



Messaging Update

Clubs and Leagues

All,

This week's bulletin contains information on Sport England launching a Digital Marketing Hub, the Royal London Club Championship Final, Vitality Club T20 Cup and Plate Finals and dates for your diary.

Sport England to launch Digital Marketing Hub



Sport England have announced that they have invested £450,000 of National Lottery money to fund a new, free resource that'll help people, clubs and organisations use digital marketing tools and techniques to encourage more people to play sport and be physically active.

The [Digital Marketing Hub](#), which is delivered by The Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) and is powered by the Digital Marketing Institute, launches on 14 September.

Designed to help the sport and physical activity sector recover and rebuild from the coronavirus (Covid-19) pandemic, [the hub will be launched with a webinar](#) hosted by BT Sport presenter and The High Performance Podcast host Jake Humphrey.

The hub is tailored to small businesses, self-employed professionals and volunteers at frontline clubs and groups, as well as marketing and communication professionals at larger organisations.

It contains a wealth of resources including expert-led video lessons, toolkits, templates, webinars and walkthroughs. All of the content is on-demand, meaning participants can curate their own training,

scheduling and focus on the areas most valuable to them.

The hub also contains a toolkit that'll help partners promote it to their audiences. For more information please visit:-

<https://www.sportengland.org/how-we-can-help/digital-marketing-hub>

Royal London Club Championship Final



The Final of the Royal London Club Championship is happening on Sunday 12th September at the picturesque [Wormsley Cricket Ground](#) in Buckinghamshire.

The final will be played between Bath Cricket Club (Somerset) and Sandiacre Town Cricket Club (Derbyshire), Sandiacre Town have previously won the title twice (in 2003 and 2014) and Bath have been runners up three times (1998, 2001 and 2003) but have never been champions.

Both teams have come through six rounds to get to this stage, Bath enjoyed a comfortable [197 run win](#) in their Semi Final against Brentwood Cricket Club while Sandiacre Town produced an impressive performance away at

South Northumberland Cricket Club in their last 4 match [winning by 6 wickets](#). A full list of results from the competition this season can be found on the Royal London Club Championship [Play-Cricket site](#).

The match starts at 11:00am and it is free entry to all.

Vitality Club T20 Cup and Plate Finals



The Cup and Plate competitions of the Vitality Club T20 reach a conclusion with the Finals of both being played at [Northamptonshire CCC](#) on Sunday 19th September.

The Plate competition is being run for the first time in 2021 and has leagues from non-ECB Premier Leagues participating in it. The final, which will start at 11:00am, will be between Quatt Cricket Club (Shropshire) and Pershore Cricket Club (Worcestershire). Both clubs came through Regional Finals in August and all of the results from the Plate competition this season can be found on [Play-Cricket](#).

The Cup Final is also being played on the same day starting at 2:45pm and will be between Tunbridge Wells Cricket Club (Kent), who reached the Semi Finals of this competition back in 2016, and Barnard Castle Cricket Club (Durham), who are making their first Final appearance in an ECB Club Cup competition. Both Tunbridge Wells ([playing against Brentwood Cricket Club](#)) and Barnard Castle ([beating Alderley Edge Cricket Club](#)) enjoyed 9 wicket wins in their Regional Finals last month to qualify for the Cup Final.

Entry into Northamptonshire CCC will be free throughout the day.

Beware of Scams targeting Cricket Clubs

We have recently been made aware of a number of clubs being targeted by scams requesting immediate payment of an outstanding bill. These scams and phishing emails have become increasingly sophisticated and we urge clubs to be extremely vigilant and protect themselves against any unsolicited messages requesting payment.

Although most spoofed email falls into the nuisance category and require little action other than deletion, the more malicious varieties can cause serious problems and pose security risks.

Typical tricks employed are to send out emails which contain a malicious link to install malware on your machine or take you to a site which asks you to provide sensitive data. Another technique is to craft an email containing an attachment which can install malware when opened, or the aim is simply to trick you into transferring money; this particular method can be clever and pernicious.

To help prevent becoming a victim of this type of attack, please always take the following steps when opening an email:

- Unless you are expecting the email, even if the sender purports to be from the ECB or wider cricket family, do NOT click on the link or download the attachment. If it is from the ECB and contains an attachment, get in touch with us to ask if this is genuine.
- In the case of a link hover over it to identify the site – if it is well known to you then access the site from a browser using just the site address; do NOT use the link itself.

Other top tips on how to avoid scams are:-

- Your bank will never phone or email asking for your pin or passwords
- Watch out for poor grammar or dodgy spelling
- Call people back – but find the number independently
- Be aware of urgent deadlines or being by requests for payment upfront
- Set up a system that requires at least two people at your club to approve payments

Report the scam to the police through Action Fraud on 0300 123 2040, or [report a scam anonymously](#) on its website

England & Wales Cricket Board, Lord's Cricket Ground, London, NW8 8QZ