

BUSINESS START UPS

CASE STUDY: CRICKETER to COACHING

PPF
Professional
Players Federation

Name: Lydia Greenway **Age:** 35

From: Farnborough

Playing Career Summary:

Lydia Greenway announced her retirement from international cricket in June 2016 after a 13-year career for England during which she played in 14 Tests, 126 ODIs and 85 IT20s. Batting mostly in the middle order, she scored 4,108 international runs across all formats, winning the Ashes, the World Cup and the World Twenty20 in the process. She was also rated by many as the best fielder in women's cricket, known for pulling off spectacular catches in the deep.

New Career: Founder of Cricket for Girls

Support from Player Association:

In 2019, Lydia was a recipient of a PCA Futures Award in the Past Player category, having created her business Cricket for Girls after retiring from the game three years previously. Lydia was the first female recipient of a PCA Futures Award, and used her prize to work with schools to deliver programmes for girls who are embracing cricket for the first time.

Career Transition Highlights:

- Founded Cricket for Girls in 2017.
- Won a PCA Futures Award in 2019.
- Founded The Female Cricket Store in 2020.

Career Transition Challenges:

- Preparing for transition whilst focussing on cricket.
- Establishing identity away from cricket post-retirement.



“ It’s very hard to make that transition and people talk a lot about how much you identify as only a cricketer. I think that it’s really important that you’re able to identify yourself as another type of person when you do make that transition. ”