

ACE

Building partnerships
to achieve our vision

What is ACE?

The African-Caribbean Engagement programme [ACE] was launched by Surrey County Cricket Club in January 2020.

The brainchild of former England Women's star Ebony Rainford-Brent, our programme emerged in response to the 75% decline in cricket participation among the Black community, and the paucity of Black players across the professional game.

The programme is designed to engage young people of African and Caribbean heritage and inspire their love for the great game of cricket.



Ebony Jewel Rainford-Brent MBE



Ebony-Jewel Rainford-Brent is a former England cricketer and World Cup winner, and the first Black woman to play cricket for England. Since retiring she has become a successful broadcaster for Sky and the BBC and sits on the Board at Surrey CCC.

Ebony's career as a player spanned nearly 20 years, where she captained Surrey Women, and at the highest level was part of the successful England squad that won the ICC Women's World Cup, World T20 and Ashes in 2009.

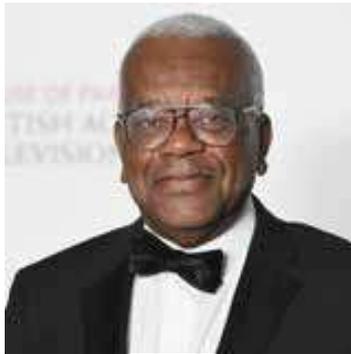
In January 2015, Ebony returned to her home club to become the first Director of Women's Cricket for Surrey CCC and joined the Board. During her time she has overseen a period of increasing professionalism for the domestic women's game as well as founding the ACE Programme.

Ebony has always been passionate about sports development, working as a community coach for 10 years and becoming one of the first Chance to Shine 'Ambassador Coaches'.

During her time at the Lord's Taverners she was instrumental in the development of the 'Wicketz' Programme, designed to support disadvantaged groups to access cricket, as well as Super 1's to create more competitive opportunities for disabled young people to access the game.

Ebony now uses her platform and voice to support underrepresented groups in the game. She is passionate about wanting to increase engagement with the Black and African and Caribbean heritage communities with the game of cricket, as well as moving the dial forward with a positive narrative.

Ambassadors



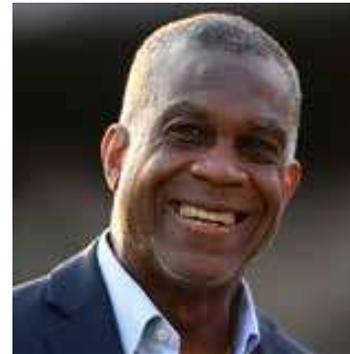
Sir Trevor McDonald



Jofra Archer



Chris Jordan



Michael Holding



Mark Butcher



Alex Tudor



Denise Lewis OBE



Roland Butcher



Sophia Dunkley



In Black History Month, October 2020, following significant investment of £540,000 from Sport England, The ACE Programme Charity launched as an independent charity following the success of an ACE Academy with 141 scholars in a bid to have a wider national impact – delivery of the programme takes place in London, Birmingham and Bristol. At the start of 2023, ACE will be delivering in a further three cities increasing our national delivery.

Its aim: to support underrepresented talent from the grassroots to the elite.





"I'm so impressed by the programme and how much ACE has developed the young people on it. To me, it just proves how much athletes can develop in an environment where they feel belonging and psychologically safe.

"ACE is special because it's creating change from grassroots to the professional game, providing wrap-around support to players, and opening minds in the system along the way. When we do see cricket become a truly inclusive sport it will be because of ACE."

Alex Alexander, Head of Talent Inclusion, Sport England



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How will we do this?

Talent Pathways

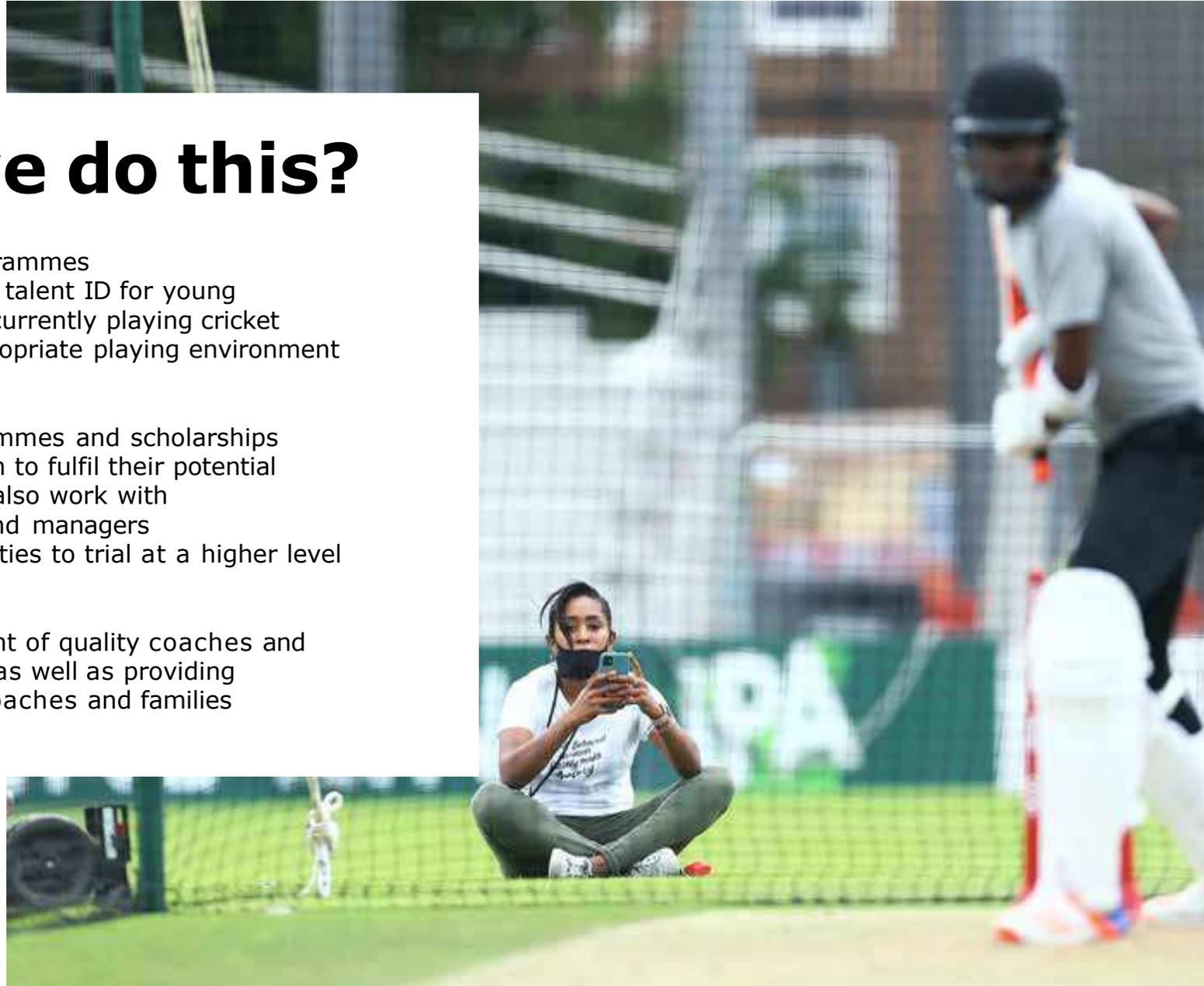
- Building grassroots cricket programmes
- Developing talent pathways and talent ID for young people who may or may not be currently playing cricket
- Transitioning them into the appropriate playing environment

Elite Academy

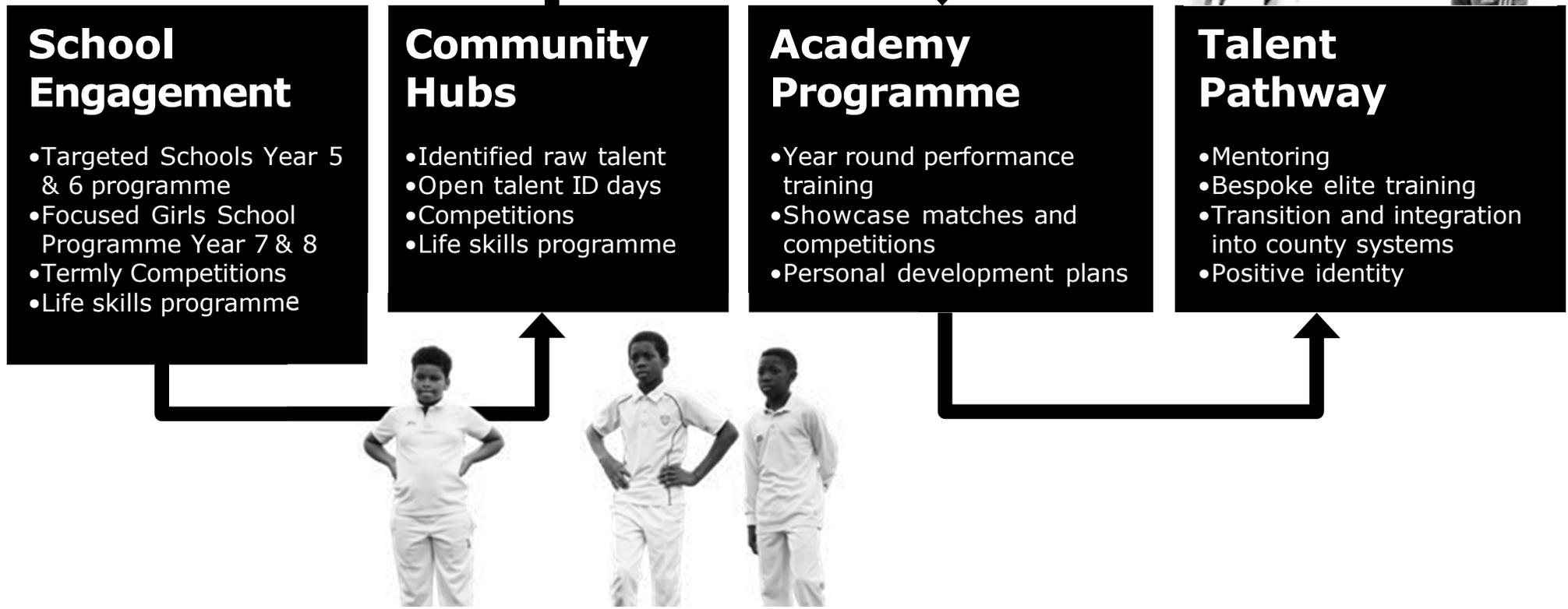
- Providing elite academy programmes and scholarships to talented players to allow them to fulfil their potential
- The academy and scholars will also work with county performance directors and managers
- Players will be offered opportunities to trial at a higher level

Workforce Development

- ACE will support the development of quality coaches and volunteers from the community as well as providing mentoring support to players, coaches and families



ACE Delivery Model



"I got to improve my game in ways that I didn't think I could – seeing different things that I wouldn't see, or someone at my club wouldn't see, because they've seen me so long. It was good to see there's different people out there with different experiences that could help me.

"And seeing familiar faces of a Black person playing cricket that I can talk to about certain things, that I probably wouldn't be able to talk to about with someone else of a different race, it was comfortable. I felt at home.

"The amount of effort people are putting into me makes me feel like I can't just give up. I can't just let people down who have been helping me since I was young. All the time and effort I've put in myself, it would be a waste of all that hard work."

**Kieron Buchanan – ACE Scholar
and Coach**





Our Vision

- To reconnect the Black community with the game of cricket
- To become a national charity operating in five key cities with targeted communities
- To develop key strategic partnerships as the charity grows
- To be a catalyst for accelerating change, and impacting positively on the community



“As a parent I am happy to see the joy in my son’s face, the eagerness to get to training and the feedback he gives after training or any game. He feels a sense of belonging with his teammates and the interaction with the coaches is a joy to see. He feels at home, ACE is in heart and he’s eager to do what he can to support ACE to see the Academy grow from strength to strength!”

Holly Henry, parent