

TRANSFORMING GIRLS' CRICKET

How the ECB and Metro Bank Partnership is Growing Coaches, Volunteers, and Opportunities Nationwide

Cricket is evolving and whilst there has been growth in the number of women's and girls' sections in clubs in recent years, it was recognised within the game and the England and Wales Cricket Board (ECB) that many clubs did not have them. Metro Bank, the first-ever Champion of Women's and Girls' Cricket, partnered with the ECB to accelerate growth in the girls' game through the [Metro Bank Girls in Cricket Fund](#).

Recognising the vital role coaches play in the growth of the girls' game, the Metro Bank Girls in Cricket Fund, delivered by 38 Recreational Cricket Boards across England and Wales supports recruitment and training of coaches and volunteers and enables future ECB Coach Developers to turbocharge growth. The Fund aims to triple the number of girls' cricket teams by the end of 2028, breaking down barriers and creating supportive and inclusive spaces to attract and keep more girls in cricket. Seven 'pillars' of activity were set up to achieve this, including recruiting and training coaches and volunteers to better understand girls' needs, and providing tailored support and resources around coaching girls teams and setting up girls' cricket sections in clubs.

Metro Bank and the ECB have also spearheaded a campaign called Seeing is Believing, which aims to address the visibility gap for girls in terms of seeing women and girls represented playing cricket. Their research uncovered that over a one-month period, a fifth (20%) of girls had seen no images of women and girls playing cricket, and just over a third (34%) said they hadn't seen enough or had only seen a small number [vii].

"I'd never had a female coach myself, I knew there'd be young girls coming through, and I understood the value of representation. I wanted to make sure that if a girl wanted to join a club, she wouldn't be turned away."

Amy Jones, Women and Girls' Development Officer, Cheshire Cricket [viii]

"When young girls see players who look like them, it stops being a dream and starts feeling possible. This campaign gives the whole cricketing community the tools to show what women's and girls' cricket really looks like, vibrant, talented, and growing fast."

Ian Martin, Coach Development Manager, Cricket Wales

"Previously, the lack of opportunities meant we would lose girls who felt uncomfortable about playing hardball cricket with boys who were developing faster and stronger. Girls can now build confidence and skills at their own pace... The Metro Bank Girls in Cricket Fund has been vital in all of this. It enables Cumbria Cricket to promote girls' cricket in such a powerful way."

Meg Lewis, Women's and Girls' Development Officer for Cumbria Cricket [viii]

[vii] The Metro Bank research was conducted by Censuswide, among a sample of 2,000 UK females aged 7+ (nationally representative). The data was collected between 27.06.2025 – 04.07.2025.
[viii] Quotes taken from www.ecb.co.uk



To inspire future female cricketers and boost visibility of women's sport, Metro Bank and the ECB partnered with Getty Images to create a new, high quality photography bank of women's and girls' cricket. The collection is free for clubs via the ECB Resource Hub and publicly accessible through Getty Images' [#TheMetroBankCollection](#), to support media and marketing storytelling.

Alongside other investments into the recreational game, the ECB and Metro Bank partnership has contributed to a 32% growth in girls' teams since it launched in 2024. The Fund is helping to transform girls' cricket so every girl can find their team. As of the end of 2025 there are:

- 2,875 girls' teams in clubs (up 9% from 2024)
- 1,160 clubs with girls' sections (up 15% from 2024)
- And in 2025, a record 24,000 women and girls' recreational matches took place (up 20%)

“When girls regularly participate in sport, our research shows this helps them to excel and develop in every aspect of their lives. Together, we are going to help girls fulfil their potential.”

Danielle Lee, Brand and Marketing Director at Metro Bank

