



THE BIG CRICKET CONVERSATION

Shaping a game-changing culture



TOOLKIT



CONTENTS

1. Introduction
2. Communication Plan & Assets
3. Resources & Contact

1. INTRODUCTION



INTRODUCTION

This toolkit is designed to help you communicate about **The Big Cricket Conversation**. It outlines the available assets, where to find them, and how to use them.

What is The Big Cricket Conversation?

We want cricket to be England and Wales' most inclusive team sport, that's why we're inviting people to reflect on the game and what it stands for. Last year's ICEC report confirmed what's needed to change within the game, which included developing a new set of game wide values to help guide anyone participating in cricket, on or off the field.

The Big Cricket Conversation is a campaign, public consultation and survey to **shape new values for our game** to help reach this ambition.

Across England and Wales, the ECB and agency partner, Given, have been having honest chats and open dialogues with people from underrepresented groups, senior leaders, the general public and experts. These conversations have shaped a public-facing survey that will help guide the new values for cricket.

Now, let's encourage everyone to take this survey.



Have your say on the culture of the game



OBJECTIVES FOR THE BIG CRICKET CONVERSATION

1

Increase survey reach and participation:

With this campaign, we aim to reach as many people as possible and gain a broad range of experiences and opinions. With simple, clear communications and the support of the network and our partners, we can achieve this ambition.

3

Create values for cricket, truly guided by those connected with the game:

We want to ensure that the people who will experience the new values have contributed to shaping them.

The survey provides a unique and authentic way to test and validate themes and the most important ideas within each to ensure we get diverse and reality-based feedback.

2

Increase awareness of our ambition and values project:

This work is part of our ambition to become the most inclusive team sport in England and Wales. It is also an action in response to the ICEC recommendation to develop a set of game-wide values. It's important people know about this work and see the progress being made so they feel proud of cricket or consider it in a different light.

SURVEY

The survey takes approximately 5 minutes to complete and will be open **until Monday 3 June**.

This survey aims to test the themes that have emerged through consultations with people from underrepresented groups, senior leaders, the general public, and experts.

The findings of this survey will then be used to shape the final set of values for the game of cricket.

Survey Link:

www.thebigcricketconversation.co.uk

RAISING
THE
GAME

THE BIG CRICKET
CONVERSATION



THE BIG CRICKET
CONVERSATION

Have your say on the culture of the game

TAKE THE SURVEY

2. COMMUNICATION PLANS & ASSETS



COMMUNICATION PLAN

Our aim for this campaign is to get as many people as possible to take the survey and increase awareness of our ambition to become the most inclusive team sport in England and Wales.

How you can get involved

- Familiarise yourself with the content in this toolkit and think about how it can be used to engage your audience and community.
- Complete the survey yourself (this is key!).
- Post the first social media asset when you receive the toolkit to encourage participation (ideally w/c 6 May).
- Encourage your audience to print out a poster for their club or venue.
- Send emails to remind people to participate.
- Use the content supplied to help support and shape your communications until the survey closes on **3 June**.

Please find a [suggested timeline](#) for guidance on when to post and share in the resources section of this toolkit.

Suggested Communications Schedule



w/c
May 6

Familiarise yourself with the Big Cricket Conversation and post our first social media asset.



w/c
May 6

Encourage your audience to share the survey, print out materials and of course, complete the survey

w/c
May 13

Post reminder social media asset

WHAT'S INCLUDED?

This section covers the assets available for use during The Big Cricket Conversation, as well as a selection of copy frameworks to be tailored. The objective of the assets is to create awareness and drive traffic to the survey.

All assets can be found [here](#).

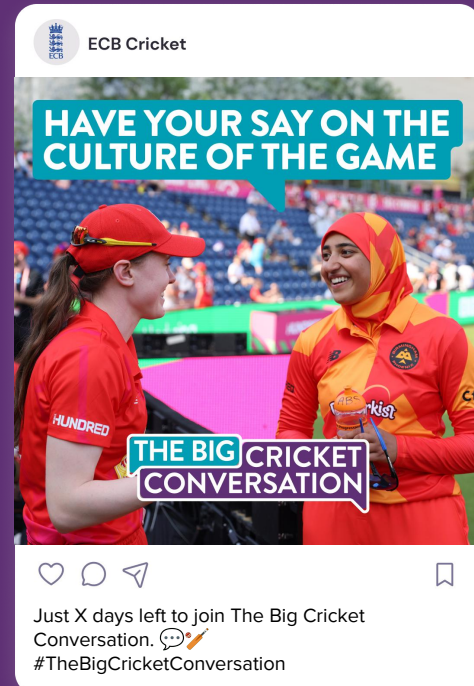
Assets included:

1. [Logo](#)
2. [Social Media Posts](#)
3. [WhatsApp GIF](#)
4. [Email Content](#)
5. [Flyers](#)
6. [Posters](#)
7. [Email Signature](#)
8. [Stickers](#)
9. [Animated Logo for Screen](#)

For questions or additional asset requirements, please reach out to Caz.Nicholls@ecb.co.uk or Nick.Ball@ecb.co.uk.



RAISING
THE
GAME



LOGO

Format:

.EPS .PNG .AI - see below for full list of formats.

File names:

- [BigCricketConversation_Lockup CMYK.ai](#)
- [BigCricketConversation_Lockup_Tagline CMYK.ai](#)
- [BigCricketConversation_Lockup RGB.eps](#)
- [BigCricketConversation_Lockup_Tagline_White_RGB.eps](#)
- [BigCricketConversation_Lockup_Tagline_RGB.eps](#)
- [BigCricketConversation_Lockup_Tagline_White_RGB.png](#)
- [BigCricketConversation_Lockup_Tagline_RGB.png](#)
- [BigCricketConversation_Lockup RGB.png](#)

Instructions:

The logo comes with and without a tagline in positive and negative formats.

The **logo with the tagline** should be used primarily in communications, but if in a small space or if context is provided elsewhere (see social example), the logo without the tagline can be used.

Logo with tagline (positive)



Logo with tagline (negative)



Logo without tagline



SOCIAL MEDIA

The following section contains a suite of assets to use on your social media channels. There are ready-to-post assets for different stages of the campaign and blank templates to customise with your own imagery.

Each asset comes with a suggested caption and instructions on when to post. For this campaign, we are using the hashtag **#TheBigCricketConversation** and **#RaisingTheGame** and please encourage everyone to please include both when posting.

If choosing your own photography, please refer to the [photography guidance](#) in the resources section of this toolkit.



Ready-to-post



Create your own

POST 1. SOCIAL LAUNCH TEMPLATE

Format:

PNG (digital)
1080 x 1080
1920 x 1080

File names

[TBCC_Post1_1080x1080](#)
[TBCC_Post1_1920x1080](#)

Example Post – Launch

It's time to talk cricket 🗣️🏏

All over England and Wales, people are having their say on the culture of our game. Join The Big Cricket Conversation and take the survey today. (Link/Link in Bio)

#TheBigCricketConversation #RaisingTheGame

Example Post – Launch (short)

Join The Big Cricket Conversation and help shape a more inclusive game culture for today and the future. 🗣️🏏

(Link/Link in Bio) #TheBigCricketConversation

#RaisingTheGame

Instructions:

Post **w/c 6 May** to create awareness. Add a link to the survey www.thebigcricketconversation.co.uk in your bio (Instagram post) or in the post (Facebook post and Instagram story).



**RAISING
THE
GAME**

Post 1080 x 1080 px



Stories 1080 x 1920 px



POST 2. SOCIAL REMINDER TEMPLATE

Format:

PNG (digital)
1080 x 1080
1920 x 1080

File names:

[TBCC_Post2_1080x1080](#)

[TBCC_Post2_1920x1080](#)

Example Post – Reminder

Have you had a say? 🗨️🔪

The Big Cricket Conversation is underway. Have your say and help shape the values that will guide our sport and create an inclusive culture for today and the future. Take the survey before Monday 3 June ([Link/Link in Bio](#))

[#TheBigCricketConversation](#) [#RaisingTheGame](#)

Instructions:

Post **w/c 13 May** to remind people to take the survey. Add a link to the survey

www.thebigcricketconversation.co.uk in your bio (Instagram post) or in the post (Facebook post and Instagram story).



RAISING
THE
GAME

Post 1080 x 1080 px



Stories 1080 x 1920 px



POST 3. SOCIAL 'LAST CHANCE' TEMPLATE

Format:

PNG (digital)

1080 x 1080

1920 x 1080

File names:

[TBCC_Post3_1080x1080](#)

[TBCC_Post3_1920x1080](#)

Example Post - Last chance

Just X days left to join The Big Cricket Conversation. 🗣️✍️

Your voice will make a difference, so don't miss your chance to have a say on the culture of the game. Take the survey today. (Link/Link in Bio)
#TheBigCricketConversation #RaisingTheGame

Instructions:

Post the week before the survey shuts

w/c 27 May to remind people to take the survey.

Add a link to the survey

www.thebigcricketconversation.co.uk in your bio (Instagram post) or in the post (Facebook post and Instagram story).



**RAISING
THE
GAME**

Post 1080 x 1080 px



Stories 1080 x 1920 px



FACEBOOK / INSTAGRAM ASSETS (TRANSPARENT WITH HEADING)

Format:

PNG (digital)

1080 x 1080

1920 x 1080

File names:

[TBCC_TransparentwHeading_1080x1080](#)

[TBCC_TransparentwHeading_1920x1080](#)

Post caption:

Please use previous examples as a guide.

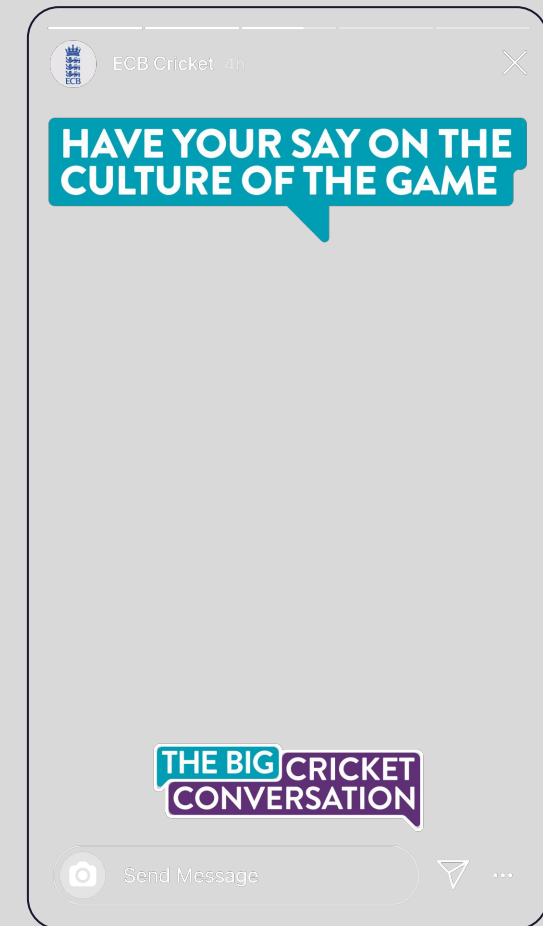
Instructions:

Customise to your organisation by adding your own photography. Use a pre-written caption or create your own. Add a link to the survey www.thebigcricketconversation.co.uk in your bio (Instagram post) or in the post (Facebook post and Instagram story).

Post 1080 x 1080 px



Stories 1080 x 1920 px



FACEBOOK / INSTAGRAM ASSETS (TRANSPARENCY LOCK-UP ONLY)

Format:

PNG (digital)
1080 x 1080
1920 x 1080

File names

[TBCC_TransparentLockupOnly_1080x1080](#)

[TBCC_TransparentLockupOnly_1920x1080](#)

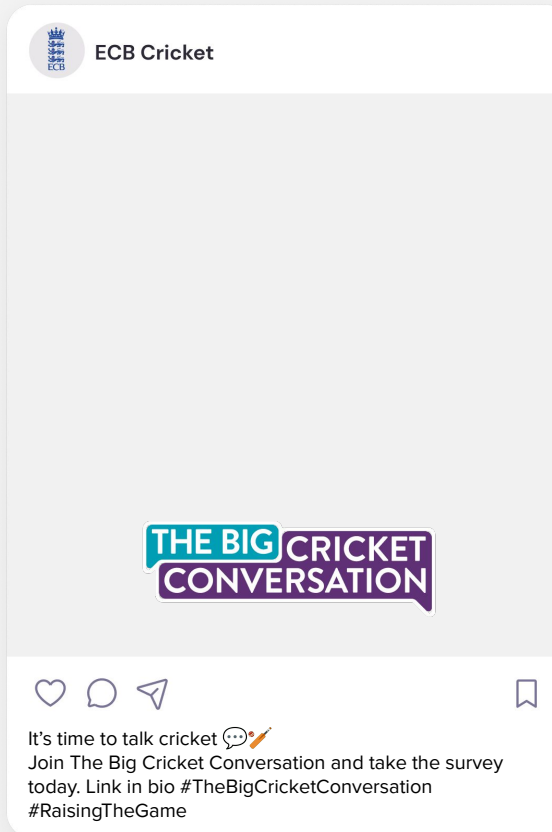
Post caption:

Please use previous examples as a guide.

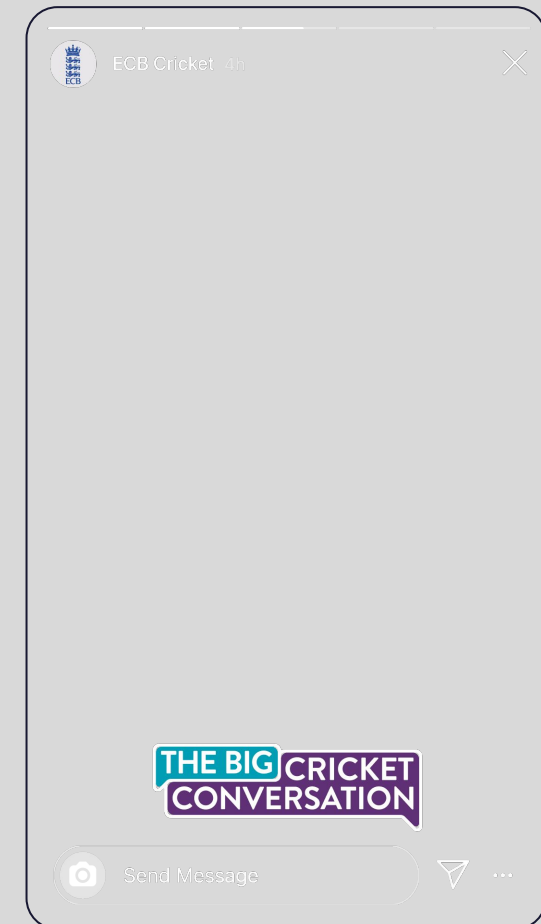
Instructions:

Customise to your organisation by adding your own photography. Use a pre-written caption or create your own. Add a link to the survey www.thebigcricketconversation.co.uk in your bio (Instagram post) or in the post (Facebook post and Instagram story).

Post 1080 x 1080 px



Stories 1080 x 1920 px



LINKEDIN ASSET (TRANSPARENT WITH HEADING)

Format:

PNG (digital)

1080 x 1080

File names:

[TBCC_TransparentwHeading_1080x1080](#)

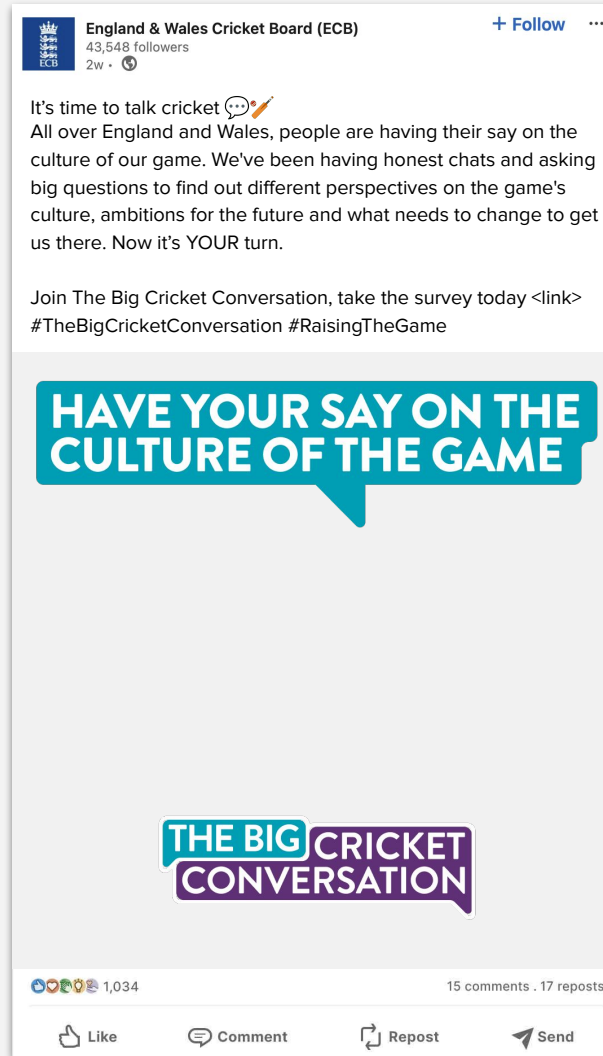
Post caption:

Please use previous examples as a guide.

Instructions:

LinkedIn is a powerful tool for human-to-human conversation - where points of view are exchanged and encouraged. Adding a personal reflection or perspective to the supplied wording is encouraged.

Post 1080 x 1080 px



WHATSAPP: GIF

Format:

Animated Gif for WhatsApp (digital)
800px x 800px

File names:

[Click here for a selection of Whatsapp GIF formats](#)

Example message copy:

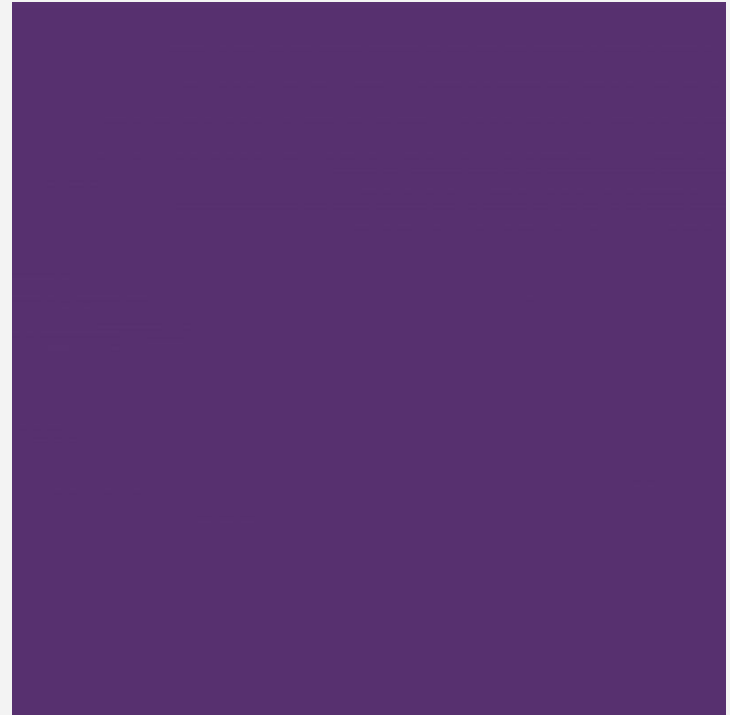
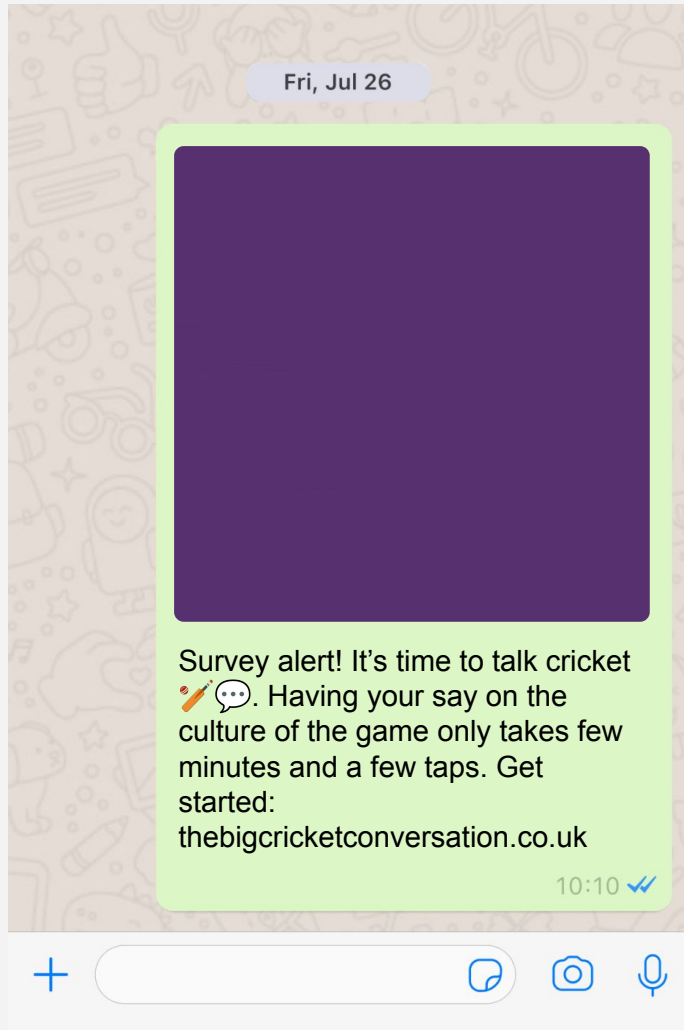
Survey alert! It's time to talk cricket 🏏💬.
Having your say on the culture of the game
only takes few minutes and a few taps. Get
started: thebigcricketconversation.co.uk

Instructions:

Send one of the GIF's and message to
people in your WhatsApp groups and
contacts who would be interested in taking
part.

You might want to add context to your
messages depending on the group you're
posting in (and giving the informality of
Whatsapp as a channel).

To be sent with accompanying text



EMAIL 1. LAUNCH TEMPLATE

Instructions:

The survey is now live. We'd love your support in sharing it with your networks / stakeholders / audiences, inviting participation.

The purpose of this communication is to create awareness of the wider values project and encourage participation in the survey.

This is a framework of different email formats that you might find useful to succinctly explain the project and reasons to take the survey. The approved wording has been developed for you to use as-is or for you to personalise as necessary.

Example Launch Email:

Subject Line (or heading): Join The Big Cricket Conversation

We want cricket to be the most inclusive team sport in England and Wales.

Cricket has made a commitment to shift the culture of the game to be one where everyone feels like they can belong. As part of this commitment, an independent consultancy has been asking big questions and having honest chats with people across England and Wales to find out different perspectives on the game's culture today and the ambitions for the future. These conversations have helped develop a set of themes.

Now we're asking anyone with any connection to cricket (and their friends, family and communities) to get involved and join [The Big Cricket Conversation](#). Every voice will help shape a new set of values that will guide our sport and, ultimately, the culture that gives life to our game.

How to get involved

The survey will run until Monday 3 June and our ambition is to get as many voices as possible to help shape the future values.

Get involved by:

- Taking the survey at thebigcricketconversation.co.uk
- Sharing [the survey](#) with your friends / team / club / community / network contacts / partners
- Raise awareness about the survey on social media using [#TheBigCricketConversation](#) [#RaisingTheGame](#)

EMAIL 2. REMINDER TEMPLATE

Instructions:

We'd love your support, mid-May, in sending out a reminder to your network / stakeholders / audiences reminding them about the survey and encouraging them to take part.

The purpose of this communication is to drive participation and there's an option to explain more about 'values' if deemed helpful.

The supplied copy is designed to act as a framework - you can use all this copy as-is or personalise it as necessary.

Example Reminder Email:

Subject Line: Have you added your voice to The Big Cricket Conversation?

All over England and Wales, people are reflecting on the culture and values of cricket. Have you had YOUR say?

It's time to talk cricket.

We're asking anyone with any connection to cricket (and their friends, family and communities) to get involved and join [The Big Cricket Conversation](#). Every voice will help shape the newly refreshed values guiding our sport and, ultimately, the culture that gives life to our game.

If you haven't yet taken the survey, we invite you to take a few minutes to ensure your voice is heard. Click here to take part and help shape the values that will guide our sport and create an inclusive culture for today and the future.

The survey will close on Monday 3 June.

What do values have to do with cricket?

In practical terms, game-wide values will guide how we work and play together and make decisions on and off the field. These values will ultimately help us shape the game's behaviours, actions and attitudes needed to create a more inclusive culture. With a wide range of opinions, experiences and voices, we can create the foundations of a game we can all be proud of.

Thank you for being part of this important work and helping us shape the future of our game.

<Name>

SINGLE SIDED FLYER

Format:

PDF with crop marks (print)

A5 – 148 x 210 mm

A4 – 210 x 297 mm

File names:

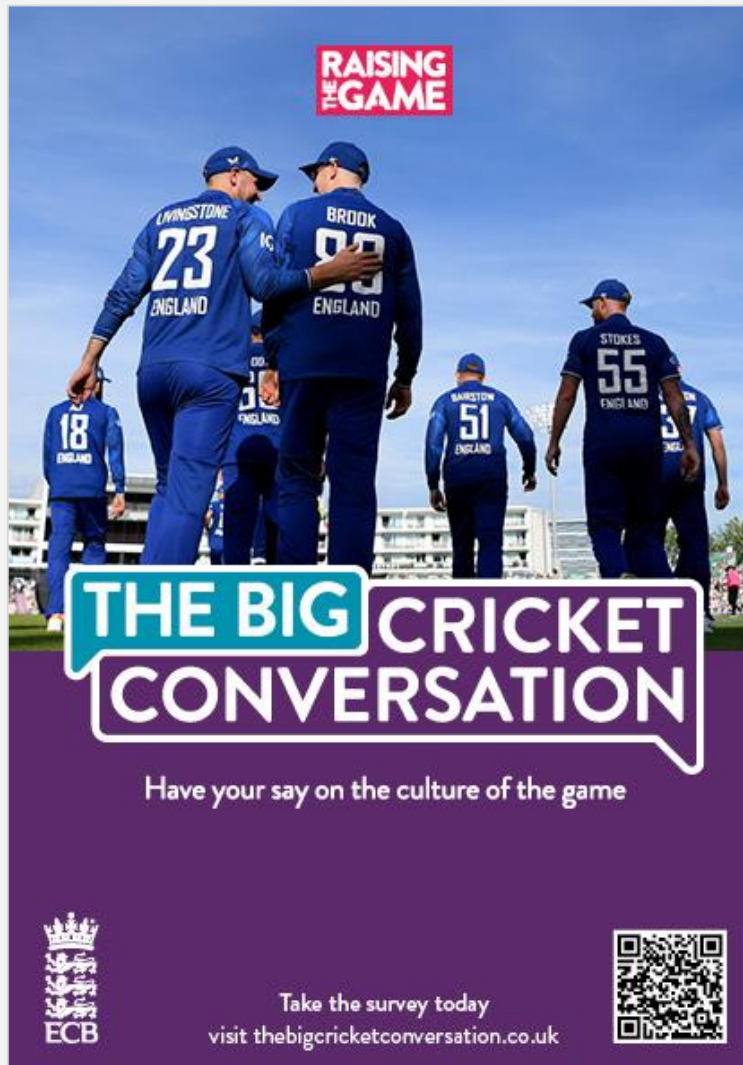
[TBCC A5-flyer-single-sided white](#)

[TBCC A5-flyer-single-sided purple](#)

Instructions:

These can be printed out to put around your club, venue or office for the duration of the survey (until **3 June** when the survey closes).

One Sided - Purple



One Sided - White



RAISING
THE GAME

DOUBLE SIDED FLYER: OPTION 1

Format:

PDF with crop marks (print)

A5 – 148 x 210 mm

File names:

[TBCC A5-flyer-two-sided-option-1 white](#)

[TBCC A5-flyer-two-sided-option-1 purple](#)

Details:

These can be printed out to put around your club, venue or office for the duration of the survey (until **3 June** when the survey closes).

Included are versions with a white background that conserve printer ink.

Front



Back



DOUBLE SIDED FLYER: OPTION 2

Format:

PDF with crop marks (print)

A5 – 148 x 210 mm

File names:

[TBCC A5-flyer-two-sided-option-2 white](#)

[TBCC A5-flyer-two-sided-option-2 purple](#)

Details:

These can be printed out to put around your club, venue or office for the duration of the survey (until **3 June** when the survey closes).

Included are versions with a white background that conserve printer ink.

Front



Back



A1 POSTERS

Format:

PDF with crop marks (print)

A1 – 594 x 841 mm

File names:

[TBCC A1 Poster option1](#)

[TBCC A1 Poster option2](#)

Details:

Larger sized posters for professional printing.



RAISING
THE GAME

A1 Poster - option 1



A1 Poster - option 2



EMAIL SIGNATURE

Format:

PNG for attaching to email signature

Approximate size:

320px x 120px

File name:

[TBCC Email signature](#)

Instructions:

Email signatures across the ECB will change for the duration of the campaign. Use the example to the right as a guide to how you can incorporate it to yours too.

Image to be added below existing signature

(As well as a hyperlink to thebigcricketconversation.co.uk)



Caz Nicholls (She/Her)
Communications Lead - Planning & Strategy
England and Wales Cricket Board
Lord's Cricket Ground, St John's Wood London, NW8 8QZ, England

Tel : Mobile: +44 7766 510544: Switchboard: +44 207 432 1200
Email: Caz.Nicholls@ecb.co.uk: Web: www.ecb.co.uk



Take the survey today

STICKER

Format:

PDF with cut/trim path (print)

A5 – 148 x 210 mm

A6 – 105 x 148 mm

File names:

[TBCC Sticker Tagline Blue A5](#)

[TBCC Sticker Tagline Blue A6](#)

[TBCC Sticker Tagline Pink A5](#)

[TBCC Sticker Tagline Pink A6](#)

[TBCC Sticker URL Blue A5](#)

[TBCC Sticker URL Blue A6](#)

[TBCC Sticker URL Pink A5](#)

[TBCC Sticker URL Pink A6](#)

Details:

These can be printed out to put around your club, venue or office for the duration of the survey (until **3 June** when the survey closes).



**RAISING
THE
GAME**

Larger size



Smaller size



With URL (both colourways available)



With URL (both colourways available)



ANIMATED LOGOS FOR SCREENS

Format:

MP4 for in game screens

1920x1080

1920x1080

File names:

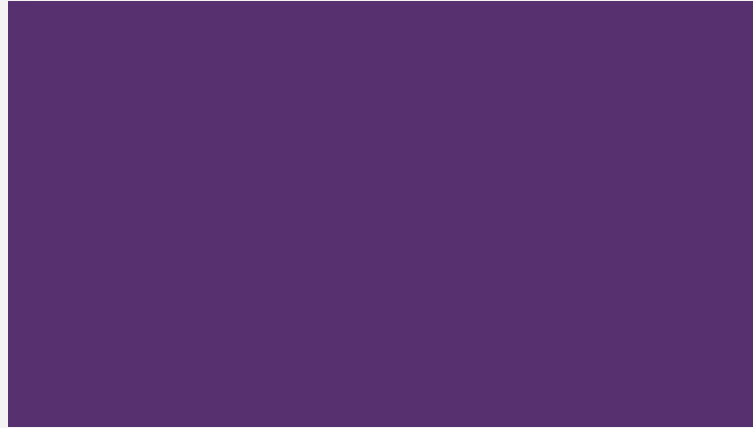
[TBCC_Animation_1920x1080](#)

[TBCC_Animation_White_1920x1080](#)

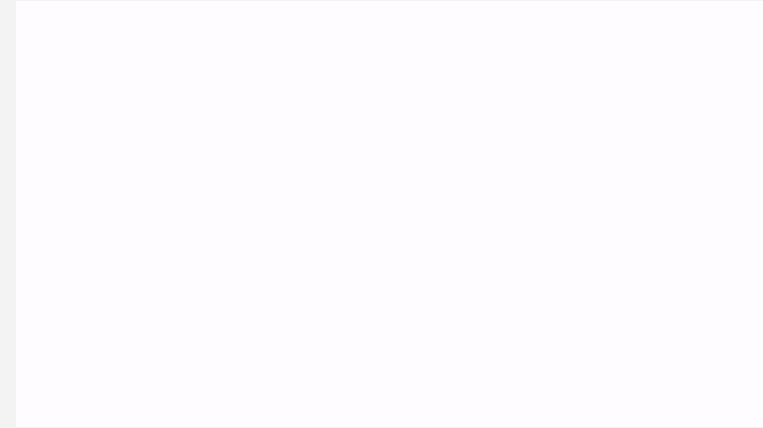
Details:

If an alternative screen dimension is required (for example a tv screen in your office / club), please reach out to Caz.Nicholls@ecb.co.uk or Nick.Ball@ecb.co.uk.

Animation



Animation White



3. RESOURCES & CONTACTS



SUGGESTED COMMUNICATIONS SCHEDULE

Please push whatever assets are going to be most useful for you. There is no expectation to use all of them.



PHOTOGRAPHY GUIDANCE

Please use natural photos of people talking where possible to connect with the big idea of having a conversation.

Try to represent a diverse range of people (age, ethnicity, physical ability and gender) and cricket situations (players, fans, participants, volunteers and beyond).

Images



FOR MORE INFORMATION

If you have feedback, questions or require any of the assets in this toolkit in a different format, please contact Caz.Nicholls@ecb.co.uk or Nick.Ball@ecb.co.uk.

Finally, THANK YOU for being part of this important project.

The survey findings will help create values and a culture where everyone feels like they can belong and help us reach our ambition to make cricket the most inclusive team sport in England and Wales. With a range of perspectives on the culture we need to keep and create, we can collectively shape a more inclusive future.

HAVE YOUR SAY ON THE CULTURE OF THE GAME



THE BIG CRICKET CONVERSATION

Thank you



**RAISING
THE
GAME**