments that emerged as key elements of productive participation in the wider community, cricket was largely peripheral. Hence there was a strong feeling that many South Asians are not encouraged to pursue cricket from a young age. They believed that there was a lack of interest amongst parents and therefore, children were not being made aware of opportunities that may potentially be very close to their homes and schools. Some of the issues constraining many in the focus groups included the price of equipment, subscriptions, travel and time away from work. *I mean the only barrier that I've got probably is family commitments, so if I've got any commitments on a certain weekend then obviously I can't play.* This player felt that cost and parental support restricted the potential for others that he saw as better cricketers than himself.

Definitely. I've got quite a few friends that are talented, that played with me in the park, probably as good cricketers as me...to be honest I'm quite fortunate to have had that guidance. My parents have given me that guidance to chase my dreams and to go and play cricket and enjoy my cricket like I do. But there's quite a lot of players where they haven't had that encouragement or even found it difficult to get to matches. Either because their parents are working or....

The pressures of **home commitments** took their toll on parents and guardians: *As is the case for most of our fathers in this room. They couldn't run around, they couldn't take you to cricket practice because they had six other kids to feed, a wife to look after, a house, mortgage to pay.* It was recognised that some were fortunate because others, such as teachers, team/club members outside the family, were able to do some of the extra-curricular support work for parents and children.

While some viewed **racism** as a barrier to players entering a more conspicuously white cricket environment, others rejected the view that it was responsible for the lack of South Asian representation as players, coaches or officials. *I think that's gone now. You can always make excuses, you know, "the club's racist" and stuff like that. I think that has gone, to an extent.* The qualification at the end of that quote may be telling, and some were clear that they have directly and indirectly experienced racism on the pitch and in social environments in clubs. Sometimes particular leagues and geographical areas were identified as likely points where South Asian cricketers would not feel welcome.

By this time I'd started practising my faith and I'd grown my beard. He'd walked past or run across...so he's made the noise of an explosion. Yes, the racism is there and people are doing things to try and tackle it. But it's swept under the carpet a lot as well. So again that persuades or dissuades, it depends which way you want to look at it, the Asian members to set up their own leagues, to arrange their own fixtures, to forget being part of a club. There were still some though who believed that historical associations with racism and Yorkshire restrict entry to the grounds..."Yorkshire racist, don't like Asians", is still there...

Some of the focus group members disliked the **club environment** because of the frequent lack of understanding of their culinary, religious and decency preferences. It was also remarked that their own set-up overcame a number of cultural barriers they expect to face in mainstream leagues.

First of all the majority of the non-Muslim population don't know that the Muslims cannot eat certain foods or they can't socialise in a so called pub because there's the presence of alcohol which leads to people being influenced into drinking, but also leads to people being in the wrong place at the wrong time because someone else is drunk, they've had a fight, you've got into trouble. ...this is something that I've experienced personally. One of the few incidents where I didn't particularly enjoy cricket.

A consequence of the dislike for some of these environmental factors is that where South Asian players are part of affiliated clubs they sometimes withdraw from the social aspects of the club, thus exacerbating stereotypes of insularity. Many are aware of the criticism they face but remain conflicted, especially about the presence of alcohol. *And I get a lot of this, well, the Asians just come and play and then they bugger off home. I said well what alternatives do you have apart from alcohol and the bar, think about what you can offer, have you asked them..?*

Experiences such as these can lead to South Asian players withdrawing from more formal club environments for the relative safety of more familiar surroundings. The reticence to join clubs and leagues also stems from having to visit certain areas where the expectation is of not feeling welcome or feeling uncomfortable about how they are perceived by others.

But I feel there are some leagues that to be honest, I touch on certain leagues that if you did go and play cricket, some of the counterparts have not seen Asians. Say if you went to the [Name] League, there's not many Asians playing in the [Name] League. To be honest, say if you did go to some of the away matches, you know when they see a bunch of Asians, 12, 13 Asians come and they can play cricket, but they feel they can't play cricket. Come off it. If you can play cricket, we can play cricket.

Issues of inclusivity also influenced decisions to play in informal or predominantly South Asian settings even if that means playing a lower standard than at established clubs, because of a feeling that cricket feels less inclusive the higher a player goes in the established system. *They are there because maybe out of necessity. Some of them might enjoy it, but some of them, this is the only place I feel comfortable so that's why I stay in the Asian League. I might be good enough to play somewhere better but...* Some participants believed that this legacy of exclusion and forced separation still influences where South Asian players play and who with.

One of the issues discussed in relation to South Asian non/low-involvement in club cricket was a suggested unwillingness to organise. This was attributed to cricket's low priority in relation to work, family, education and community activities. The reliance on others, especially local council services, to facilitate their cricket opportunities has led to what seems to be an emphasis on participation rather than self-sustaining organisation. Regardless of the level of informality in these cricket opportunities they all rely on a relatively small number of volunteers who make the initial phone calls, texts, bring the equipment and book the facilities where necessary. There is a suggestion that cricket is seen as trivial in terms of the possibility of people making money or even a career out of it. *Because the... bottom line, you know, I mean we have still got that culture...so is it worth your while? You know, you going to becoming a cricket coach or, you know, would you rather do something else that, you know, you're going to be better off later on in life?*

It was suggested that if more people in South Asian families were involved in organising around cricket (as in many affiliated clubs) there might be more interest generated. This point began to touch upon the male-centric nature of the discussions

and who are the focus of most of the discussions around cricket in Bradford and Leeds. When women were discussed it was as a potential volunteer workforce, as seen in a number of other clubs, rather than as players. The lack of volunteers was clearly causing consternation for some of the focus group members. *We always do it ourselves and there's no continuity and there's no support mechanisms to make sure consistency of facilities for youngsters or encouragement to youngsters. And I think that is an extreme sort of problem we have. We run cricket teams, we do not run clubs, and there is a difference between the two.* Similarly, there was little appetite for volunteering in the all women's focus group apart from offering informal 'support' roles rather than larger on-going commitments to leading/coaching.

In the Bradford management group the lack of women and girls involved in cricket was emphasised. *Well, the point I wanted to make is you come and watch any of our games in our league for 21 Saturdays of the year and I'll be surprised if you see a lady, an Asian lady present in any of the games. You'll be surprised if you see a lady, full stop, of any ethnic background. You come to our cup finals, two in the year, there might be a lady with two kids for half an hour and then they're gone.*

One of the discussions in Leeds reinforced points made in Bradford about the availability of facilities and the welcome for women and girls in cricket. *So...I'm sure they have talents there but they haven't got the facilities where they feel comfortable.* In the all women's focus group in Bradford these points were further developed as they related to issues of separate provision at school, a lack of awareness of facilities and events in the community. Though cricket is popular in Bradford the women felt that it was a hotbed for men rather than women. In schools the promotion of cricket for girls was inconsistent: whereas some had been made aware of opportunities, more suggested otherwise.

Respondent 1 *I went to a sports college and considering it was massive sports, there really wasn't any... I don't remember any cricket clubs. There was hockey, badminton, rock climbing, there was even canoeing, but there was no cricket that I can remember.*

Respondent 2: *I disagree with that because in my school they did, they promoted cricket as much as they did with football.*

Interviewer: *Some people would say that Bradford is a hotbed of cricket.*

Respondent 1: *For men!*

Respondent 3: *Yeah. I live opposite the park... the different weather seasons, you will get people who just park their cars up there and they'll all be playing cricket. You'll get a group of young lads there... you'll never ever see a woman.*

Explanations for the invisibility of women in the parks playing cricket need to begin with culture and community expectations, which the women in this group were all keenly aware of.

I think culturally as well, for women... for men it's fine they can go out onto a field and play cricket and no-one's going to really bat an eyelid, but if it's women though, they might feel uncomfortable in the outdoors running around playing cricket. It's just... it's not... in Bradford anyway, from what I've seen it is not... you know you get women going for walks. I live near a park and you get women going for walks and that's fine and even bike riding to an extent, although it's still very rare, but you won't see women playing cricket because they're not going to run around. Well, they might if there was no-one else about but...

All of the women were aware of informal cricket in the community streets and parks. They all played to varying degrees. Organisation was ad hoc but little was required in terms of getting games going; one or two people, some basic equipment, an available space. How public that space was had some impact on whether the women felt confident enough to go and play cricket. *I do have some friends who do actually play certain sports indoors, like football etc and they do it indoors and that is mostly because they don't want to be seen outside in the general public in the park, because they do wear their headscarves and they don't feel that they're covered up enough to relax and play the sport outdoors.* Others agreed that this type of indoor provision for women was a good idea and would encourage them to play.

Suggestions for encouraging women and girls' cricket were varied in terms of sites and levels of formality but still consistent in both Bradford and Leeds.

If it's a certain venue, then I think they will be happy to play. If it's an open air, like in a park, then I think they will be very reluctant to play, unless they're just playing as a friend to friend game. But into the proper cricket, I think they will be very reluctant. In terms of indoor, especially female only sessions, I think they'll be very happy to play, yes, that's my understanding.

Others did state that they played a little with their families in the park though it is not clear what circumstances made some happier to play in these sites than others. In most cases the women played informally rather than anything else:

Respondent: *Yeah, just with kids in the park and with family. Not just in the park, in the street, anywhere we'd get space. Everyone had a cricket bat on them. We'd just... even if we didn't have wickets we'd make our own, so we'd use a wheelie bin or you know.*

Interviewer: *So how did that organise itself? Did you just turn up and then just know that people would be there?*

Respondent: *Yeah pretty much.*

Interviewer: *On a sunny day!*

Respondent: *You'd just walk around with a cricket bat and people would be like, are you playing cricket, brilliant, can I play and it's like, yeah sure, the more the merrier.*

Reflecting the other focus groups in Bradford and Leeds there were inconsistencies from the women about the levels of formality, though there was consensus on a preference for a less competitive game, due to little time being available to commit to a team.

Respondent 1: *I think I'd say[...]I prefer the kind of rules because I like sticking to rules, so the fact that you know you've got the equal number of people on each side and they're going by the rules and that, if you're out you're out and you've all got a designated role. So personally I'd prefer that than to just a general kind of knock about outside. But that's just a personal perspective.*

Respondent 2: *I think it's better if it's less competitive though, then you have more fun and you're not really taking it too seriously, so you're just with your friends and just having a laugh.*

Respondent 3: *Like with a club you've got to be more committed. Like there's a certain time you've got to be there, there's a certain time you obviously don't need to be there but sometimes if you miss it you're more likely to leave it. Whereas when you're just doing it with your friends it's all right, you can do it whenever.*

3.2 Unaffiliated/Informal Cricket

It is clear that there is a substantial number of people from a South Asian background who are playing cricket outside the purview of the cricket establishment though little is known of their motivations, aspirations and rationale for such choices to play among themselves. Many reasons were stated for the inception and maintenance of such a cricket environment. For many in the focus groups the prevalence of South Asian teams compared with the few South Asian clubs typified the organisation of cricket in both Bradford and Leeds. *I think there's lots of cricket teams, South Asian cricket teams. There's not many South Asian cricket clubs. There's a definition, a massive definition that needs to be put in place for clubs and teams. Teams are lads come out, play cricket, grab their bag, put it in the boot of the car and they're off. A club is a structure that needs to be put in a place.* There was consensus in Bradford and Leeds that most preferred to play in community clubs/teams. Some argued that many people who are playing informally do so out of choice. Some went so far as to say that many South Asians do not actually want

structured play – they simply want the opportunity and resources to have access to some form of the game: *You'll never get them to come and speak to you 'cause they're not interested. They just want bat, ball, smash, bang.* Some discussed an inward facing reluctance to go out of the local community to play cricket elsewhere. *With a lot of young people, because they've grown up within that community, they go to schools with a majority of Asians, so once you tell them [...] to go and play somewhere ... out of the area, they're not in their comfort zone.*

That may be, but it is the value placed on the social dimensions that supports these less formal outlets for playing. In a formally affiliated club a group of friends would be divided between teams on the basis of ability and some might only be offered the chance to play occasionally. Most of the references for these informal cricket opportunities referred to the laissez faire, ad hoc, fun, community oriented and relaxed approach to these games. Some even discussed turning up to an informal tape ball session as a family in the hope to play another family. For others it is about a need to play styles of cricket that are more fluid or 'natural'. The movement away from technical cricket offers lies for some in the popularity of formats that encourage such approaches to play. These forms of cricket seem to increase the desire to play exciting forms of cricket that require a little less patience, playing in, and by-the-book technique than more established forms of cricket in more established club formats. The attraction to informal cricket also lies in knowing that people can 'just turn up' and there will be equipment (of varying quality) and people to play with.

Interviewer: *Do you know there will be bats, there'll be balls, there'll be everything that you need?*

Respondent 1: Yes.

Interviewer: *How does that get organised?*

Respondent 2: *They might be half-baked bats and half-baked balls, but at the end of the day it's the passion.*

Respondent 3: *That's always how it's been.*

Respondent 4: *Every Saturday.*

Respondent 3: *Every single one of us in this room has played in that park for hours on end. That's where we learnt our cricket. That's where I learnt to play with a straight bat because of the confinements of the actual court area and we had to play straight.*

Popular ways of letting people know that a game is going to happen include texts, Facebook and WhatsApp. After these the 'grapevine' came into operation as more traditional/basic forms of communication took over (word-of-mouth).

The structure of each informal or unaffiliated session is inconsistent, some will turn up with a set number of players to play another team, while others will maintain some balance of players as people arrive (and depart). In some cases a set time is allocated for play because players often need to leave, regardless of score, for work or other commitments. This was exemplified at the Karmand Centre in Bradford where restaurant and taxi staff played before work each week in the spring and summer. *We have a team that come and play here from 11 to 3 and they have to be gone at three o'clock because they're due at the restaurant at four. So they're not interested in playing Saturday cricket, formalised cricket or anything like that.* In both

Leeds and Bradford the focus groups were able to name a wide range of community facilities and in some cases streets, where regular informal or unaffiliated cricket took place (just not at the time of year the research was being conducted). Similarly the local parks and community centres were said to be thriving during the season with these regular, if loosely organised, cricket opportunities. In Bradford, there were numerous discussions of the place of the unaffiliated Khalifa League that ran regular tournaments and opportunities for cricket that were taken up primarily by South Asian men. This league had a higher level of organisation than most of the informal cricket opportunities, but still remains outside the structures of the Yorkshire Cricket partnership.

The historical rationale for these cricket opportunities for some lay in the lack of opportunities facing South Asian communities in the early days of migration. For those involved in the Bradford Khalifa League theirs was a reaction to the fragmentation of the South Asian diaspora in England. The league provided an opportunity to network with other recently arrived migrants. This form of cricket organisation functions as a means of bringing Indian Gujarati Muslims from all around the country together. *So when you go to another town, then we get to know who, in terms of the community which is there, who's there, how we're related and to be able to build that further through the medium of cricket really.* The league had other aims as well, including building bridges between generations. As a result the league is made up predominantly of South Asian men. *I mean our organisation, [...] is a very pluralistic tournament and an organisation. There aren't many outsiders that can get in and there aren't many from within that go out.* The lack of 'outsiders' and the inward facing community aspect of the league is viewed here as a strength as its original goals are met on a weekly basis. The bridging and bonding of South Asians through cricket becomes a celebration of community cohesion. The attraction of this cricket opportunity was emphasised in the following exchange when asked about the number of people in the league who prefer to play outside mainstream cricket:

Respondent 1: *I would say 80% prefer to play in the community.*

Interviewer: *And do they only play that? Are there people who only play in [the community]?*

Respondent 1: *Yeah.*

Respondent 2: *For instance like us three play for [team], we just play every week and we're not really interested in playing in mainstream leagues because of all the commitments of university, work. We're not really interested or excited to play in the league.*

There was an understanding of the desire by many to play in South Asian only cricket games/teams though there was not total agreement on the wisdom of this position. Some said that South Asian only leagues were not a good idea in a multicultural society and that they failed to challenge racism because they reinforced difference/exclusion. In some cases there was a discussion on the need for South

Asian communities to use cricket to integrate, though this was not based solely on a broader notion of social cohesion.

I think it's about what you want. If you want to play in an Asian league, then I don't think there's a problem with that...i.e. if you just want to be around people who are of the same mindset as you and just want to turn up and throw the ball around and roll your arm, then that's fine. But if you really want to develop as a cricketer or as a club or as a community then there needs to be that diversity. You need to integrate within the system. Others spoke of language barriers with new migrants from overseas where the necessity to speak English is obviated by an all mother-tongue speaking group. A lot of these players [...], come over from Pakistan who have a barrier with the language. They will so happily play amongst themselves, yeah, because they haven't got a barrier. There's no barrier there. Is he then happier playing at Karmand Centre where he's got 11 lads that speak his own language, that have his own culture, that have his own laugh and a joke, than go and play outside somewhere where he's not welcome?

In other cases there was an element of a self-fulfilling prophecy that occurred as custom and practice surrounding where and who people play with are repeated over generations.

But like [name] says, you know, for the long term it's not good because when the youngsters when they see all, you know, the elders playing together and not accessing outside the venues outside, so they follow that, you know, it's like a role models again. You know, if you see the elders, they're going to be within their community playing between themselves, then the youngster are, you know, most likely joining the same type of leagues, joining the same teams.

An alternative view of this debate emerged when it was argued that the segregation of South Asian teams was not necessarily self-inflicted and was more the result of 'white flight'. There was a perception that white flight occurred when South Asian club members joined some affiliated clubs, thus acting as the catalyst for less tolerant [white] members to leave, thus making the club predominantly Asian. Although it was the white players who had left, some saw this as demonstrating South Asian self-exclusion. So in some cases South Asian clubs are only so *because of the nature of white flight. So the belief is as soon as the South Asians go into the club, "oh, it's going to be taken over!" and they bugger off. And the classic example is the Manningham Mills one where, you know, it's been destroyed because the Asians were running it. It's a perception...*

3.3 Popular Formats

Forms of cricket that were most popular with the majority in the focus groups (both to play and to watch) were short format, quickly resolved, competitive games: One Day Internationals (ODIs), T20, Tapeball, Windball, Super sixes. For one group playing in Bradford this was described with reference to a game that started at 12 o'clock: *And*

they'll go [until] three o'clock. They'll play a quick 20-20 game, yeah, and there'll be participation from everywhere, it could be anywhere in Lancashire somewhere. I think they had a team from Rotherham come up and these were all specifically takeaway restaurant workers because that's the time that suited them. This regular activity demonstrates that even though these games are unaffiliated they often involve a great deal of organisation so that players from other cities can play. In a different setting in Leeds, a typical session for one member of a focus group who played windball was described as:

Respondent: *I'd say there'd be about 10 of us probably.*

Interviewer: *A-side, yeah? Then how many overs would you play?*

Respondent: *Probably play until it's dark.*

Similarly, from the point of view of attendance, Test matches were not viewed enthusiastically due to the time commitment required. The significance of time constraints and competing demands, raised above, recurs:

I think the shorter formats are more popular. Again that is simply through my own life experience. ...if you're from an affluent background and upbringing and area then it's not a problem. So any Asians that fall within that category, it's not a problem for them to give up most of their day. But if you're not, but you're from areas like Beeston, Harehills and certain parts of Bradford, then giving up the entire day means you're missing work of an evening. That means your bills don't get paid. So half of the players that play will either work in restaurants or takeaways, taxi drivers, so their Friday, Saturday nights are very important to them.

SO2 More people continually improving their skills (whether playing or involved in another way)

3.4 Club Development

As outlined above, the lack of structure in the team rather than club oriented approach to cricket for South Asian communities has led to an awareness that traditional development opportunities are less conspicuous than in more established/affiliated settings. A current lack of knowledge of the 'system' among many people participating informally means that access to coaching and other development pathways is restricted. This is partly attributable to people's shortage of time for organising and the consequent lack of volunteers. Although a common problem for most sports clubs, this limits opportunities for talent development. It was also noted how being denied the traditional model of generating income through bar sales meant club finances were restricted. This has damaging consequences for the standard of physical stock and member development, thus reducing chances of a

club system for a range of teams and the coaching opportunities associated with them. This point was further developed by one participant who identified how there is evidence in Bradford of clubs struggling financially because the team model is unsuccessful.

The issue you have with that is, and we're going through this exact thing at [Club]. [Club] is a social club with a cricket ground, who fund themselves by selling beer and the bar facilities ... [They] went from a social club to become a community club. They're having issues at [Club] ... because these South Asian cricketers have gone to [Club], it's an inner-city area, it's in a predominantly Asian area, that club now have distanced themselves from the cricket. So all the finances that was coming out of the club that was going into the cricket, because these cricketers don't go into the bar and drink, they've distanced themselves.

There was a feeling that clubs struggle to gain commitment from players to deal with daily administrative duties. Time, commitment, a lack of background in developing and sustaining clubs, and a single-minded focus on playing were commonly referred to as the reasons for this situation developing. *I've been in governance for a long time and it's to have that structure of chairman, secretary, treasurer, Child Welfare Officer, etc, etc. That's what creates that club. Then that group of people put them policies together, put your constitution together, and it moves forward. And that's what I mean by club and then you get your coaches in to do the kids and etc, etc.*

It was argued though that not everyone wanted to advance their skills and/or participate at a higher level. Others believe that because many people are playing informally they do not actually know what Yorkshire Cricket offers in terms of facilities and development opportunities. *I think many of the people in the community maybe are not aware of what's available for their kids, and I think that sometimes draws them back because they're not aware. I think if such interventions or such things were available, they knew, it would definitely put them into that position [of awareness].* The preference for unaffiliated informal cricket has led to a recognition that there is likely to be less access to traditional coaching opportunities which has a knock on effect in the number of South Asian players becoming coaches. It also means that young players are not being identified and moved into the 'system'. However, there was a feeling in the Khalifa group that, with time, informal spaces for cricket, like the Khalifa tournament, could be formalised and considered mainstream. It was stated that the tournament is becoming increasingly competitive, meaning that many of the younger players may be open to engaging with the 'system'. In fact, the group discussed their desire to take the tournament to the 'next level'.

30 years ago it was a difficult time for our elders migrating here in England, and cricket was just to make sure that we all settled in. It was just to do with migrating. I mean now it's gone more than that. There's many talented players, and I think the next level that we're looking for is to progress, I mean there's a lot of increase in youngsters now, and we're just hoping for them to play in national leagues.

3.5 Coaching and Sustainability

The sustainability of teams and clubs was also central when participants talked about the current lack of South Asian community coaches. The lack of South Asians playing for Yorkshire County Cricket Club and the shortage of South Asian coaches were argued to be reasons why participation in more formal cricket has been less enthusiastically taken up. Few South Asian coaches were known to focus group members, though some of them were themselves coaches who felt as though they had been ignored in the coach development process.

I mentioned coaches; I only know one Asian coach that has worked with... and I don't think he's working directly for the YCB or Yorkshire Cricket Club. But he's worked with some of the Yorkshire staff and that's [Name]. But he's the only one. There's many of us in this room. I was a Level 2 coach when I was 18. But I still wasn't asked to go onto a Level 3. That's barriers from the county club. They should be looking to progress.

There was a view that parents would be more appreciative of advice if it came from other South Asians. *I think if you get that, and you pick the right people, invest in the right people, they're passion should resonate through the communities and everything else. And I think I would find it would just have a bit of a knock-on effect like that.* This was reinforced by the following comments, Respondent: *In a sense [Name 1], would you prefer to have [Name 2] coaching you? If he was coaching, would you prefer to coach under [Name 2] because you know him and you know what it's going to be all about? Or do you want to go to Yorkshire and have one of their guys coach you? Respondent: I'd rather have [Name 2]. Because I'd communicate better with [Name 2] I'd understand him better as well. So I think that would be much better.* There was agreement that a co-cultural coach would be able to offer additional qualities to the coaching experience that coaches external to the community might struggle to understand. These include knowledge of language, cultural and religious norms, ability to quickly relax and welcome. *There is a situation as well when you're talking and this is not just around coaching. This is in clubs as well. As Asians when we're talking, sometimes we'll be speaking English, fluently speaking English and then fluently there will be some words in an Asian language that will come out. Because we feel comfortable like that.*

It was argued that more South Asian coaches with a higher profile would lead to more, younger players progressing through the system and into development squads. *I would say if there were more Asian coaches or people qualified coaching, I would say significantly you'd see more players, more Asian kids coming to training sessions and training. I think that would be something...*

SO3 More members, more spectators, greater audiences

3.6 Headingley and Yorkshire CCC

Yorkshire's history of only playing Yorkshire born players still has its legacy in the way some of the focus group viewed cricket in Yorkshire.

You see you've got your own favourites, haven't you? In those days and this is not to try and demonise Yorkshire Cricket Club or the YCB, but in those days there was institutionalised racism, very prevalent within certain sporting boards and clubs. Unfortunately it was definitely prevalent within the Yorkshire Cricket Club and it wasn't until the last decade that we've had the first, second and third Asian players to come and play for Yorkshire. Another legacy that alcohol and rowdiness in Headingley formed was a dominant image across the groups too. The notorious West (now White Rose) Stand was often mentioned negatively in terms of family attendance. I try and avoid it completely 'cause I won't go to the venue. Like in here, I mean we play here and there won't be any alcohol or anything and they can play, that's what you enjoy, you know. And then I'm nevertheless saying if people want to drink alcohol that's their choice, but I'm just saying on the religious side of it I don't go near it, selling it, that's, you know, you've got to understand that.

The women in this study had no history of attending or watching cricket at Headingley. However, they demonstrated no real sense of missing out on an experience because of their non-serious, irregular connections with cricket.

Notwithstanding these common images, there were many whose descriptions of attending cricket at Headingley were very positive and reflective of experiences that they were willing to share with others. *I've spoken a lot to [Name] recently, he's on about a prayer room there as well now... so that people can go and watch cricket, if they need to pray they can go and pray. Now the experience for me has changed a lot... Another discussion resulted in this conclusion: The issues that we used to have was, you know, sat amongst loads of people that were drunk, throwing beer all over you. They've changed these things, which is good; culturally for us it's good because you can actually go and watch and not have to worry about where the next beer's coming from, which has changed that view. Even among those who did enjoy the experience it was generally agreed that there is still work to be done to change the perception of many in the South Asian communities that Headingley is a no go area for our people. One clear message from the focus groups was about the need to promote a safe, family oriented Headingley. If you're going to attract people or families you've got to have the right setting or environment for them to come. It's like in here, if you were playing, everyone's safe, parents and children. A particular club, if it's not safe they're not going to come because... and that's exactly, you know, something to point out.*

International, short format matches were the most popular attractions at Headingley, though the Lancashire T20 was often seen as an exciting draw. The atmosphere at international games was preferred by all, while most were ambivalent about domestic fixtures. It was suggested that part of the reason for so few attending

county games is due to tradition, or in this case a lack of a family or community tradition of spending the best part of a day watching cricket. Part of this lies in the lack of productivity through being distracted from work or other priorities.

There's that, but there's also the negative perception that you're going to go there and waste an entire day, "you might as well stay home and help me do something". So it's that. It's because we've not been brought up with our fathers saying, "Come on, let's take you to the stadium. We can go and watch a match, it'll be a brilliant thing." That's the difference between the Pakistan culture and the English culture. English culture, fathers take their children to the football match. We're going to spend a day there. We're going to make a meal of it. We're going to have some good laughs while we're there. With the cricket and the Pakistani families it's very different.

There is a suggestion here that there is a job of education to be done with the South Asian community that does not attend regular cricket. Though the ticket prices are comparable with other grounds hosting internationals, the perception of expense is higher for a community that only attends when one or two top teams come to Yorkshire. *I think there's obviously a lack of understanding on part of the Asian community because they don't go every day to county matches, so they don't know the ticket prices. So when a national match comes up, they see it as a county match. You've got to remember it doesn't matter which sport you play, an international match is an international match. The price is going to go and so is everything else. So the demand outweighs the supply of tickets available.* Where free tickets have been seen as a way to encourage spectatorship it was not seen as a panacea as some in the focus groups have struggled to encourage others to attend matches at Headingley even when given free tickets for international matches.

SO4 More people talking about and appreciating cricket on a daily basis?

3.7 Media Sources

Among these informal/unaffiliated cricketers there were some who were ambivalent about seeking out information on cricket. However, most of the focus group members named their local newspapers as reliable media sources that covered local and international cricket. The Telegraph and Argus, and Yorkshire Post were frequently mentioned though it was less clear how often these sources were consulted. Newspapers written with a South Asian audience in mind were not rated similarly as sources for cricket news as there was broad agreement that they did not report on local cricket. In regard to radio: *As far as our own two radio stations in Bradford and Leeds, neither of them cover it at all. They don't even give the results out, never mind covering it, which is a bit of a downer really 'cause they don't even do it with the football.* Nonetheless, the potential to use South Asian newspapers and radio stations to get news to them was recognised.

Electronic sources, such as texts, WhatsApp, and Facebook, were popular for communicating with players and teams. A new photo ID initiative on the ECB website has enabled direct communication with players, though, like Cricinfo, this is for

affiliated clubs and does not include those outside that system. Some of the women felt that the local community venues they visited, such as hairdressers and gyms, should also be used to promote cricket. For one group the crux of gaining access to the Sikh community and encouraging engagement on a daily basis was through parents. The key, they believed, was in educating parents of the wider contribution of sport in the lives of their children – i.e. quashing the idea that cricket is a career and stress instead the benefit of cricket as a leisure activity that can be enjoyed in addition to their education – not necessarily as a threat to it.

The surge of informal games in the summer on the parks and the streets of Bradford and Leeds were seen as opportunities to reach directly those outside the system. Distributing leaflets and having discussions not only represent ways of giving information, but the presence of Yorkshire Cricket representatives in the community also represents opportunities to receive information. *If you want to catch them in the summer, you've got kids on the street. Hand out flyers, say, We're at this venue, come down, you can have a knock about here instead of playing on the street". Once you've got them in, you can go coaching and then it all kicks off from there, I think.*

3.8 Messages from the Field

Schools and Faith centres were seen as potentially significant in spreading the word and encouraging people's appreciation of the game. There was belief amongst the groups that targeting community hubs – particularly places of worship – would be productive. Faith centres were discussed as possible sites to develop cricket in South Asian communities. Gurdwaras and Mosques were specifically discussed as realistic partners in cricket development. They were seen as effective social network hubs that could engage much larger regular groups at their convenience. The networks of faith centres could be seen as linked cricket sites, sharing resources, developing competitions and acting as venues for scouting. The Madrasas, for example, were seen as opportunities to work with young people and others in the community at times of the week when they are unable to play cricket anywhere else. *Because you know... well they're places of worship, whether it's a mosque or whether it's you know, a church, I think they've very important places to put the information up, because it's got to be approved by the parents and this is for children.*

You know, has anybody ever seen Yorkshire County Cricket come to a Gurdwara and put their little stand up with their banners and with their leaflets and say yeah, come along to be coached, it's interesting, go and sign up. I've not seen it.

The mosque, I mean I'd just like to sort of amplify this point. It used to be that we went to mosque only to pray and we would come back and that was it... So this would be another add-on to their function and I think it would help hundreds of people...

I'd never have thought of mosques as an idea but actually that does make sense. In one group the oppression of the Muslim community was viewed as a possible reason why it might be pragmatic to work with Imams in mosques rather than working with them on external sites. There is no denying that the crude presence of Islamophobia must have an impact on the sport, leisure spaces and leisure choices of many with a South Asian heritage. This was seen as a pragmatic rationale for developing cricket offers in safe community spaces. I am speaking specifically about mosques. I think against background of Islamophobia, we can't see cricket in isolation. The Muslim community is hugely sensitive to the problems of Islamophobia and that makes it more insular. That doesn't help in promoting any sporting activity outside their own gamut. And if we were to approach the mosques and ask the leaders there to help us, I think they would welcome it greatly.

This group believed that what are currently informal teams would benefit from some coaching from Yorkshire Cricket on how to establish and sustain a successful club model. *It's about having direction and direction from Yorkshire. You may look at creating a template and say this is an ideal model of a club, okay. So a sample template for somebody to look at, these are the areas that we need to go to and these X, Y and Z is what we need to create a club. And these are the policies we need to have in place, so just a sample model of what a club looks like. So any team who wishes to be a club can refer to that and see how best they can adjust themselves to create that club. And it's just getting that direction for them.*

For one group the crux of the situation is with Yorkshire Cricket adopting more 'meaningful engagement' with South Asian communities to ensure cricket in Bradford is sustainable at all levels. Though not necessarily with cricket projects, they hinted at past short-termism and a need to avoid short-life projects. *Meaningful engagement ... It's like a lot of them just mentioned. Don't set a programme, so you're going to be there and have a small finite life. You need to be having sustainable programmes which grow and then create legacies to bring that forward.* Such an approach would assist Yorkshire Cricket to meet another of the suggestions from the focus groups about them being more visible in the community.

There were many optimistic comments emerging from the focus groups where there was a willingness to forge links with Yorkshire Cricket. For example when the Khalifa group were asked about why they have not affiliated to the ECB their response was: *Yeah but listen, my question here is, when you say we've not had a chance to affiliate, no one else has reached out and said "do you want to affiliate with us" [...] but obviously there needs to be movement from both sides.* Though the league was not established to become a mainstream cricket opportunity there is a willingness to open a dialogue in terms of what affiliation would mean for those who play in, and organise, the league

Chapter 4. Conclusions and Recommendations

Over the course of Chapters 2 and 3, we have examined what influences involvement in cricket by South Asian Communities' in Bradford and Leeds. The picture is complex and it is clear that there are interacting factors (both enablers and barriers): some deeply embedded and cultural; others more obvious and amenable to policy interventions.

Conclusions

Our conclusions reflect the initial objectives of the study that were formulated in response to the Service Outcomes of the Yorkshire Cricket partnership.

4.1 More people playing cricket and participating in other ways

Previous studies have alluded to how many people from South Asian communities participate out of necessity in Asian-specific leagues and teams (e.g. to avoid racism) rather than choice. Evidence from this study suggests that they possess more agency to choose than previously suggested. Many of the participants emphasised how they preferred to play informally in Asian specific teams and leagues. Reasons included the sense of community and the cultural solidarity they experienced. This should not be dismissed as inconsequential as these attributes may not be recreated in the current, more formal, league and team structures. It should be recognised that not everyone currently participating informally does so because they do not have access to (or at least feel enabled to access) formal formats. The draw of community cricket remains strong throughout South Asian communities in both Bradford and Leeds. Moreover, this study has demonstrated how formal and informal routes to play are not mutually exclusive with some people playing both formats.

This study shows that some groups, for example taxi drivers and catering workers, will remain elusive and difficult to engage more formally/systematically, purely because of the nature of their occupation and hours of work. However, it must be recognised that cricket remains an important part of their lives even if it is afforded low priority in relation to everyday pressures. Regardless of its level of (in)formality mechanisms for facilitating these forms of participation are important elements in cricket development for South Asian Communities.

The timing of when cricket opportunities take place is significant to South Asian communities. Many are involved in religious education, worship, and community events during the times when coaching and development opportunities, including formal coaching and trials, would ordinarily happen – e.g., between 5:30-7:30 on weekday evenings. It is likely that there are talented individuals currently playing cricket at different levels that Yorkshire Cricket is currently unaware of. The lack of interaction between those who play (and their representatives) these formats and Yorkshire Cricket means that many South Asian players do not currently have access to the benefits offered by the 'system' – e.g. development pathways.

The female participants in particular identified the gendered nature of cricket, suggesting that the majority of current development provision is targeted at males. Female participants showed little interest in accessing more formal formats. There were also suggestions that females are often uncomfortable accessing informal spaces in the same way as their male counterparts and that single-sex participation – even at the most informal levels – is their preferred option. Moreover, there is not yet a culture where females will participate in cricket as non-players – that is, as spectators or volunteers.

Yorkshire Cricket was frequently identified as having a potential role in facilitating informal cricket that could support members of these networks currently unfamiliar with how to access opportunities offered. Yorkshire Cricket would benefit from having increased visibility (and a welcoming presence) within South Asian communities. There are influential figures in South Asian communities well placed to facilitate access to community sites. These figures include religious leaders, community leaders and teachers. The view from this study is that South Asian communities are often networked and messages will be speedily disseminated through the community if shared with influential people. There was a widespread perception among the participants that Yorkshire Cricket could engage more *meaningfully* with South Asian communities. It may be an uncomfortable message to hear but there was a perception that current engagement between Yorkshire Cricket and South Asian communities is largely superficial – a process of box ticking – and lacks the necessary intent for truly meaningful impact and development for, and within, these communities.

‘Engagement’ was frequently linked with the notion of team/club/league ‘sustainability’. Many of the respondents said that some informal modes of play (e.g. Sunday leagues) do not have organised administrative structures in place and this threatens their viability. This is not surprising; the very nature of being informal almost makes this inevitable. Participants reinforced the view that the people they play with tend to be uncommitted to broader team/club roles – e.g. administration, ground preparation, fundraising. This is common in the majority of amateur sports organisations, but the difference here is that established clubs have a sustained culture of volunteerism (often passed through families and social networks), but this is not the case for teams/clubs that are in their infancy. If more teams were to evolve into clubs, it is likely that more people from South Asian communities would engage in the player and coach development system. Better governance in leagues is likely to facilitate continuity and sustainability. The vast majority of Asian-specific teams/clubs do not own their own grounds and are transient as a result. Consequently they do not possess a coherent sense of identity and this hinders their ability to establish the kind of club culture that would attract long-term ‘servants’ to the club. However, there are examples of success stories that could be shared. It is important then to understand that ‘participation’ in cricket is more varied than simply playing and/or spectating, and therefore, Yorkshire Cricket may consider extending support into other avenues of the sport – e.g. volunteering, umpire training.

4.2 More people improving their skills (whether playing or involved in another way)

Cricket is valued by parents in South Asian communities but it has a low priority in relation to other areas of life such as education, work, family, community. The view of participants in this study is that younger generations are beginning to attach higher priority to cricket than preceding generations. Given their levels of informality there is currently a lack of awareness of coaching and development pathways among South Asian communities in Bradford and Leeds. There was a view that opportunities to pursue such pathways would be embraced by many – especially younger players. Opportunities for accessing and progressing within playing and coaching pathways are not obvious in teams without youth structures, nor are players likely to continue to invest in cricket upon retirement from playing unless they feel part of a club (with a community identity). Therefore, alternative methods for engagement could be considered by the cricket authorities to access these groups, for example, through schools.

There was a perception that the level of interest in certain areas – mainly in Bradford – currently outweighs the number of available clubs (formal) and other spaces (informal). Participation at informal levels, more often than not, is at the discretion of other clubs and local authorities making their facilities available for rent. The price of rent is often expensive and the availability of pitches is inconsistent. There is also the issue of ground preparation and maintenance. Moreover, it was felt that local authority pitches in particular are not now maintained to a high standard.

In both cities 20-over cricket was the most popular format for both playing and spectating, though a significant number liked to play and watch one day (40-50 over) cricket too – especially international fixtures. There was limited interest in longer formats – i.e., four day County Championship. Even more informal versions of cricket, that is, street cricket, tape ball and informal ‘knocks’ in the park or other spaces were also very popular, but given the timing of the study, accessing these formats proved difficult.

4.3 More members, more spectators, greater audiences

This study has revealed that members of South Asian communities in Bradford and Leeds still believe that Yorkshire Cricket neither wants nor values minority ethnic involvement in cricket. This was frequently linked with the Club’s history – e.g. birthright policy – and went some way to explaining the lack of South Asian spectators at Yorkshire matches. While participants acknowledged that this history might be a non-issue for Yorkshire Cricket, they stressed that it is still an issue in South Asian communities, and thus, required revisiting.

Not many members of South Asian communities consider YCCC to be ‘their’ club. Female participants in particular said that they had virtually no relationship with the club. In saying this, when South Asian spectators attend matches at Headingley they generally have a positive experience. Among that group there was a perception that YCCC is becoming increasingly sensitive to the needs of South Asian communities at the venue. The availability of prayer rooms, Halal food, alcohol free and family areas were welcomed as positive developments. However, there was a view that the

atmosphere at the stadium – e.g. drink culture, highly masculine - would continue to be a deterrent for some – especially women and families. The environment of the cricket school was similarly identified by some as unwelcoming.

Domestic county fixtures are viewed as largely inconsequential – Twenty20 matches notwithstanding. The cost in particular of attending matches (travel combined with ticket prices) remains restrictive for many in South Asian communities.

4.4 More people talking about and appreciating cricket on a daily basis

There was a feeling that cricket-related information (e.g. coaching, trial dates) are not systematically shared throughout informal networks of the game. While cricketers may not want to be part of the formal structures of cricket as players this does not mean that they do not wish to be part of them in other ways, for example, as coaches, umpires or administrators. By not getting information to these sites the cricket authorities are limiting their potential audience. Electronic sources were popular in communicating cricket-related information with players and teams using texts, emails, WhatsApp, Facebook and other social media. The potential of radio and television, not to mention having a physical presence at community hubs – e.g. schools, community centres and places of worship - were also identified as providing information networks.

Recommendations

Findings from this study, other literature suggests, that many of the issues raised are not peculiar to Yorkshire Cricket and may be evident throughout the UK. This implies the need for more open communication between the County Cricket Boards, ECB and other stakeholders. Our recommendations are therefore structured in a way that shows how the cricket authorities may take a collective approach to them.

4.5 More people playing cricket and participating in other ways

Recommendation	Yorkshire Cricket	ECB
Yorkshire Cricket should recognise different motivations for play, but not exclude those who may not fit with traditional models. Rather than attempting to draw players away from informal sites, Yorkshire Cricket might consider extending a welcome to them by servicing them in a different way. To avoid 'consultation fatigue' this could be facilitated through a) coach development b) community events c) community hubs d) partnerships with the community e) scouting in informal/unaffiliated sites.	<input type="checkbox"/>	<input type="checkbox"/>
Yorkshire Cricket would generate crucial insight from site surveys conducted at key locations around the playing season. By interacting with these groups during times when they are actually playing – i.e. the summer months – Yorkshire Cricket might better understand the place of cricket in their lives and what can be done to engage with them more formally.	<input type="checkbox"/>	<input type="checkbox"/>
If Yorkshire Cricket is to engage more successfully with these communities it must offer greater flexibility in terms of <u>when</u> and <u>where</u> formal opportunities (e.g. coaching and trials) take place in order to be accessible to a broader catchment. Yorkshire Cricket should have a visible presence at informal sites and actively attempt to locate talent in these areas.	<input type="checkbox"/>	
Yorkshire Cricket might usefully consider acting on views on gender issues that are specific to South Asian communities. This might include a focus on more accessible opportunities for South Asian females interested in cricket – e.g. gender specific formats, including coaching sessions located in accessible community facilities. Women could also be more actively encouraged and enabled to become members of existing clubs as volunteers.	<input type="checkbox"/>	<input type="checkbox"/>
Yorkshire Cricket should explore how they can help South Asian communities to duplicate models for sustainable clubs and leagues through providing guidance on club administration (policy, procedures, safeguarding etc.)	<input type="checkbox"/>	<input type="checkbox"/>
'Participation' in cricket is more varied than simply playing and/or spectating. Yorkshire Cricket may consider how best to extend support into other avenues of cricket participation – e.g. volunteering, umpire training, ground preparation and maintenance courses.	<input type="checkbox"/>	

Views that majority white clubs remain sources of racism persist. Such perceptions deter some South Asian players from trying to access majority white clubs so reverting instead to the safety of Asian-specific teams/clubs and leagues. Opportunities to share experiences and raise awareness of this phenomenon could be a way to reduce misunderstandings.	<input type="checkbox"/>	<input type="checkbox"/>
Some groups will remain elusive and difficult to engage, purely on the basis of their occupation and hours of work. However, it must be remembered that cricket remains an important part of their lives, regardless of its level of (in)formality. These groups may require a different model of engagement to be established. For example, as opposed to attempting to integrate them directly into an existing 'system' Yorkshire Cricket might consider facilitating the development of existing formats of play through providing more accessible pitches (non-turf), access to equipment and informal coaching opportunities on site.	<input type="checkbox"/>	<input type="checkbox"/>
The South Asian communities in this study favoured specific formats of cricket in respect to both playing and spectating, i.e. limited overs and especially Twenty20. Yorkshire Cricket might attempt to structure a family event, or series of events, around these formats and host it/them at key sites within Leeds and Bradford.	<input type="checkbox"/>	
The sample for this study is dominated by those describing their ethnicity as Pakistani and by Muslim respondents, and the vast majority of respondents were male. As might be expected there was also a preponderance of younger players - mainly under 35. The cricket authorities should take this into account and consider engaging with a more diverse sample of representatives from informal cricket spaces. A greater engagement with South Asian women in particular would be useful.	<input type="checkbox"/>	<input type="checkbox"/>

4.6 More people improving their skills (whether playing or involved in another way)

Recommendation	Yorkshire Cricket	ECB
There is a perception that Yorkshire Cricket is not currently well represented in schools. Yorkshire Cricket could review how coaches might be more readily available in schools, not only to enthuse individuals, but to provide advice to young people on how and where to access formal clubs and other opportunities.	<input type="checkbox"/>	
To facilitate identification with the club Yorkshire Cricket could encourage its players to be more visible in the community – a model that is relatively successful in other sports, such as rugby league.	<input type="checkbox"/>	
Yorkshire Cricket would reap the benefits of promoting the value of cricket as a legitimate and worthwhile activity (as leisure, health pursuit, as well as career) to parents and senior community leaders.	<input type="checkbox"/>	<input type="checkbox"/>

Yorkshire Cricket could consider making information about, and access to, coaching and coach education more readily available in these informal playing spaces.	<input type="checkbox"/>	<input type="checkbox"/>
Yorkshire Cricket could assist with creating new spaces of play and improving existing facilities – e.g. by liaising more closely with schools and local authorities. Courses in ground preparation and maintenance could help participants have greater control of the grounds.	<input type="checkbox"/>	
Some informal cricket is relatively well organised and there is an ambition on the part of some to become more established and to progress to a point where players would have greater access to coaching and other opportunities. Yorkshire Cricket might usefully support these ambitions.	<input type="checkbox"/>	<input type="checkbox"/>

4.7 More members, more spectators, greater audiences

Recommendation	Yorkshire Cricket	ECB
Yorkshire Cricket as an organisation could benefit by more widely promoting the message that it welcomes the involvement of diverse South Asian communities. It is recognised that YC may well have attempted to recast itself in this way but the messages are not consistently penetrating the South Asian communities. YC could establish itself as a 'community' club that South Asian communities want and feel able to identify with. YC has made a number of very positive developments towards creating an inclusive environment for South Asian communities at live matches. YC should publicise these developments more widely and promote a more welcoming environment. Cricket alone may not be a strong enough offer to encourage South Asian communities to become aligned with Yorkshire Cricket. This might involve diverse forms of engagement, for example, being introduced to (and using) Yorkshire Cricket's facilities (cricket school, museum etc.).	<input type="checkbox"/>	
In tandem with other strategies Yorkshire Cricket needs to establish a more price sensitive approach to encourage more from South Asian communities to the stadium for domestic fixtures. In addition to other recommendations this may involve a mix of ticket giveaways, VIP invitations and/or discounts and assistance with travel to and from the ground.	<input type="checkbox"/>	<input type="checkbox"/>

4.8 More people talking about and appreciating cricket on a daily basis

Recommendation	Yorkshire Cricket	ECB
Yorkshire Cricket should further consider the multitude of media communication methods and liaise directly with South Asian communities over their preferred choices.	<input type="checkbox"/>	

4.9 Messages from the Field

Recommendation	Yorkshire Cricket	ECB
Yorkshire Cricket (Alongside the ECB) could be a leader in establishing a countywide BME forum(s) for sharing ideas and good practice, with the requirement for cricket development officials to meet with them. Additional research in the ECB's target areas should be supported to examine the extent of commonalities and localised differences.	☐	☐
The prospect of establishing a 'home' for informal cricket in both Leeds and Bradford was discussed in focus groups and cited in a number of the questionnaires. Yorkshire Cricket would benefit from further consultation with team/club/competition representatives on this.	☐	

Appendix 1. South Asian Community Cricket (Bradford & Leeds)

Focus Group

Discussion Topics:

SO1 More people playing cricket and participating in other ways

- i.* Are there any barriers to getting more people from a South Asian background to play cricket?
 - a) Physical – What in the way of facilities is needed?
 - b) Cultural, Social?
 - c) Economic?

- ii.* The ECB and Yorkshire Cricket know that 30% of those playing cricket are from South Asian communities living in England though many are not affiliated to a club.
 - a) Do you feel that this reflects unsatisfied demand?
 - b) In your experience, how does unaffiliated/informal cricket get organised?
 - c) Are there novel versions of cricket being played that the ECB doesn't know about?
 - d) Is there anything different in these environments that the clubs don't offer?
 - e) Can you give places/names of key people that we can speak to that run these informal sessions?

- iii.* Given the debates on S. Asian only teams & competitions, do you think they're a good thing (informal and formal)?

- iv.* Aware of YC? Yorkshire Cricket is interested in how attractive volunteering in clubs and leagues is. On the basis of your experience, what would you say?

SO2 More people continually improving their skills (whether playing or involved in another way) and greater success in all competitions

- i.* What do South Asian parents think about the way talent is developed? (CTP⁶; ETP; EDP; EPP)?
- ii.* Is progress on the pathways affected by cultural background (positive or negative eg parental support, adherence)?
- iii.* Are any competition formats particularly attractive to South Asian players⁷.

SO3 More members, more spectators, greater audiences

- i.* If you were describing watching cricket at Headingley to a friend who hadn't been before, what would be the first things you'd mention?
- ii.* How would you describe your perfect day at Headingley (day, time, ticket price, teams)
- iii.* Is alcohol sponsorship and consumption at any ground a barrier?

SO4 More people talking about and appreciating cricket on a daily basis?

- i.* How do you get your news about cricket⁸?

And finally:

If you were in charge of getting more people participating in cricket (playing, umpiring, spectating, helping to run a club), what would you do to get the biggest increase?

Are there any messages you wish to share with Yorkshire Cricket or the ECB about playing, improving or spectating for the South Asian community?

⁶ County Talent Programme; Emerging Talent Programme; England Development Programme; England Performance Programme:

⁷ Last Man Stands, Wisden City Cup 14-24, Tapeball, Indoor?

⁸ Print, new media, language?

Appendix 2. SACC Self Completion Questionnaire

Hello, we're doing a project for Yorkshire Cricket about people's views on what needs to happen to get more people involved in all aspects of the game in Yorkshire. They are particularly interested in the views of people from the different South Asian communities in the area. We'd be grateful if you could spare 5 minutes to do a questionnaire. This will be anonymous, so you can say what you want as long as you're honest. All participants in this study will be eligible to receive a FREE ENTRY cricket voucher from Yorkshire CCC for ANY Yorkshire CCC game in the 2015 season, excluding Lancs T20 and any quarter/semi-finals. Instructions: Please respond by following the instructions in brackets for each question. Please follow the arrows (Go to Question) when required.

Q1 On average how many times a week do you play cricket in the summer? (Please tick one box only)

- Less than 1 (1)
- 1-2 (2)
- 3-4 (3)
- 5+ (4)

Q2 Would you like to play more often?

- Yes (1)
- No (Go to Question 4) (2)

If No (Go to Question 4) Is Selected, Then Skip To Apart from playing here, do you ever ...If Yes Is Selected, Then Skip To What would be necessary to help you p...

Q3 What would be necessary to help you play more often? (Please explain)

Q4 Apart from playing here, do you ever play for a team in a formal league or cup competition?

- Yes - If Yes please state (1) _____
- No - Go to Question 6 (2)

Q5 How many times a year do you play for this club / team?

- Once (1)
- 2-3 (2)
- 4-5 (3)
- 6-10 (4)
- 11-15 (5)
- 16+ times (6)

If 6-10 Is Selected, Then Skip To Which versions of cricket do you pref...If 4-5 Is Selected, Then Skip To Which versions of cricket do you pref...If 2-3 Is Selected, Then Skip To Which versions of cricket do you pref...If Once Is Selected, Then Skip To Which versions of cricket do you pref...If 11-15 Is Selected, Then Skip To Which versions of cricket do you pref...If 16+ times Is Selected, Then Skip To Which versions of cricket do you pref...

Q6 If no, why don't you play for a team in a formal league or cup competition? (Please tick all that apply)

- Timing of matches / practice (1)
- Don't know who I could play for? (2)
- Accessibility / transport problems (3)
- Not good enough player (4)
- Not enough spare time / other commitments (5)
- Don't know anyone who plays for a club (6)
- Cost (Can't afford / Don't have the gear (7)
- Just don't want to be part of a club (8)
- Other (Please state) (9) _____

Q7 Which versions of cricket do you prefer playing? (Please tick all that apply)

- Tape Ball (1)
- One Day (2)
- Super 6s (3)
- T20 (4)
- Street Cricket (5)
- Members Only 8 A Side (6)
- Last Man Stands (7)
- Nets (8)
- Informal Knock (9)
- Other - Please State (10) _____

Q8 Do you work or help out in a cricket club in any way?

- Yes (Continue) (1)
- No (⇒ Go to Question 10) (2)
- Used to (⇒ Go to Question 10) (3)

If No (⇒ Go to Question 10) Is Selected, Then Skip To _____ Have you ever umpired ...If Yes (Continue) Is Selected, Then Skip To _____ If yes, what do you do...If Used to (⇒ Go to Question 10) Is Selected, Then Skip To _____ Have you ever umpired ...

Q9 If yes, what do you do at the cricket club you help out at?

Q10 Have you ever umpired a game?

- Yes (1)
- No (2)

Q11 Have you had training to become an umpire?

- Yes (1)
- No (2)

Q12 Would you be interested in training as an umpire?

- Yes (1)
- No (2)

Q13 Do you ever go to watch a match in a formal league or cup competition apart from England or Yorkshire?

- Yes (Continue) (1)
- No (⇒ Go to Question 15) (2)

If Yes (Continue) Is Selected, Then Skip To Question 15) Is Selected, Then Skip To	If Yes, which team, an...If No (⇒ Go to If No, why don't you g...
--	---

Q14 If Yes, which team, and how many times a year would you watch that team? (⇒ Go to Question 16 After this)

- Which Team (1) _____
- Every other game (2)
- Only occasionally (3)
- Every game (4)

If Every other game Is Selected, Then Skip To occasionally Is Selected, Then Skip To Selected, Then Skip To	Do you ever go to watc...If Only Do you ever go to watc...If Every game Is Do you ever go to watc...
---	--

Q15 If No, why don't you go to watch formal league or cup competitions apart from England or Yorkshire? (Please tick all that apply)

- Timing (1)
- Want to play, not watch (2)
- Don't know where to go to watch (3)
- Accessibility / transport problems (4)
- Other (Please State) (5) _____

Q16 Do you ever go to watch the Yorkshire Team play?

- Yes (Continue) (1)
- No (⇒ Go to Question 21) (2)

If Yes (Continue) Is Selected, Then Skip To Question 21) Is Selected, Then Skip To	If Yes, how many times...If No (⇒ Go to If No, why don't you g...
--	---

Q17 If Yes, how many times a year do you go to watch them play? (Please tick one box only)

- 1 - 5 (1)
- 6 - 10 (2)
- More than 10 (3)

Q18 On the following scales, how would you describe the experience of watching Yorkshire play? (Please circle the number you think appropriate for each line)

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)
FRIENDLY:UNFRIENDLY (1)	<input type="radio"/>				
EXCITING:BORING (2)	<input type="radio"/>				
THREATENING:SAFE (3)	<input type="radio"/>				
WASTE OF MONEY:VALUE FOR MONEY (4)	<input type="radio"/>				
INCLUSIVE:ALIENATING (5)	<input type="radio"/>				

Q19 How do you decide which Headingley or Scarborough games to go to? (Please state reasons)

Q20 What type of cricket do you like to go to watch? (Please tick all that apply)

- Test Match (1)
- T20 (2)
- One Day Test (3)
- One Day County (4)
- 4 Day County (5)
- Local Club (6)
- Other (Please state) (7) _____

Q21 If No, why don't you go to watch Yorkshire play? (Please tick any that apply)

- Time (1)
- Difficult to get there (2)
- Prefer to watch on TV (3)
- Expense (4)
- Food (5)
- Support another team (6)
- Atmosphere / Welcome (7)
- Crowd Behaviour (8)
- Racism (9)
- Alcohol (10)
- Alcohol (11)
- No one I know goes there / no one to go with (12)
- Other (Please state) (13) _____

Q22 How often do you watch cricket on TV? (Please tick one box only)

- Pretty much every week (1)
- Every now and again (2)
- Hardly Ever (3)
- Never (4)

Q23 Could you please CHOOSE your THREE best ways that YCCC could get information to you from the following list. (Please select 3 options from the list).

- Local radio (1)
- Newspaper (2)
- Web page (3)
- Facebook or similar (4)
- Email (5)
- Community / Faith Centre (6)
- Community Workshops / Events (7)
- Snap Chat (8)
- YouTube (9)
- Please include any we have missed (10)

Q24 If you were in charge of getting more people from South Asian communities participating in cricket (playing, umpiring, spectating, helping to run a club), what would you do to get the biggest increase?

Q25 If Yorkshire Cricket was going to build something new to improve cricket in your area what would you want it to be?

Q26 Are there any existing cricket sites where you would like to see the facilities improved?

- Yes (Continue) (1)
- No (⇒ Go to Question 28) (2)

If Yes (Continue) Is Selected, Then Skip To Question 28) Is Selected, Then Skip To If yes, please state w...If No (⇒ Go to Question 28) Is Selected, Then Skip To What is your gender?&n...

Q27 If yes, please state which site and why you think it needs improved facilities:

Q28 What is your gender?

- Male (1)
- Female (2)

Q29 What is your age?

- 14 - 17 (1)
- 18 - 24 (2)
- 25 - 34 (3)
- 35 - 44 (4)
- 45 - 54 (5)
- 55 - 64 (6)
- 65 - 74 (7)
- 75+ (8)

Q30 How do you describe your ethnicity?

- Pakistani (1)
- Bangladeshi (2)
- Indian (3)
- Afghan (4)
- Kashmiri (5)
- Sri Lankan (6)
- Mixed - S. Asian (7)
- Mixed Other (8)
- Other (Please State) (9) _____

Q31 Do you have a religion?

- Muslim (1)
- Hindu (2)
- Sikh (3)
- Christian (4)
- None / Atheist / Agnostic (5)
- Other (6)

Q32 What is your postcode?

Appendix 3. Yorkshire Cricket South Asian Communities Cricket Survey Graphs

Figure 1: Age of Respondents

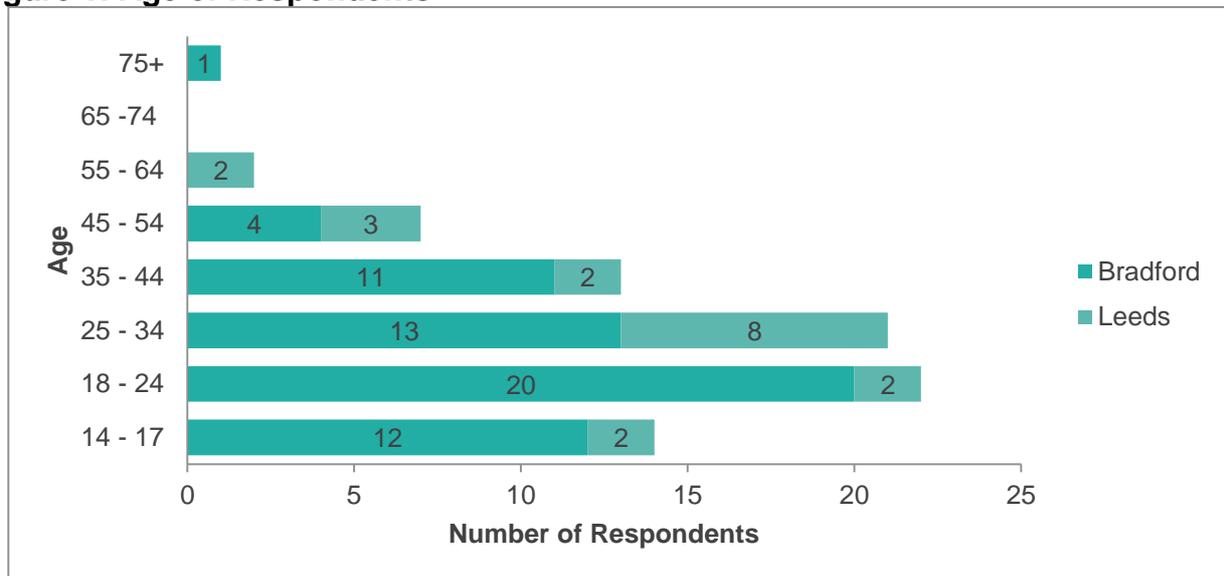


Figure 2: Version of Cricket Preferred

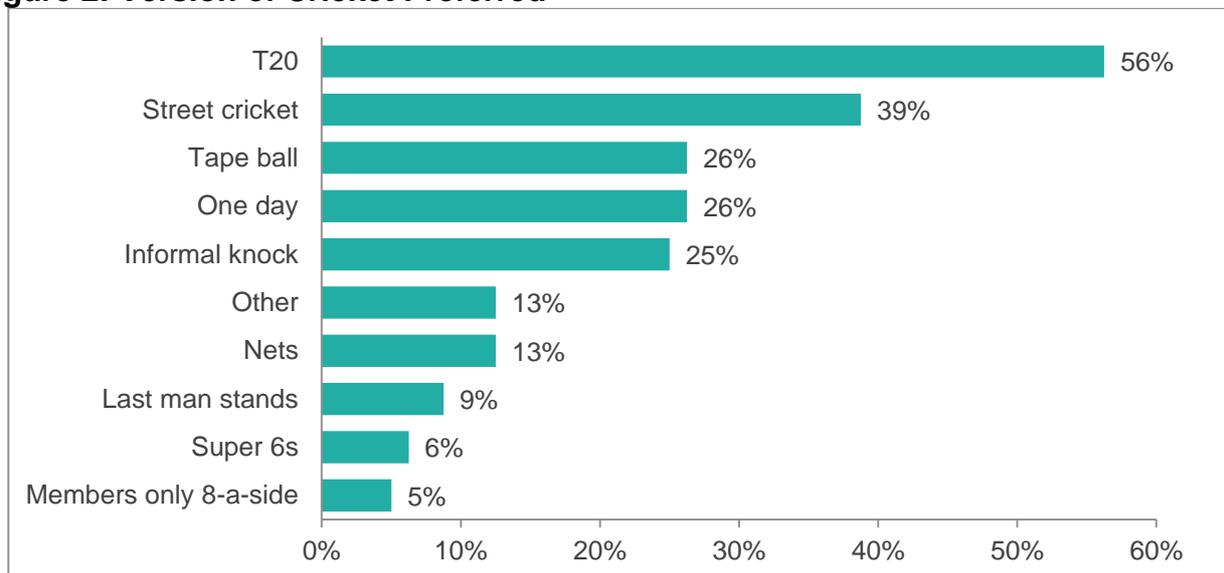


Figure 3: Reasons for not Playing for a Formal Club

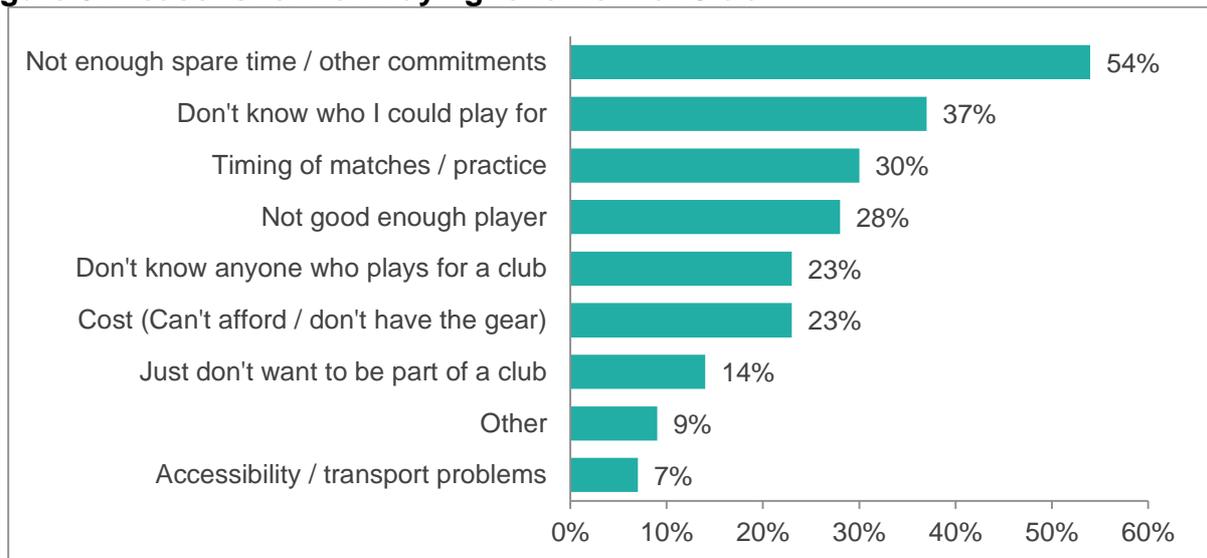


Figure 4: Reasons for not Watching Club Matches

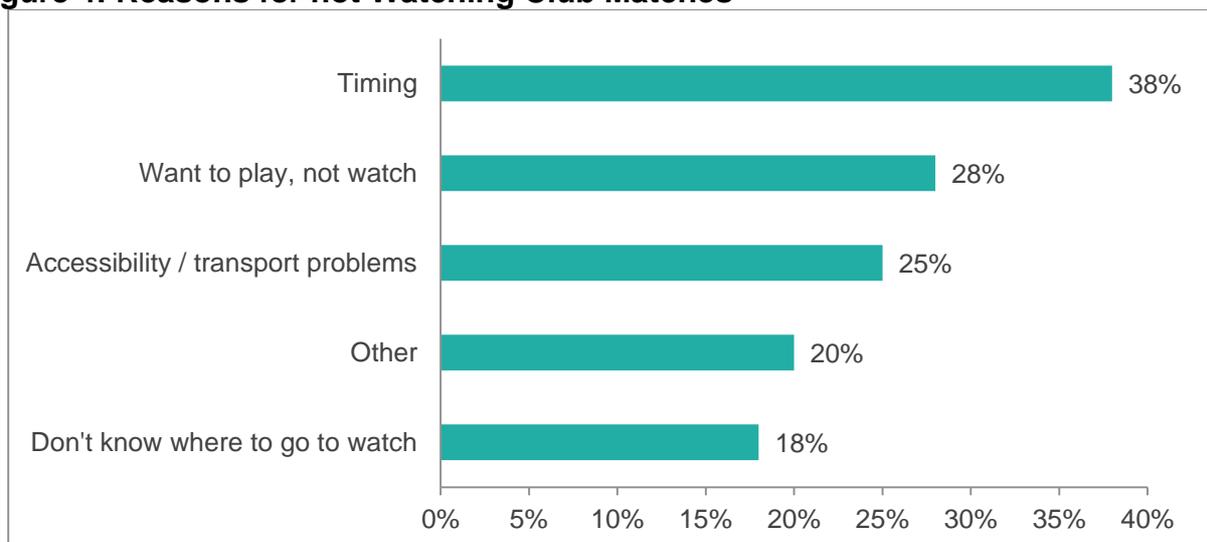


Figure 5: Experience of Watching Yorkshire

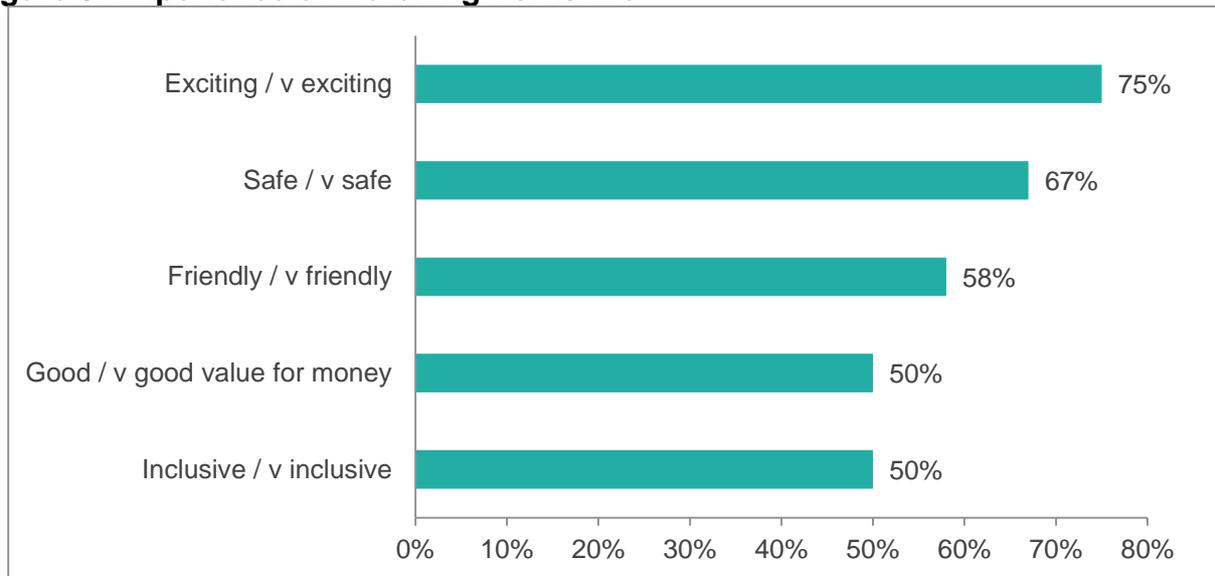


Figure 6: Reasons for not Watching Yorkshire

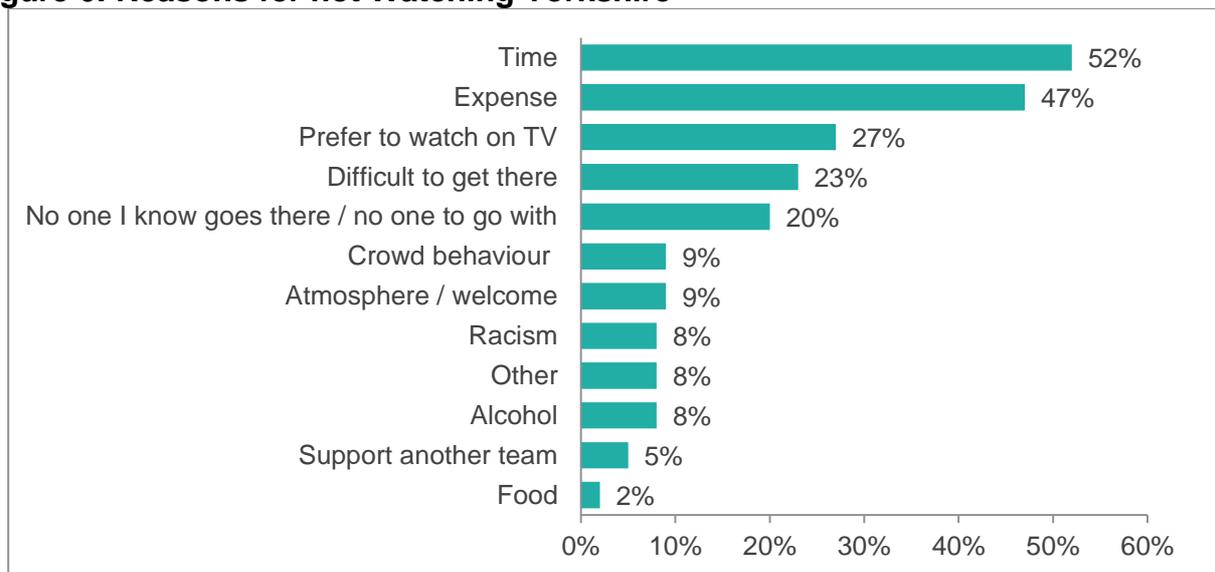
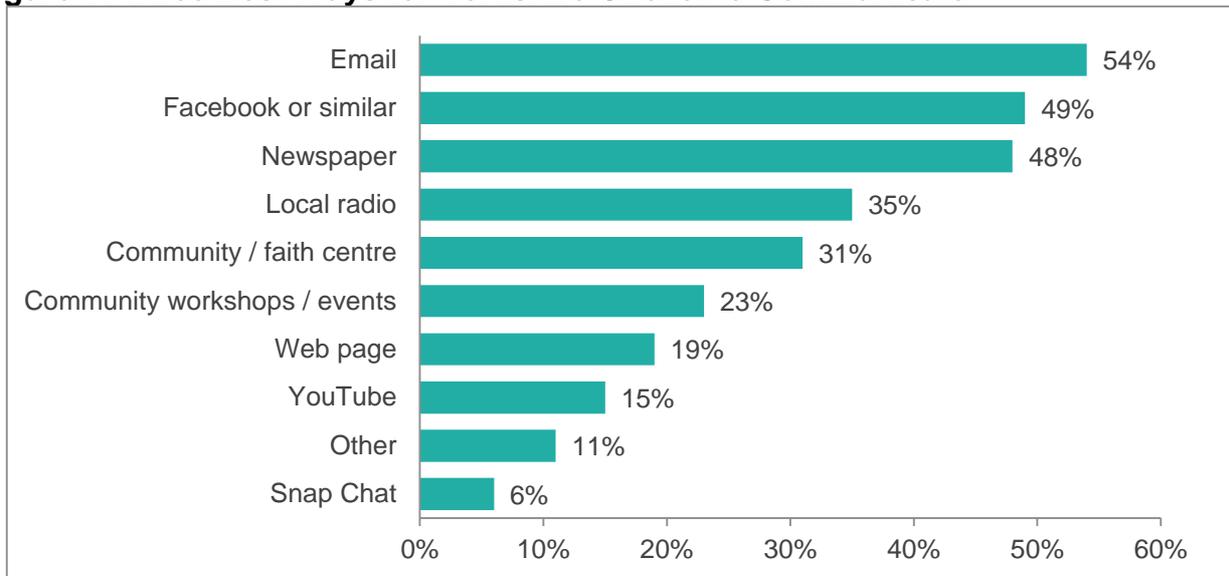


Figure 7: Three Best Ways for Yorkshire Cricket to Communicate



Appendix 4. Yorkshire Cricket South Asian Communities Cricket Survey Data Tables

Sample summary:

	Bradford	Leeds	Combined
Sample	61	19	80

1. On average how many times a week do you play cricket in any form during the summer?

	Bradford		Leeds		Combined	
	No. of responses	% *	No. of responses	% *	No. of responses	% *
Less than 1	23	38	9	47	32	40
1 – 2	26	43	5	26	31	39
3 – 4	10	16	4	21	14	18
5+	1	2	1	5	2	3
Blank	1	2	0	0	1	1
Total	61	100	19	100	80	100

*Percentages rounded to nearest integer

2. Would you like to play more often?

	Bradford		Leeds		Combined	
	No. of responses	% *	No. of responses	%	No. of responses	%
Yes	40	66	13	68	53	66
No	20	33	6	32	26	33
Blank	1	2	0	0	1	1
Total	61	100	19	100	80	100

*Percentages rounded to nearest integer

3. What would be necessary to help you play more often?

Bradford respondents	Leeds respondents
Accessibility: 36%*	Opportunity: 38%*
<ul style="list-style-type: none"> • Access to cricket clubs • Accessible times and locations for participation which fit around work, school, family, and other commitments • Greater access for social cricketers to get involved • Transport provision to enable participation 	<ul style="list-style-type: none"> • Awareness of cricket opportunities and social cricket networks • More opportunities for involvement by people of all ages and abilities • Initiatives to increase participation in the game
Opportunity: 26%*	Accessibility: 31%*
<ul style="list-style-type: none"> • Greater opportunities for playing matches regularly with a local club • Greater opportunities for people of all abilities to get involved • More opportunities for cricket training and practice e.g. batting • More opportunities for women's cricket 	<ul style="list-style-type: none"> • Local teams for everyone • Improved access to cricket at weekends • Improved access to cricket during the week • Social cricket which is not too competitive
Facilities: 17%*	Facilities: 15%*
<ul style="list-style-type: none"> • Availability of facilities for training, including indoor facilities • Availability of equipment • Improved facilities e.g. pitch improvements • Provision for social cricketers • Reduced facility costs 	<ul style="list-style-type: none"> • More facilities for playing and training • Improved facilities
Competition: 10%*	Format: 15%*
<ul style="list-style-type: none"> • Asian league / mid-week league • Indoor cricket e.g. six over tournament • More teams to enable cricketers of all abilities to play 	<ul style="list-style-type: none"> • Quicker playing format • Easy to follow rule book
Promotion: 7%*	
<ul style="list-style-type: none"> • Better promotion of the game • Promotion of social cricket opportunities 	
Format: 5%*	
<ul style="list-style-type: none"> • Shorter format of the game 	

*Percentages rounded to nearest integer

4. (a) Apart from playing informally, do you ever play for a team in a formal league or cup competition?

	Bradford		Leeds		Combined	
	No. of responses	%	No. of responses	%	No. of responses	%
Yes	16	26	7	37	23	29
No	45	74	12	63	57	71
Blank	0	0	0	0	0	0
Total	61	100	19	100	80	100

(b) If yes, which team / league do you play for?

Club / Team	League / Cup
<ul style="list-style-type: none"> • Batley Cricket Club • Bradford Ladies Cricket Club • Bradford College Cricket Club • Byron Abbey Cricket Club • Caribbean Cricket Club • Colne Cricket Club • East Keswick Cricket Club • Saltaire Cricket Club • Scholes Cricket Club 	<ul style="list-style-type: none"> • Bradford League • Chappell Cup • Yorkshire Central League

5. How many times a year do you play for that club / team?

	Bradford		Leeds		Combined	
	No. of responses	% *	No. of responses	% *	No. of responses	% *
Once	1	6	0	0	1	4
2 - 3 times	5	31	1	14	6	26
4 - 5 times	0	0	0	0	0	0
6 - 10 times	1	6	2	29	3	13
11 - 15 times	1	6	2	29	3	13
16+ times	8	50	2	29	10	43
Blank	0	0	0	0	0	0
Total	16	100	7	100	23	100

*Percentages rounded to nearest integer

6. If no, why don't you play for a team in a formal league or cup competition?

	Bradford		Leeds		Combined	
	No. of responses	%*	No. of responses	%*	No. of responses	%*
Timing of matches / practice	12	27	5	42	17	30
Don't know who I could play for	17	38	4	33	21	37
Accessibility / transport problems	4	9	0	0	4	7
Not good enough player	15	33	1	8	16	28
Not enough spare time / other commitments	24	53	7	58	31	54
Don't know anyone who plays for a club	12	27	1	8	13	23
Cost (Can't afford / Don't have the gear)	12	27	1	8	13	23
Just don't want to be part of a club	6	13	2	17	8	14
Other**	2	4	3	25	5	9
Total	45		12		57	

*Multiple response question, percentages provided for number of cases

**Prefer shorter matches, Officiate league matches, lack confidence

7. Which versions of cricket do you prefer playing?

	Bradford		Leeds		Combined	
	No. of responses	%*	No. of responses	%*	No. of responses	%*
Tape ball	18	30	3	16	21	26
One day	14	23	7	37	21	26
Super 6s	4	7	1	5	5	6
T20	34	56	11	58	45	56
Street Cricket	26	43	5	26	31	39
Members only 8-a-side	2	3	2	11	4	5
Last man stands	5	8	2	11	7	9
Nets	5	8	5	26	10	13
Informal knock	11	18	9	47	20	25
Other**	7	11	3	16	10	13
Total	61		19		80	

**Multiple response question, percentages provided for number of cases

**40 - 45 overs games, 50 overs games, Wind ball, Quick cricket, sloggng match, indoor cricket, prefer officiating matches or helping out

8. Do you work or help out in a cricket club in any way?

	Bradford		Leeds		Combined	
	No. of responses	%	No. of responses	%	No. of responses	% *
Yes	9	15	3	16	12	15
No	44	72	12	63	56	70
Used to	7	11	3	16	10	13
Blank	1	2	1	5	2	3
Total	61	100	19	100	80	100

*Percentages rounded to nearest integer

9. If yes, what do you do at the cricket club you help out at?

Activity
<ul style="list-style-type: none"> • Coaching / junior player coaching / training • Funding / fundraising • Groundwork, environment projects • Manage equipment • Organisation • Pick players up / give lifts • Recruitment • Umpiring

10. Have you ever umpired a game?

	Bradford		Leeds		Combined	
	No. of responses	%	No. of responses	% *	No. of responses	%
Yes	13	21	8	42	21	26
No	47	77	10	53	57	71
Blank	1	2	1	5	2	3
Total	61	100	19	100	80	100

*Percentages rounded to nearest integer

11. Have you had training to become an umpire?

	Bradford		Leeds		Combined	
	No. of responses	%	No. of responses	%	No. of responses	%
Yes	0	0	1	5	1	1
No	61	100	16	84	77	96
Blank	0	0	2	11	2	3
Total	61	100	19	100	80	100

12. Would you be interested in training as an umpire?

	Bradford		Leeds		Combined	
	No. of responses	% *	No. of responses	%	No. of responses	% *
Yes	12	20	2	11	14	18
No	36	59	14	74	50	63
Blank	13	21	3	16	16	20
Total	61	100	19	100	80	100

*Percentages rounded to nearest integer

13. Do you ever go to watch a match in a formal league or cup competition apart from England or Yorkshire?

	Bradford		Leeds		Combined	
	No. of responses	% *	No. of responses	%	No. of responses	%
Yes	15	25	4	21	19	24
No	45	74	15	79	60	75
Blank	1	2	0	0	1	1
Total	61	100	19	100	80	100

*Percentages rounded to nearest integer

14. If yes, which team, and how many times a year would you watch that team?

Team
<ul style="list-style-type: none"> • Apperley Bridge Cricket Club • Baildon Cricket Club • Bradford Ladies Cricket Club • Bowling Old Lane Cricket Club • Keighley Cricket Club • Lancashire County Cricket Club • Manningham Mills Cricket Club • Pakistan • Pudsey Congs Cricket Club • Pudsey St Lawrence Cricket Club • Saltaire Cricket Club

	Bradford		Leeds		Combined	
	No. of responses	% *	No. of responses	%	No. of responses	% *
Only occasionally	9	60	4	100	13	68
Every other game	4	27	0	0	4	21
Every game	1	7	0	0	1	5
Blank	1	7	0	0	1	5
Total	15	100	4	100	19	100

*Percentages rounded to nearest integer

15. If no, why don't you go to watch formal league or cup competitions apart from England or Yorkshire?

	Bradford		Leeds		Combined	
	No. of responses	%*	No. of responses	%*	No. of responses	%*
Timing	15	33	8	53	23	38
Want to play, not watch	11	24	6	40	17	28
Don't know where to go to watch	8	18	3	20	11	18
Accessibility / transport problems	15	33	0	0	15	25
Other**	9	20	3	20	12	20
Total	45		15		60	

**Multiple response question, percentages provided for number of cases

**Cost, prefer other sports, not interested, enjoy watching football more, not thought of it

16. Do you ever go to watch the Yorkshire Team play?

	Bradford		Leeds		Combined	
	No. of responses	%	No. of responses	%	No. of responses	% *
Yes	8	13	4	21	12	15
No	52	85	14	74	66	83
Blank	1	2	1	5	2	3
Total	61	100	19	100	80	100

*Percentages rounded to nearest integer

17.If yes, how many times a year do you go to watch them play?

	Bradford		Leeds		Combined	
	No. of responses	% *	No. of responses	%	No. of responses	%
1 - 5	6	75	4	100	10	83
6 - 10	0	0	0	0	0	0
More than 10	1	13	0	0	1	8
Blank	1	13	0	0	1	8
Total	8	100	4	100	12	100

*Percentages rounded to nearest integer

18.On the following scales, how would you describe the experience of watching Yorkshire play?

	Bradford		Leeds		Combined	
	No. of responses	% *	No. of responses	%	No. of responses	% *
(1) Very friendly	3	38	1	25	4	33
(2) Friendly	2	25	1	25	3	25
(3) Neither friendly nor unfriendly	2	25	1	25	3	25
(4) Unfriendly	0	0	0	0	0	0
(5) Very unfriendly	1	13	1	25	2	17
Blank	0	0	0	0	0	0
Total	8	100	4	100	12	100
Mean	2.3		2.8		2.4	

*Percentages rounded to nearest integer

	Bradford		Leeds		Combined	
	No. of responses	% *	No. of responses	%	No. of responses	%
(1) Very exciting	2	25	2	50	4	33
(2) Exciting	4	50	1	25	5	42
(3) Neither exciting nor boring	1	13	0	0	1	8
(4) Boring	0	0	0	0	0	0
(5) Very boring	1	13	1	25	2	17
Blank	0	0	0	0	0	0
Total	8	100	4	100	12	100
Mean	2.3		2.3		2.3	

*Percentages rounded to nearest integer

	Bradford		Leeds		Combined	
	No. of responses	% *	No. of responses	%	No. of responses	%
(1) Very threatening	0	0	1	25	1	8
(2) Threatening	0	0	0	0	0	0
(3) Neither threatening nor safe	1	13	0	0	1	8
(4) Safe	2	25	0	0	2	17
(5) Very safe	4	50	2	50	6	50
Blank	1	13	1	25	2	17
Total	8	100	4	100	12	100
Mean	3.9**		2.8**		3.5**	

*Percentages rounded to nearest integer

**Mean excludes blank responses

	Bradford		Leeds		Combined	
	No. of responses	% *	No. of responses	%	No. of responses	% *
(1) Very poor value for money	1	13	0	0	1	8
(2) Poor value for money	1	13	1	25	2	17
(3) Neither a waste of money nor value for money	1	13	0	0	1	8
(4) Value for money	1	13	1	25	2	17
(5) Very good value for money	2	25	2	50	4	33
Blank	2	25	0	0	2	17
Total	8	100	4	100	12	100
Mean	2.5**		4.0		3.0**	

*Percentages rounded to nearest integer

**Mean excludes blank responses

	Bradford		Leeds		Combined	
	No. of responses	% *	No. of responses	% *	No. of responses	% *
(1) Very inclusive	1	13	0	0	1	8
(2) Inclusive	4	50	1	25	5	42
(3) Neither inclusive nor alienating	1	13	1	25	2	17
(4) Alienating	0	0	1	25	1	8
(5) Very alienating	0	0	1	25	1	8
Blank	2	25	0	0	2	17
Total	8	100	4	100	12	100
Mean	1.5**		3.5		2.2**	

*Percentages rounded to nearest integer

**Mean excludes blank responses

19. How do you decide which Headingley or Scarborough games to go to?

Explanatory considerations
<ul style="list-style-type: none"> • Game format • Local cricket club trip choice • Opposing team • Preference for particular ground • Price • Social influences e.g. friends • Timing • Travel cost

20. What type of cricket do you like to go to watch?

	Bradford		Leeds		Combined	
	No. of responses	%*	No. of responses	%*	No. of responses	%*
Test match	3	38	2	50	5	42
T20	8	100	4	100	12	100
One day test	5	63	2	50	7	58
One day county	3	38	1	25	4	33
Four Day County	1	13	1	25	2	17
Local club	1	13	0	0	1	8
Other	0	0	0	0	0	0
Blank	0	0	0	0	0	0
Total	8		4		12	

*Multiple response question, percentages provided for number of cases

21. If no, why don't you go to watch Yorkshire play?

	Bradford		Leeds		Combined	
	No. of responses	%*	No. of responses	%*	No. of responses	%*
Time	24	46	10	71	34	52
Difficult to get there	12	23	3	21	15	23
Prefer to watch on TV	15	29	3	21	18	27
Expense	22	42	9	64	31	47
Food	1	2	0	0	1	2
Support another team	3	6	0	0	3	5
Atmosphere / Welcome	6	12	0	0	6	9
Crowd Behaviour	6	12	0	0	6	9
Racism	5	10	0	0	5	8
Alcohol	4	8	1	7	5	8
No one I know goes there / no one to go with	7	13	6	43	13	20
Other**	3	6	2	14	5	8
Blank	0	0	0	0	0	0
Total	52		14		66	

*Multiple response question, percentages provided for number of cases

**I don't know where they are held, I don't follow the Yorkshire team, work commitments

22. How often do you watch cricket on TV?

	Bradford		Leeds		Combined	
	No. of responses	%	No. of responses	% *	No. of responses	% *
Pretty much every week	21	34	7	37	28	35
Every now and again	32	52	10	53	42	53
Hardly ever	4	7	2	11	6	8
Never	4	7	0	0	4	5
Blank	0	0	0	0	0	0
Total	61	100	19	100	80	100

*Percentages rounded to nearest integer

23. (a) Please choose the THREE best ways that YCCC could get information to you from the following list:

	Bradford		Leeds		Combined	
	No. of responses	%*	No. of responses	%*	No. of responses	%*
Local radio	19	31	9	47	28	35
Newspaper	26	43	12	63	38	48
Web page	12	20	3	16	15	19
Facebook or similar	32	52	7	37	39	49
Email	32	52	11	58	43	54
Community / Faith Centre	20	33	5	26	25	31
Community Workshops / Events	13	21	5	26	18	23
Snap Chat	5	8	0	0	5	6
YouTube	12	20	0	0	12	15
Other	8	13	1	5	9	11
Blank	0	0	0	0	0	0
Total	61		19		80	

*Multiple response question, percentages provided for number of cases

(b) Other communication methods:

Communication

- Akash radio
- Cricket club noticeboards
- Chapeltown Sikh Temple
- Newsletters
- Cricket club websites / Intranet
- Local television news channels
- Panjab radio
- Sky TV
- Twitter
- University sports departments

24. If you were in charge of getting more people from South Asian communities participating in cricket (playing, umpiring, spectating, helping to run a club), what would you do to get the biggest increase?

Bradford respondents
Engagement / cricket development: 36%*
<ul style="list-style-type: none"> • Communication with local youngsters • Engage with South Asian communities empowering them to be part of the sport through coaching and volunteering • Encourage participation through youth clubs and schools • Expose potential participants to cricket e.g. taster sessions, spectating and other involvement to show how people can get involved • Identify mentors to organise teams, matches and get players together • Increase school participation in cricket • Increase spectating • Increase the number of Asian cricket managers and umpires within the game • Make it a family affair, cricket within the Asian community is very much about everyone coming together to enjoy themselves • More community involvement through education • More opportunities for social or fun cricket • Organise games / events with professional players to increase engagement • Speak to local people in clubs and support them in developing the sport • Use black and ethnic minority role models to attract people to the sport • Use shorter format games to increase participation • Use street cricket as a vehicle to promote the sport
Promotion / Advertising: 22%*
<ul style="list-style-type: none"> • Advertise and promote cricket within the community to attract attention and raise profile, e.g. promotion within community centres • Attract media coverage e.g. local radio • Choose the best and most exciting format to promote • Organise regular cricket events to promote the sport

- Put on a big free event to promote cricket within South Asian communities
- Look to other sports for new ways to promote the sport

Facilities / training support: 17%*

- Attract more coaches to help develop the sport
- Fund equipment for schools and local clubs
- Improve access to cricket at weekends and holidays
- Improve facilities at local clubs e.g. practice nets, outdoor lighting
- Improve indoor facilities for winter cricket
- More support to clubs in Bradford League
- Provide low-cost facilities
- Provide more facilities for cricket
- Provide training for coaches / volunteers
- Support transition from junior to adult cricket

Incentives: 14%*

- Make it cheaper to access / participate
- Offer incentives to attract people to the sport e.g. food /drink, discount vouchers, freebies
- Provide free equipment

Competition: 10%*

- Asian only league
- Create a tournament with a South Asian orientated prize
- Create more junior teams under 16s, 17s, 18s
- Host evening matches
- Organise under 16 tape ball league

*

Percentages rounded to nearest integer

Leeds respondents

Engagement / cricket development: 61%*

- Community outreach work to publicise cricket to people of all ages and groups
- Engage with lead community figures / organisations
- Family cricket opportunities so children and parents can get involved
- Go into communities, work places, mosques and temples to advertise cricket training / trials / events etc. that are open to everyone
- Make it easier for children to participate in organised cricket matches where they have opportunities to actively bat, field and bowl. Take cricket to the communities e.g. turn up and play cricket in parks with umpires and all equipment provided
- Make it easier for novices to play e.g. shorter games with the emphasis on fun
- Speak to old team mates, work with and promote leisure services.
- Raise awareness of teams and leagues and go into local areas to recruit more players
- Target Asian youth centres. Hold promotional stalls in Asian or inner city areas, e.g. Harehills, Beeston, Armley
- Target specific communities and schools to promote cricket
- Unless they fall in love with the game as a child they are unlikely to participate as adults

Promotion / advertising: 22%*

- Advertise and promote cricket within the community
- Contact local teams that have extra players - word of mouth promotion
- Organise weekly matches for young people from the local schools
- Promotion to increase the number of players and umpires
- Tell friends and family

Facilities / training support: 17%*

- Better coaching for people over 18
- More funding for clubs to help players develop
- Provide indoor cricket facilities
- Provide local facilities and transport provision for club members

*Percentages rounded to nearest integer

25.If Yorkshire Cricket was going to build something new to improve cricket in your area what would you want it to be?

Bradford respondents
New cricket centre: 34%*
<ul style="list-style-type: none"> • A big complex dedicated to cricket, training, playing and practice • Accessible centre for all providing indoor training facilities
Improvements to existing facilities: 28% *
<ul style="list-style-type: none"> • Improve facilities at local clubs / centres e.g. Bradford Park Avenue • Improve cricket facilities locally in Bradford e.g. Indoor and outdoor cricket nets • Improved seating for spectators at cricket grounds • Provide facilities that allow the general public to play both for fun and for competition
New cricket pitch: 19%*
<ul style="list-style-type: none"> • Professionally maintained open access ground
Development activities: 11%*
<ul style="list-style-type: none"> • Activities to encourage youngsters to participate in cricket • Create new district groups and start an indoor cricket gathering for Asian players • Facilities are not a big issue, more coaches and volunteers are needed to develop the game • Give opportunities to Asian players, trials etc. at Bradford Park Avenue • More news about cricket activities • More practice sessions
Social cricket: 9%*
<ul style="list-style-type: none"> • Informal cricket opportunities in school playgrounds and on AstroTurf pitches • More family orientated cricket programme • Opportunities for the whole community (all ages and abilities) to access cricket to help keep fit, build confidence, and gain experience of playing and working as part of a team • Social cricket network

*Percentages rounded to nearest integer

Leeds respondents
New cricket facilities: 42%*
<ul style="list-style-type: none"> • A new community cricket ground • Dedicated training centre • More indoor cricket facilities to help support cricket during winter months / bad weather • New cricket facilities which are linked to community / faith centres
Accessibility: 32%*
<ul style="list-style-type: none"> • All round access to cricket e.g. free taster sessions and training opportunities • Cheaper and affordable training sessions / facilities for smaller groups • Free indoor net facilities • Help to fund clubs with Asian players who are the minority such as Caribbean CC • Coaching provision e.g. bowling and batting
Improvements to existing facilities: 26%*
<ul style="list-style-type: none"> • Cricket pitch maintenance • Improved access to a wide range of equipment • Practice nets and improved training facilities

*Percentages rounded to nearest integer

26. Are there any existing cricket sites where you would like to see the facilities improved?

	Bradford		Leeds		Combined	
	No. of responses	%	No. of responses	% *	No. of responses	% *
Yes	20	33	4	21	24	30
No	36	59	14	74	50	63
Blank	5	8	1	5	6	8
Total	61	100	19	100	80	100

*Percentages rounded to nearest integer

27. If yes, please state which site and why you think it needs improved facilities:

Site	Improvements
<ul style="list-style-type: none"> • Bowling Old Lane Cricket Club • Bradford Park Avenue cricket ground • Caribbean Cricket Club • Karmand Cricket Club • Parkside Sports Centre • Parks / green spaces • Zara Sports Centre 	<ul style="list-style-type: none"> • Ground improvements, outdoor nets • Indoor cricket centre • Group transport, better nets, better coaching provision • Pitch improvements, better lighting, nets • Better flooring for practice nets • More provision for cricket • Better flooring, better lighting, lower costs

28. What is your gender?

	Bradford		Leeds		Combined	
	No. of responses	% *	No. of responses	%	No. of responses	%
Male	54	89	19	100	73	91
Female	7	11	0	0	7	9
Total	61	100	19	100	80	100

*Percentages rounded to nearest integer

29. What is your age?

	Bradford		Leeds		Combined	
	No. of responses	% *	No. of responses	% *	No. of responses	% *
14 - 17	12	20	2	11	14	18
18 - 24	20	33	2	11	22	28
25 - 34	13	21	8	42	21	26
35 - 44	11	18	2	11	13	16
45 - 54	4	7	3	16	7	9
55 - 64	0	0	2	11	2	3
65 - 74	0	0	0	0	0	0
75+	1	2	0	0	1	1
Total	61	100	19	100	80	100

*Percentages rounded to nearest integer

30. How do you describe your ethnicity?

	Bradford		Leeds		Combined	
	No. of responses	% *	No. of responses	% *	No. of responses	% *
Pakistani	50	82	9	47	59	74
Bangladeshi	1	2	1	5	2	3
Indian	2	3	6	32	8	10
Afghan	1	2	1	5	2	3
Kashmiri	1	2	0	0	1	1
Sri Lankan	1	2	0	0	1	1
Mixed – S. Asian	2	3	0	0	2	3
Mixed Other	1	2	0	0	1	1
Other	0	0	0	0	0	0
Blank	2	3	2	11	4	5
Total	61	100	19	100	80	100

*Percentages rounded to nearest integer

31. Do you have a religion?

	Bradford		Leeds		Combined	
	No. of responses	%	No. of responses	%	No. of responses	% *
Muslim	58	95	10	53	68	85
Hindu	0	0	3	16	3	4
Sikh	0	0	5	26	5	6
Christian	0	0	0	0	0	0
None / Atheist / Agnostic	0	0	0	0	0	0
Other	1	2	0	0	1	1
Blank	2	3	1	5	3	4
Total	61	100	19	100	80	100

*Percentages rounded to nearest integer

References

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