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ECB appoints Nick Pryde as Director of Participation & Growth

The England and Wales Cricket Board (ECB) today announced that Nick Pryde has been appointed Director of Participation & Growth.

Nick took the reins in an interim capacity in July 2018, stepping up from Head of National Programmes to lead the Participation & Growth team, previously headed by Matt Dwyer. His appointment to the permanent position follows a thorough internal and external recruitment process.

The announcement comes as cricket enters one of its biggest ever summers

in England and Wales with the ICC Men's Cricket World Cup, an Ashes series for women and men, and the Physical Disability World Cricket Series – all offering a unique opportunity to grow the game. The Director of Participation & Growth, part of ECB's Senior Management Team, is right at the heart of driving this growth as well as playing a central part in delivering ECB's strategy for 2020-24, *Inspiring Generations*.

Nick and his team's efforts across the regions are already laying great groundwork for the future: through relationships with counties; investment in clubs and facilities; All Stars Cricket; the South Asian Action Plan; the new Women's & Girls' strategy; and other important programmes.

Commenting on his appointment, Nick Pryde said:

"I am hugely honoured to be appointed into the role of Director of Participation & Growth. As someone who has played cricket my whole life and still plays today, I am deeply passionate about recreational cricket and its unique ability to unite and inspire communities.

"This summer provides an amazing opportunity to achieve success both on and off the field by inspiring more people to pick up a bat and ball. I'm lucky to be able to lead such a motivated team who are committed to capitalising on this summer by driving participation. This position also has a key role to deliver important elements of our strategy for 2020-24, *Inspiring Generations*, and I very much look forward to working closely with the entire game to ensure the health and prosperity of cricket over the coming years."

Also commenting, Gordon Hollins, ECB's Managing Director - County Cricket said:

"We are really pleased to announce that Nick will take up this role in a permanent capacity. Participation & Growth is at the heart of ECB's strategy to grow the game and we are thrilled to have such a strong team, led by Nick's vision, delivering this across both ECB and County Cricket Boards.

"2019 is a huge opportunity for cricket and Nick's appointment allows us to focus in on our immediate ambition to inspire and engage one million young people, aged between one and 12, through the ICC Men's Cricket World Cup."

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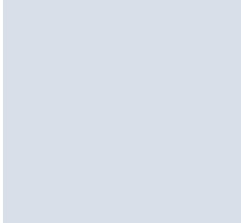
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