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Taste of Cricket unites 2,000 people across the game in a celebration of inclusion and diversity supported by England Cricket stars and celebrity chefs

- England Cricket stars Chris Jordan, Emma Lamb, Phil Salt, Ed Hossell, Fran Wilson, Josh Tongue and James O'Connor inspired at Taste of Cricket events this summer
- Celebrity chefs Ainsley Harriott, Angellica Bell and Chris Bavin helped cook up a storm at grassroots clubs across England and Wales

- **Over 2,000 grassroots volunteers and players rewarded for their contribution to Raising The Game with extra special cricket teas**
- **Celebrating the unique relationship the sport has with food, exciting twists on the traditional cricket tea were served – from Caribbean Jerk Chicken and rum cake to Afghan Kabuli Pulao and Indian Vegetable Biryani ☒☒☒**
- **Dishes served at the events set to be showcased in Taste of Cricket cookbook, due for release in October**

The England and Wales Cricket Board (ECB) is pleased to share the success of this summer's Taste of Cricket campaign, celebrating inclusion and diversity across the game with **over 2,000 people** at recreational cricket clubs across England and Wales.

As part of the Raising the Game platform, Taste of Cricket highlights the sport's unique relationship with food and its ability to bring communities together. Designed to ensure that everyone feels welcome to play, work, volunteer, and enjoy cricket, the campaign has focused on strengthening community bonds through the cherished tradition of match teas.

England's Chris Jordan, Emma Lamb and Phil Salt are just a few of the cricketing stars to have visited clubs across England and Wales over the past few months, along with celebrity chef's Ainsley Harriott, Chris Bavin and Angelica Bell.

England Men's Deaf bowler, James O'Connor joined rising star Josh Tongue at Holyport Cricket Club to kick off the first of eight flagship events. With the likes of 2017 ODI World Cup Winner, Fran Wilson and England Men's Visually Impaired captain Ed Hossell, also joining in the fun.

Throughout the summer, Taste of Cricket has seen cricket clubs throw open their doors to their local communities to invite them to enjoy an incredible variety of food, reflecting the diverse cultures seen across the game. More than 12 different cultural cuisines were offered at the match tea events, ranging from Sri Lankan and Caribbean to Welsh, Afghani, Pakistani and beyond; celebrating the culinary diversity within the cricket community.

Across the eight flagship events, supported by Remitly, **over 500 samosas** were cooked and enjoyed, alongside more than **800 portions of jerk chicken** and **150 perfectly grilled Welsh lamb chops**. **Thirty different varieties of curry**

were also sampled alongside **20 types of bread** and **over 300 slices of cake** adding a sweet touch to the celebrations!

Beyond the food, the campaign has continued to promote inclusivity within cricket, with hundreds of people from the local communities of the clubs involved invited to come along, watch some of the cricket being played and enjoy the match tea occasion.

England Men's Chris Jordan attended the Taste of Cricket event at Shepherds Bush CC, he commented at the event, "Having the opportunity to tour the world and experience different cuisines and cultures through the iconic match tea is really special and completely unique to cricket. Being at Shepherds Bush Cricket Club event and sampling the amazing food that defines the club and meeting the members that make such an impact to its culture was an incredible experience."✉

Natalie Raja, President of Bushy Park Girls Cricket Club, added, "It's been an honour hosting one of the ECB's Taste of Cricket events at Bushy Park Girls Cricket Club. Over the years, we've worked hard to foster an inclusive community where everyone feels welcome to give cricket a go. Like cricket, which is enjoyed by people from all walks of life, food is also a great leveller. It's been a pleasure to marry the two and see the event bringing communities together."✉✉✉✉

Kate Miller, the ECB's Chief Communications Officer, commented, "Being one of the only sports that breaks play to eat, cricket and food are intrinsically linked. The clubs that we have partnered with for Taste of Cricket have all shown remarkable progress in making the game more inclusive and diverse. These past few months have been a brilliant celebration of the profound connection between cricket and food, demonstrating the power it has to unite communities."

England Men's Adil Rashid MBE, added, "Food has always played a big part in my life – as someone of Pakistani heritage, some of my fondest memories are centred around mealtimes with family. So, to be a part of a sport that celebrates different cuisines and cultures in such a unique way is really special."

Money transfer remittance service, Remitly, also offered 100 inspirational community clubs, who excel at promoting diversity and inclusion, an

opportunity to get in on the action this summer. Participating clubs have received a Taste of Cricket hamper, including a supermarket voucher, picnic goodies, and recipes to supercharge their very own Taste of Cricket match tea.☒☒☒

Many of the dishes served at the flagship events will be featured in the Taste of Cricket cookbook, which is set to be released in October. The cookbook will include recipes from tea-making volunteers, professional players, and celebrity fans of the game, offering a unique culinary journey through the heart of cricket.

To stay up to date with Taste of Cricket, including details around the cookbook, please visit: www.ecb.co.uk/about/edi/raisin...

Meet the Clubs

The ‘Taste of Cricket’ campaign visited numerous grassroots clubs that embody the spirit of inclusivity and community:

Holyport Cricket Club, Berkshire: A leader in disability cricket in the county, Holyport has made cricket accessible to all with a thriving women and girls offering and walking cricket available too.

King Cross Junior Cricket Club, Yorkshire: Known for breaking down barriers to access, King Cross has provided opportunities to play for over 100 participants from lower socio-economic backgrounds.

KRIMMZ Girls Youth Club, Lancashire: A youth centre offering a welcoming and supportive sports hub for women and children in the community, with a particular focus on introducing people from South Asian backgrounds to the game.☒☒

Llandaff Cricket Club, Cardiff: Formed through a merger of Cardiff Gymkhana and Welsh Asians the club is a brilliant example of what can be achieved when different communities collaborate and come together.

Shepherds Bush Cricket Club, London: With proud, long-standing African-Caribbean roots, Shepherds Bush prides itself on its diversity, with a thriving women’s and girls’ offering too.

[Bushy Park Girls Cricket Club](#), **Middlesex**: A dedicated women's and girls' club which has also given the local Sri Lankan men's team a home.

[Exwick Cricket Club](#), **Exeter**: a club that has contributed to important work in the region, including widening access to cricket for people seeking asylum and refugees as well as having a growing women's section.

- ENDS-

Notes to Editors

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About the ECB

The ECB is the national governing body for cricket in England and Wales, responsible for developing and supporting all levels of the game from recreational cricket to the national teams. The ECB's strategic goal "Inspiring Generations" is to encourage more young people to form a lifelong relationship with the game so that a new generation of fans will say "cricket is the game for me."

About Raising The Game

The Taste of Cricket campaign sits within the ECB's existing 'Raising The Game' platform, which was originally launched in 2022 to encourage inclusive behaviours and celebrate diversity in cricket. Devised in partnership with the cricket network, Raising The Game is a rallying cry for the sport to do better at all levels, fuelled by a manifesto for change. The initiative illuminates the hardworking efforts driving progress within cricket, amplifies unheard voices, spotlights champions of change, and provides resources to empower us all to do better.

About Remitly

Remitly is a trusted provider of digital financial services that transcend borders. With a global footprint spanning more than 170 countries, Remitly's digitally native, cross-border payments app delights customers with a fast,

reliable, and transparent money movement experience. Building on its strong foundation, Remitly is expanding its suite of products to further its vision and transform lives around the world.

About Taste of Cricket

The England and Wales Cricket Board's Taste of Cricket campaign forms part of their Equity, Diversity and Inclusion programme Raising the Game. The campaign celebrates the unique relationship cricket has with food, through the 'match tea' occasion, and its ability to bring people together with the project set to see 100 recreational clubs host their own cricket tea event for their communities.

At the end of the 2024 summer, 'Taste of Cricket' will launch a physical cookbook filled with crowdsourced recipes from across the grassroots game as well as England players and famous fans.



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