



Go North East proudly sponsor Durham Cricket's Visually Impaired Team

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Go North East is delighted to announce the continuation of its partnership with Durham Cricket as the front-of-shirt sponsor of their Visually Impaired team until 2025.

First founded in June 2007, Durham's Visually Impaired Cricket Team now plays in the England and Wales Cricket Board Development League, against 11 other teams.

Visually Impaired (VI) cricket is a specially adapted version of the game that is suitable for anyone with a visual impairment – whether partially sighted or totally blind.

Ben Maxfield, Business Director, commented, "We are thrilled to be supporting the Visually Impaired Team at Durham Cricket again this year. At Go North East, we are dedicated to making our services accessible to everyone, and our buses are equipped with next-stop audio announcements to assist visually impaired passengers. This sponsorship is a natural extension of our commitment to inclusivity and supporting our community. We look forward to seeing the team's success in the coming season."

Tom Seymour, the Commercial Director for Durham Cricket said, "We are delighted to have Go North East, a local company connecting the region, renew their partnership and sponsorship of the Visually Impaired Team."

He continued, "We'd like to thank them for their continued support for this programme and further showing the commitment we have here at Durham Cricket in creating an inclusive and welcoming space in the sport."

For more information about the team, visit [Visually Impaired Cricket - Durham Cricket](#)

## **NOTE TO EDITORS**

Go North East runs a network of bus routes across the North East region including Newcastle, Sunderland, Durham, and surrounding areas.

The Go-Ahead Group is one of the UK's leading providers of public transport, enabling more than a billion passenger journeys each year on its bus and rail services. Go-Ahead places great importance on partnership, adopting a collaborative approach with governments, local communities and strategic partners; developing and operating services that create long-term value for all.

For more information about Go-Ahead Group visit [www.go-ahead.com](http://www.go-ahead.com).

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[Go North East website](#)