



BUILDING PARTNERSHIPS IN SUSSEX CRICKET – THE NEXT STEP

THE INTEGRATION OF SCCC & SCB INTO *SUSSEX CRICKET*

A CONSULTATION PAPER

1. Purpose of Paper

1.1. This paper is issued jointly by the Sussex County Cricket Club (SCCC) and the Sussex Cricket Board (SCB), for the attention of all members of SCCC and all recreational clubs and related organisations affiliated to SCB.

1.2. Its purpose is to propose the integration of the two bodies into one unified organisation, with effect from 1st November 2015, and to invite comments from members and stakeholders on the proposal.

1.3. The ECB supports the integration and, indeed, is keen to see the Sussex model as a forerunner for other First Class counties.

2. Background

2.1. In 2006, encouraged by the England and Wales Cricket Board (ECB), SCCC and SCB decided to identify measures that might lead to greater cohesion, coordination and integration in the game throughout the county of Sussex. The expressed aims were to:

- increase participation in the sport and improve development opportunities for talented players; and
- establish more streamlined management systems, which are professional, effective and efficient.

2.2. A working group was formed and a report issued with the title *Building Partnerships in Sussex Cricket*. This contained 14 recommendations, all but one of which have been implemented. The most important action was the appointment in 2009 of a Chief Executive of Sussex Cricket (i.e. both SCCC and SCB). Hitherto, there had been a Chief Executive of Sussex CCC and a Honorary Secretary of SCB.

2.3. The only recommendation that has not been implemented so far is the integration of the SCCC Board and the SCB into a single entity.

3. Building Partnerships

3.1. Over the past 5 years, effective partnerships between the two bodies have been established, not least the ***Sussex Cricket Strategic Group***, which has 2 representative directors from each of the Boards, plus the Chief Executive. In addition, the Chief Executive has a Leadership Team that comprises the senior officers of both Boards.

3.2. There is also now single management of finances and staff from both organisations; the commercial arms of the two bodies share an open plan office; closer links have been established between the respective coaching staffs; there is greater involvement by SCC players in events organised for the recreational game; and greater use is made of the County Ground for SCB events.

4. The Case for Closer Integration

4.1. In view of the improvements that have been made through joint working over the past few years, the two Boards now consider there is justification for the full integration of the two Boards, under the name ***Sussex Cricket***.

4.2. In seeking this integration, it is expected that the following benefits will ensue:

- a stronger overall “brand” of ***Sussex Cricket***, with a clear single message to all stakeholders. This should offer benefits of greater overall identification and involvement in all aspects of cricket in Sussex, with cross-referrals through a common organisation and membership structure;
- streamlining the overall management, with reduced bureaucracy and overhead costs, especially in terms of governance (e.g. a single AGM, common legal, financial and audit services) and clearer accountability. This should bring gains in efficiency and effectiveness through greater specialisation in the use of available skills; and benefits from the massing of resources and hence risk reduction.

4.3. With increasing cooperation between the two operating areas of ***Sussex Cricket***, it is anticipated that this would result in:

- greater shared use of overall resources;
- stronger promotion of ticket sales for county matches;
- more commercial investment;
- coaching benefits and more effective referrals of players;
- stronger development and promotion of women’s, disability and youth cricket; and
- a more co-ordinated approach to the involvement of ***Sussex Cricket*** in the community.

4.4. In summary, it is considered that as one body, **Sussex Cricket** will lead to better business outcomes, enhanced development of all cricket in the County, sustainable professional success and the use of cricket for social good.

5. Current Organisations

5.1. As indicated above, the SCCC and the SCB are separate organisations, with their own Rules (in the case of the SCCC) and Articles, Bye-Laws & Memorandum of Association (in the case of the SCB).

5.2. The SCCC is an Industrial and Provident Society, which falls under the auspices of the Financial Services Authority (FSA) and those 4,500 individuals who take out membership and those representatives of corporate partners become voting members with a share to the value of 5p.

The SCCC currently has 8 directly elected directors, which will reduce to 7 in March 2014 and 6 in March 2015. The other director is the Chief Executive.

The Objects of the SCCC are shown as **Appendix A**.

5.3. The SCB is an incorporated Company Limited by Guarantee.

It has 6 directors of which 4 are non-officer directors elected by the 250 affiliated cricket clubs and related recreational bodies. The remaining 2 directors are the Chief Executive and Head of Recreational Cricket.

The Objects of the SCB are shown as **Appendix B**.

5.4. It will be noted that there is a good deal of overlap in the respective Rules and Articles and that the Chief Executive is accountable to two separate bodies.

6. New Corporate Entity

6.1. Under the proposed integration, the Board of **Sussex Cricket** would comprise the 6 Director representatives elected by the full membership of SCCC, alongside the 4 Directors elected by the clubs comprising the SCB. The Chief Executive of Sussex Cricket will also be a member of that Board.

6.2. It has not yet been decided what type of overall corporate entity would serve **Sussex Cricket** best, but this will be determined during 2014, with formal advice on the various options from the firm of specialist lawyers commissioned by the ECB.

6.3. At an operational level, the extent of integration would reflect the rather different needs, opportunities and cultures in the two current organisations and those they serve. In support of this, each operation will continue to maintain its own bank account, with no right of set-off between the two accounts.

7. Sussex Cricket Charities

7.1. At present, there are two Sussex Cricket charities, namely the Sussex Cricket in the Community Trust (SCCT) and the Sussex Cricket Museum and Educational Trust (SCMET).

7.2. The advantages of charitable status for these activities are considerable and should not be jeopardised. Accordingly, it is envisaged that each will continue to be separately operated by their respective existing trustees.

8. Conclusion

8.1. What is proposed in this consultation paper is the next step in a process that commenced in 2006. It recommends that steps be taken, with appropriate and other professional advice, to complete the integration of SCCC and SCB to form **Sussex Cricket**. This would be the overriding and coordinated body for the first class game, recreational cricket, women's cricket, youth cricket and cricket for special needs groups.

8.2. The consultation period will commence on 17 February and end on 12 March. Following this, the comments received will be reviewed and summarised in a report, which will be presented verbally at the 2014 AGMs of the SCB (19 March) and the SCCC (26 March).

8.3. If agreement is reached at these meetings, a working group will be established, with membership from both existing bodies, including some individuals who are not Board Directors. That group will review the various options for the new corporate entity, decide on the most appropriate and develop the new constitutional framework.

8.4. Throughout this process, the SCCC members and the SCB affiliated clubs/organisations will be kept informed of progress, with a view to securing final decisions on all matters at the respective AGMs of the two existing bodies in March 2015.

8.5. As indicated above, the target date for the inauguration of formal organisational integration is 1st November 2015, which is the start of the financial year.

9. Comments

9.1. This document was placed on www.sussexcricket.co.uk in mid-February 2014. In addition, electronic copies have been sent to all recreational clubs/organisations affiliated to the SCB and a short statement was included in the recent SCCC mailing to members.

9.2. Also on the website is a set of questions/answers regarding the issues involved.

9.3. All members of SCCC and all clubs/organisations are encouraged to send their comments by **12 March 2014**, to David Bowden (Chairman, Sussex Cricket Strategic Group) at 28 Woodland Drive, Hove, BN3 6DL, or to bowdenmac@gmail.com.

John Barclay (Chairman, Sussex Cricket Board)

David Bowden (Chairman, Sussex Cricket Strategic Group)

Jim May (Chairman, Sussex County Cricket Club)

February 2014



SUSSEX COUNTY CRICKET CLUB - RULES

3. OBJECTS

The objects of the Club shall be: -

- a) to promote interest and understanding in the playing and watching of cricket at all levels within and beyond the county of Sussex.
- b) to strengthen the bonds between the Club and local communities in Sussex and the surrounding areas.
- c) to compete each season in the First Class County Cricket Championship and in such competitions as may, from time to time, be decided by the Board of Directors and the England and Wales Cricket Board, and to promote and arrange the playing of cricket matches by teams representing the County of Sussex ("the County") whether in the County or elsewhere.
- d) to ensure that all cricket matches played under the auspices of the Club are played in accordance with the MCC "Spirit of Cricket", the Laws of Cricket, and such regulations as may, from time to time, be laid down by the England and Wales Cricket Board ("ECB") or its successor or successors or any other body or bodies which may introduce regulations relating to County Cricket Clubs which have been approved by the ECB or its successor or successors.
- e) to do all such other things as are incidental or conducive to the attainment of the above objects or any of them or are otherwise in the best interests of the Club including (without limiting the foregoing) employing staff and acquiring and disposing of real and personal property.
- f) to apply the profits of the Club in furthering the objects of the Club.



SUSSEX CRICKET BOARD - ARTICLES OF ASSOCIATION

2. OBJECTS

2.1 The Company's objects (Objects) are to:

- (a) acquire and take over all or any part of the assets and liabilities of the present unincorporated body known as Sussex Cricket Board (SCB);
- (b) be the local governing body for Recreational Cricket in Sussex and in discharging this role to adapt and adopt local policies, interpret and adhere to national directives and rules, regulations, policies and procedures of the England and Wales Cricket Board (ECB);
- (c) be affiliated as a full member of the recreational assembly (or any successor or replacement body) of the ECB and to exercise fulfil and exploit all rights and responsibilities arising therefrom in the interests of the playing and development of Recreational Cricket in Sussex;
- (d) provide leadership, direction, advice and support the playing and development of the game of Recreational Cricket at all levels and age groups in Sussex and in so doing to promote excellence in playing, coaching, officiating and the provision of playing facilities for Recreational Cricket in Sussex;
- (e) encourage the upholding of the traditions and standing of the game of cricket in accordance with both the laws of cricket and the "Spirit of Cricket";
- (f) represent the views of the county of Sussex and the interests of its members at both regional and national levels and with appropriate bodies, and provide effective channels of communication on behalf of those playing Recreational Cricket in Sussex with those other levels and organisations;
- (g) to provide a coordinating role for cricketing bodies and other appropriate and related agencies within the County of Sussex;
- (h) determine policies for the development of Recreational Cricket in Sussex in accordance with the "Strategy for Sussex Cricket" (written jointly by SCB and Sussex County Cricket Club) and national, regional and local priorities and available resources;
- (i) prepare, approve, implement and periodically review and revise as appropriate a Development Plan for Recreational Cricket in Sussex in accordance with any national strategy for the development of the game;

(j) support and develop players in Sussex to the best of their ability and where appropriate encourage selection and representation of Sussex cricketers at district, county, regional and national levels;

(k) to ensure effective management and governance within all member organisations;

(l) adopt, implement and support policies to ensure the welfare of young people and vulnerable adults playing Recreational Cricket throughout all cricket agencies in Sussex;

(m) to promote the use of Recreational Cricket as a tool for the development of young people and adults and the development of local communities.

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