



Jan 17, 2024 00:01 GMT

IG and the ECB pledge £1 million investment in grassroots cricket

- IG, a leading trading and investments provider, and ECB extend partnership for a further three years
- £1 million will be invested to create more opportunity and achievement through the Net Gains Fund
- New net facilities in five major English cities will benefit 60,000 participants every year

The England and Wales Cricket Board (ECB) and IG have today announced the

extension of their partnership for a further three years.

The agreement will see IG continue to support the Men's and Women's teams as the ECB's Official Investment Platform. The IG logo will remain on the sleeve of the England Men's Test, one-day and Twenty20 teams, while the renewed deal will see more commitment to investing in grassroots initiatives via the Net Gains Fund. IG and the ECB are committing to a minimum six figure fund each, per year, which will be put towards initiatives in under-served communities in England and Wales, resulting in a total commitment of over £1 million in joint investment by 2027.

Last summer, IG and the ECB announced the launch of the 'Net Gains' campaign – a commitment to invest in new public cricket net facilities across the country, giving local communities access to invaluable practice facilities which are integral to their development. The Net Gains initiative is a vehicle for investing in the future of English and Welsh cricket, targeting increased levels of ambition, ability and attainment amongst under-represented communities, aiming to generate long-term real returns for the game and the people who play it.

Over the course of last summer's Men's Ashes series, match goers were able to step into the 'IG Net Gains Arena' - a cricket simulator at each Ashes ground that was equipped with cutting-edge augmented reality technology. Every fan that participated was given the chance to face six famous deliveries from Ashes history, with every run scored being translated into a contribution to the fund, which has raised £300,000 so far.

The funds are already being implemented with new net facilities due to open around the country in Spring 2024 across a number of cities, including London, Manchester, Birmingham, Nottingham and Leeds, serving under-represented, cricket playing communities. Within the first year of opening, the net facilities will accommodate 3,000 hours' worth of sessions, in turn enabling 60,000 participants to benefit over the course of a year.

Following the first wave of activity, the Net Gains Fund will continue to support more grassroots projects across England and Wales throughout the duration of the partnership.

Russell James, Sales & Marketing Director at the ECB said, *“The ECB is determined to keep making progress in making cricket more accessible to more*

people. Through our work with IG, we are already making a difference, and this year we will be reaching new communities who may not have had the opportunity to play before.

“We are thrilled to have extended our partnership, which will see more than £1 million jointly invested to take cricket to under-served communities by 2027.”

Sharon Manikon-Deane, Head of UK, IG, said: *“Over the last three years, we’ve made positive strides in our commitment to invest in the future of English cricket and this new agreement with the ECB will help to strengthen that even more.*

“IG is about helping individuals achieve and aspire for more, instilling the skills and confidence they need to succeed in the financial markets, which is why we’re delighted to be leading the Net Gains initiative, providing opportunities for more people and communities to invest themselves in enjoying and improving at the sport they love.”

The partnership renewal also coincides with the release of IG’s new brand campaign ‘In the market for more’ - targeting ambitious, self-directed investors with the idea that IG gives them more reasons to believe in their ability to succeed.

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