

# Sussex Cricket Strategy

## DRAFT VERSION

These slides represent an initial summary compiled from discussions at five workshops held between November 2014 and February 2015.

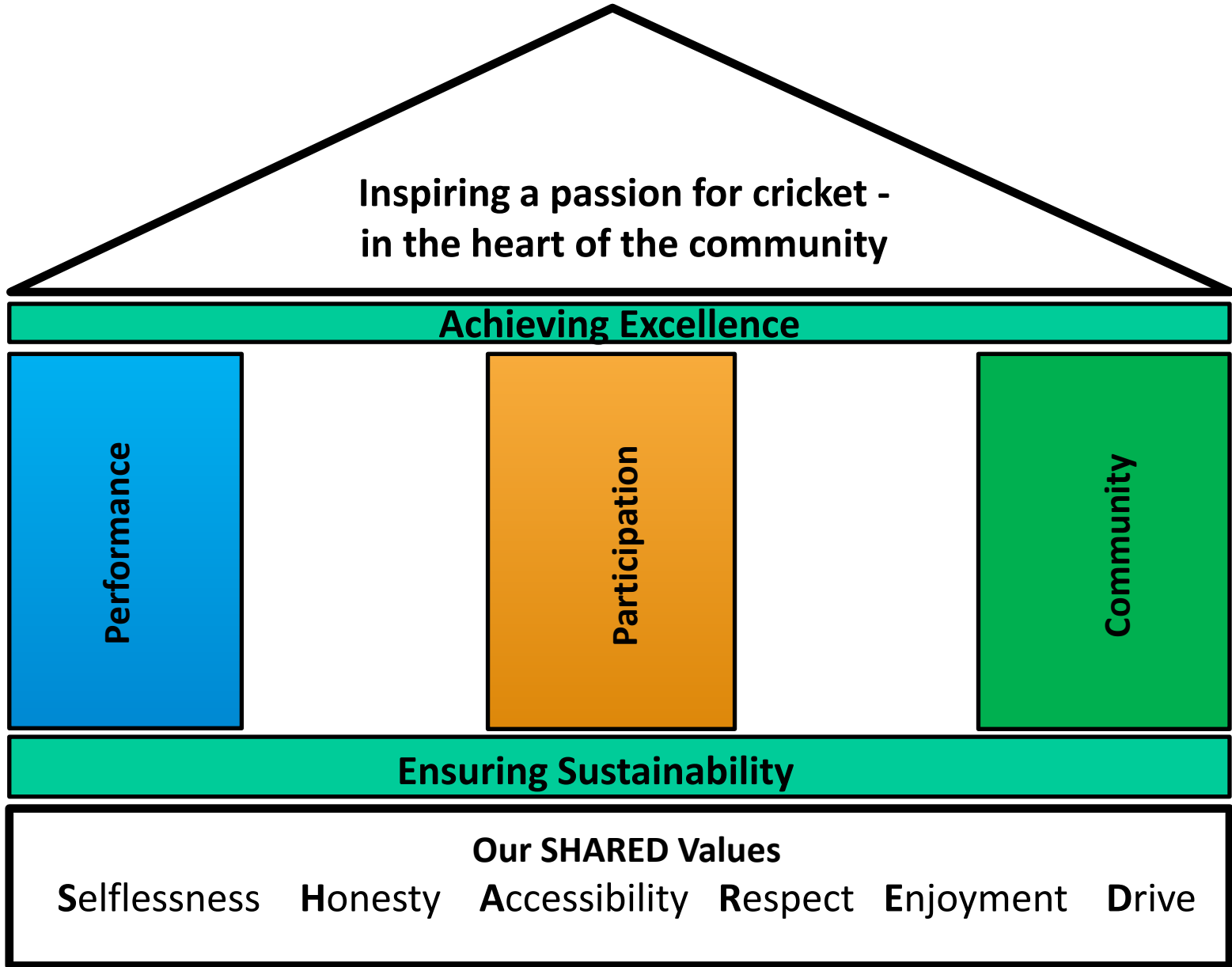
Further consultation is in progress and updates will be provided in due course.



**University of Brighton**



# Sussex Cricket Strategy



# PERFORMANCE

Create successful and entertaining teams  
that people want to support

## Headline Strategic Goals

- Compete successfully at the highest levels
- Developing a diverse group of high performance cricketers
- Enhanced player engagement

## Supporting Strategies

- Create an infrastructure and environment across the county that fosters high performance
- Establish the best coaching strategy, develop the best coaches to work at early stages of pathway
- Create player participation and engagement metrics and link to reward
- Develop strong pathways from grassroots to representative cricket and pro men's and women's cricket.



# Performance Benefits (1)

Clarity of message

Continuity of the pathway, breaking down barriers

Develop more home-grown players, especially opportunity with Sussex – born Asians

Pro-cricket role models, requires plan and follow-up (e.g. Mushy in Crawley)

Enable player engagement with big impact on pro cricket

More likely to win because more resources, player pathway stronger, increased resilience and accessibility

Development opportunity for coaches

Bring the schools to Hove more to use pro Indoor School, Museum and Media Centre

Opportunity for Women's Cricket to grow and Sussex to lead the way



# Performance Benefits (2)

Pro cricket is the marketing tool  
 Enables high performance, makes it more “acceptable”  
 Creates heroes

Success breeds success  
 Enables aspiration, attracts people to play and to be financially successful  
 Failure breeds failure, we all rely on each other  
 Financial benefits of success  
 Enables pro cricket to be part of cricket as a whole

Enables wider use of Sid the Shark  
 Enables wider use of heroes past and present  
 Not just the cricketers e.g. media and marketing

Sussex cricket has substance  
 Will attract supporters  
 Pyramid creates a broader, more stable mindset  
 Remove silos “them and us”  
 Sussex branding opportunities eg Martletts and Sharks on recreational club shirts



## Develop inclusive and accessible cricket

### Headline Strategic Goals

- Increased participation, retention and fulfilled potential in all cricket
- Develop stronger links between recreational cricket and the county team
- Increase volunteer opportunities and participation including governance and other supporting activities
- Ensuring all people have access to talent identification and performance pathway cricket

### Supporting Strategies

- Develop relationships between schools, academies and local clubs
- Increased numbers and quality of scorers, umpires, coaches and groundsmen/women
- Increased access to professional players as role models in the community
- Sussex Cricket communication strategy
- Improvement in facilities in clubs, schools and the wider community
- Innovation in forms of cricket including increased emphasis on Over 50s, 60s, 70s and 80s cricket, business leagues, shorter format, and disability cricket
- Develop Sussex Cricket Membership package for all recreational players

# Participation Benefits (1)

Helping all clubs to become their 'Community Hub' through professional advice, support, access to facilities, pitches, umpires, expertise support in funding applications etc

- Recreational clubs can access charity funding
- Access / Membership card for all affiliated clubs
- Better players developing through the club season

Both private and public schools participation, inspired by pro cricketers

Improved communications from both perspectives

Increased participation in women's and disability cricket

Clubs to develop community as all have shared values and develop cricket for social good

Clubs gain £s or advice for producing players

Increased competition via increased participation

Improved access to professional club (with cash incentives)



# Participation Benefits (2)

Increase sense of belonging  
Clubs benefit from professional advice eg facilities, pitches, umpiring, practice and players  
Continuity and consistency in the county – coaching, cricket and development  
Cohesion and understanding, enabling realisation of benefits  
Feedback and strengthening relationship from recreational cricket and communities  
Improved provision of coaching

Developed sense of ownership in Sussex Cricket  
Improved access to Hove  
Through community keeping people involved in cricket for the benefit of the professional game  
Improved problem-solving capability  
Increased networking opportunities  
Bridge-building re player pathway development  
Raised quality of umpiring  
Greater recognition of the value of clubs at all levels





# COMMUNITY

## Strong and Healthy Communities

### **Headline Strategic Goals**

- Promote the place and relevance of Cricket in Sussex
- Pursue the aims of the Cricket in the Community Strategy:
- TAKE PART (see Participation)
- GET SMART (Education : Inspiring educational and personal development)
- FEEL GOOD (Health: inspiring personal and community health)
- Develop our CSR programmes

### **Supporting strategies**

- Sussex Cricket in the Community strategy
- Sussex Cricket in the Community Business Plan 2014-2017
- Ensure Sussex Cricket is connected to and informed by relevant networks and organisations including Sport, Education, Health and Local Authorities
- Engage with relevant strategies of other authorities and agencies as resources permit

# Community Benefits (1)

The identification of Sussex Cricket with Sussex communities  
Greater clarity of purpose, internally and publicly  
Increased Recognition & Goodwill  
Alliances/Partnerships/Resources  
Helping sustain the vitality of Sussex communities  
Sustaining the County 's Cricket Club and future success  
Kudos of professional cricket to enable /support achievement of social agenda

Increased Sussex Cricket brand and business awareness  
Better use of resources, more efficient and effective systems  
Sustaining the future of community cricket  
Helping hard-to-reach groups, families and individuals  
Accessing a larger and more diverse number of people



# Community Benefits (2)

Benefits for pro side, giving and receiving, personal development, leave silos, creating genuine connectivity (requires cultural change)

Virtuous circle between all pillars  
Transference of ideas for cricket for social good

Increased participation, volunteers and spectators

Potential to instil a passion for cricket, good for inspiring participation

CSR benefits for local businesses

Help develop healthier lifestyles

Engage everyone in Sussex without using “for cricket”

Ability to engage at place of greatest need

Better marketing of cricket across the communities



## Ensure Sustainability for Cricket in Sussex

### **Headline Strategic Goals**

- Ensuring recreational cricket sustainability
- Increase 365 day a year income
- Optimise revenues membership, ticket sales and attendance

### **Supporting Strategies**

- Create and communicate an inventory of Sussex Cricket resources available to all clubs, schools and organisations
- Utilise central expertise and purchasing power
- Support and invest in community activities. Measure new funding achieved
- Develop local club and community structures including clusters of clubs
- Create a robust business model and become ranked no 1 county for customer services, financial metrics and with the County Ground to be Sussex's conference venue of choice

# Sustainability Benefits (1)

Access to wider pool of people with relevant skills (Board Directors, other volunteers, executives etc.)

Opportunity to improve knowledge and understanding of cricket at all levels

Synergy of the 'Sussex Cricket Family' i.e. it is mutually beneficial

Lifelong pathway (and beyond) e.g.

- Involving children and youth (developing life skills and not just cricket skills);

- targeting both professional and recreational cricketers after they stop playing;

- involving non-cricketers approaching retirement (e.g. retirement seminars);

- Encouraging legacies for investment in the Club's future.

Benefits of purchasing power due to increased size of organisation



# Sustainability Benefits (2)

Opportunities for cross-selling  
More access to the club and inclusion  
eg schools  
More opportunities and support for volunteers  
Wider reach to the whole of Sussex

Survival of Sussex Cricket  
Reputation of the brand not solely reliant on cricket performance  
Sustain club and community cricket to a greater level



# Sustainability Benefits (3)

One clear message, stronger brand  
Future-proofing to access to a wider audience  
Voice of the club through size  
Stronger infrastructure  
More opportunities  
Benefits of funding community activity through partnership with public and corporate bodies  
Consistent levels of compliance and governance  
Higher returns from existing non-match assets

Not just B&H centric  
Able to support smaller clubs through resources, data and funding  
Higher membership and ticket sales through greater reach  
Greater awareness of Sussex Cricket  
Great appeal to media/advertisers  
Better reputation with ECB  
Set best practice business models

