

Greater Manchester Cricket

A Structured Approach

Introductions

- ❑ John Eady
- ❑ Bobby Denning
- ❑ Martin Kay
- ❑ Mike Hall
- ❑ Colleagues from Leicestershire Cricket Board

Agenda for the day

09.15	Introduction/purpose of the day	John Eady (KKP)
09.25	Welcome from LCB	Bobby Denning
09.40	Why are we here?	Martin Kay
09.55	'Why its worth it'	Leicestershire Cricket Board
10.10	Your 'starter for 10'	Mike Hall
10.30	Group discussions	
11.50	Conclude discussion & reassemble	
12.00	Feedback and questions	All
12.20	Summary & next steps	John Eady
12.30	Close & depart	

The basis for today...

To consider how best cricket structures can be set up so as to ensure a viable future for cricket in Greater Manchester...

- ❑ To ensure that both competitive and recreational cricket is arranged so as to help clubs to be viable sustainable and effective
- ❑ To give the maximum number of people the option to play the game (thus enhancing recruitment to/retention in the sport)
- ❑ To ensure that both high level competitive and recreational cricket is arranged to best cater for the needs of players (eg):
 - Rationalise associated costs
 - Rationalise match-day travel
 - Offers them the optimum number of good quality, meaningful matches

What do we want from you?

- To park parochial concerns – to look at what is in the best interests of cricket in GM
- An open mind
- A full contribution to the day
- To enter into the debate looking to support a solution
- To treat the options being put to you as exactly that – options for you to consider and debate...this is not a ‘done deal’
- To allow all to contribute in groups

Challenges for our sport...

- ❑ Engagement with whole cricket network – WORKING ALONGSIDE!
- ❑ The National Cricket Playing Survey – 2nd year
- ❑ Good level of intelligence NOW to make a difference
- ❑ ACTING on the insight
- ❑ Players are customers – we offer a product in the leisure market
- ❑ Keep customers satisfied
- ❑ Need to start doing things differently
- ❑ Recruit / RETAIN / Develop

Bobby Denning

Managing Director: Lancashire Cricket Board

Explore the ambition...

- ❑ Anecdotal feedback – LCB has been listening
- ❑ Specific...and then more detailed...engagement in GM
- ❑ Ambitions around structures
- ❑ Listen, engage, respond

Bobby Denning

Managing Director: Lancashire Cricket Board

Listen, engage, respond...

- Mandate for change
- Common denominator
- Tradition and History
- Exciting period
- From Recreation to Elite – The Pathway is complete
- The principles appear to be consistent
- Learning from others

Martin Kay



L&RCL

LEICESTERSHIRE & RUTLAND CRICKET LEAGUE

Benefits & Key Points



- **Open and fair**
- **True competitive level of cricket**
 - Benefits all players
- **Drives facility improvements**
 - Setting ground requirements and limits is key
 - Clubs that get leapfrogged don't like it and are forced to act
 - Allow cross regional promotion
 - Forces clubs to improve
- **Commercial gains**
 - £2,500 to £25,000 in one year
 - £72,000 ball deal for 216 teams (7,000 balls inc Juniors)

Benefits & Key Points



- **Economies of scale**
 - Bulk ordering of loam, seed, fertiliser etc
- **Strategic thinking**
- **Reduction in travel times**
 - Reduced the total match day by an hour in many cases
- **Tier reps**
 - Representation for your level of cricket
 - What is important to Premier League players is not necessarily the same as players playing in Division 11

Benefits & Key Points

- **Access to funding**
- **Increased loan pot**
 - Interest free loans up to £4k over 2 years
 - Increased take up of loans
 - Better facilities as a direct result
- **Proportional representation**
 - Defend against block votes



Committee Structure

Management Committee	
President	David Miller
Chairman	Andy Jones
Vice Chairman	Nigel Kinch
Secretary	Rod Watts
Treasurer	Roger Harris
Discipline Secretary	Sam Rowe
Fixtures & Registrations Secretary	Mark Ward
Facilities Secretary	Colin Green
Commercial Secretary	Rob Doleman
Press Secretary	Mike Challands
ACO Representative	Gordon Hubbard
LRC Ltd Representative	Ged McDougall

Management Committee	
Tier 1 Rep – Premier Division	Guy Jackson
Tier 2 Rep – Divisions 1, 2 & 3	Richard French
Tier 3 Rep – Divisions 4, 5 & 6	Paul Whiteman
Tier 4 Rep – Divisions 7 & 8	Robin Whait
Tier 5 Rep – Divisions 9, 10 & 11	Roger Stead

Split by Former League	
Everards League	8 Votes
Senior League	4 Votes
Leicestershire League	2 Votes
Neutrals	3 Votes

Benefits & Key Points



- **Additional Division 4 created**
 - To accommodate 3rd XI of 4 team club who played out of county in 2014
 - This will not set a president
- **Repositioned downwards**
 - Allow clubs who got it wrong to be moved down
- **Don't procrastinate**
 - You won't get it right first time
 - Putting it off simply delays getting it right

Hindsight



- **Be honest, not too proud**
 - Over estimating your ability can potentially ruin your club.
 - Repeated thrashings results in lack of availability
 - Fall in bar takings
 - No way to develop juniors.

Division 6 West										
Team	Played	Won	Drawn	Lost	Aban	Batting	Bowling	Result	Penalties	Total
Young Muslims Association	22	13	4	3	2	20	19	428	0	467
Leicester Ivanhoe 3	22	14	3	3	2	16	20	417	0	453
Stoke Golding	22	12	5	3	2	20	29	396	0	445
Woodhouse Eaves	22	9	7	3	3	30	31	307	0	368
Newbold Verdon 2	22	10	3	7	2	18	35	289	0	342
Appleby Magna	22	9	4	6	3	15	31	271	0	317
Sharnford	22	9	2	7	4	7	29	268	0	304
Barwell 2	22	8	4	8	2	27	40	235	0	302
Hathern Old	22	6	5	7	4	25	42	209	20	256
Barrow Town 3	22	4	2	14	2	19	40	122	0	181
Grace Dieu Park 2	22	0	2	16	4	26	38	28	0	92
Quorn 2	22	0	3	17	2	27	41	21	30	59

Hindsight



- **Facilities marking distorted**
 - Clubs with poor grounds don't know what a good pitch looks like
 - Use independent inspectors
- **Communication to clubs**
 - Essential clubs nominate the right person for communication to be effective
- **Press / PR**
 - Key to realising commercial benefits
- **Cup competitions**
 - What to offer?
- **League officers**
 - Those not committed or that do not believe in the new structure need not apply!

Hindsight

- **Umpire panel**
 - Move umpires gradually
- **Bottle neck at 3rd division**
- **Increased promotion/relegation**
 - 4 up 4 down helps iron out any misplaced teams quicker



What it could look like: your 'starter for 10' ...

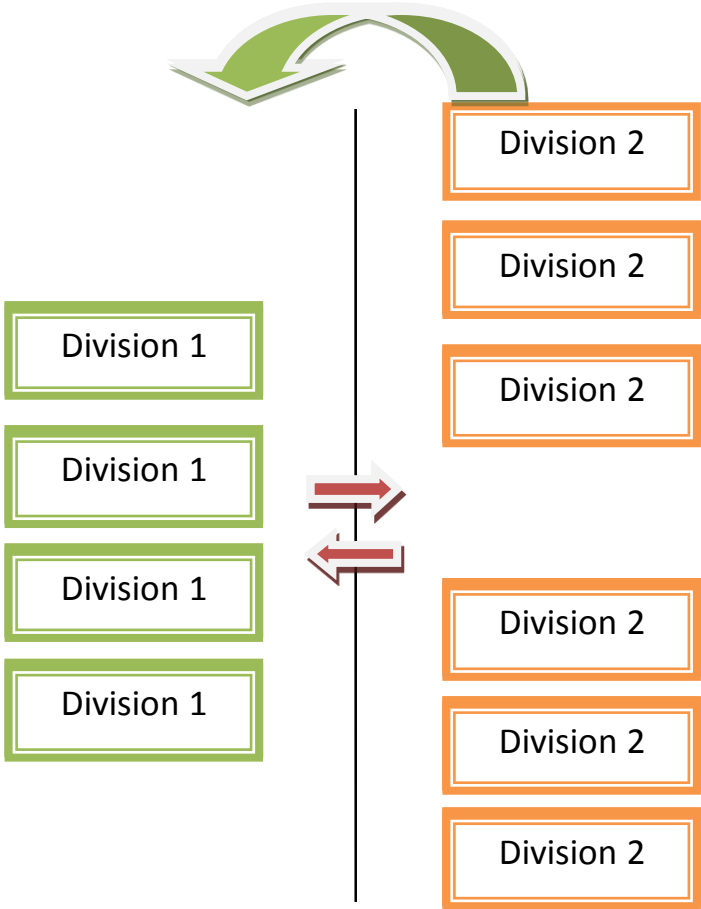
- ❑ 'Elite' Division for teams from across GM area
- ❑ Two Senior Divisions:
 - With teams from across GM
 - Offering promotion to the Elite Division
- ❑ Four First Divisions:
 - Playing in geographical areas of GM
 - Offering promotion to higher divisions
- ❑ Six Second Divisions:
 - Playing in defined geographic areas of GM
 - Offering more opportunity to be promoted to higher divisions
- ❑ Each division with 12 teams

Mike Hall

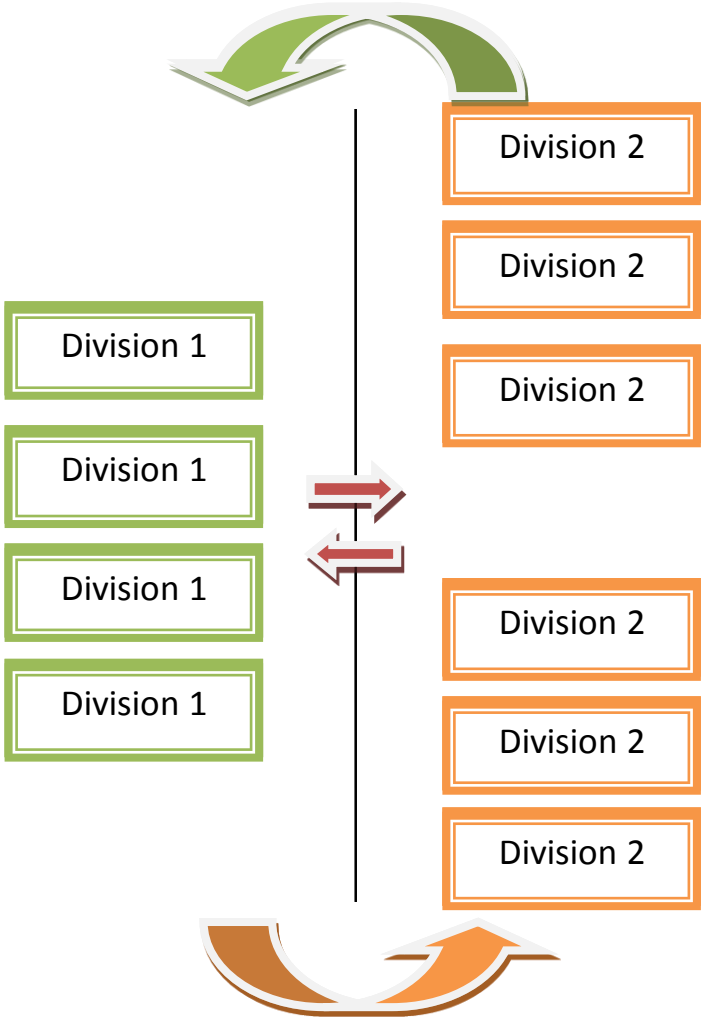
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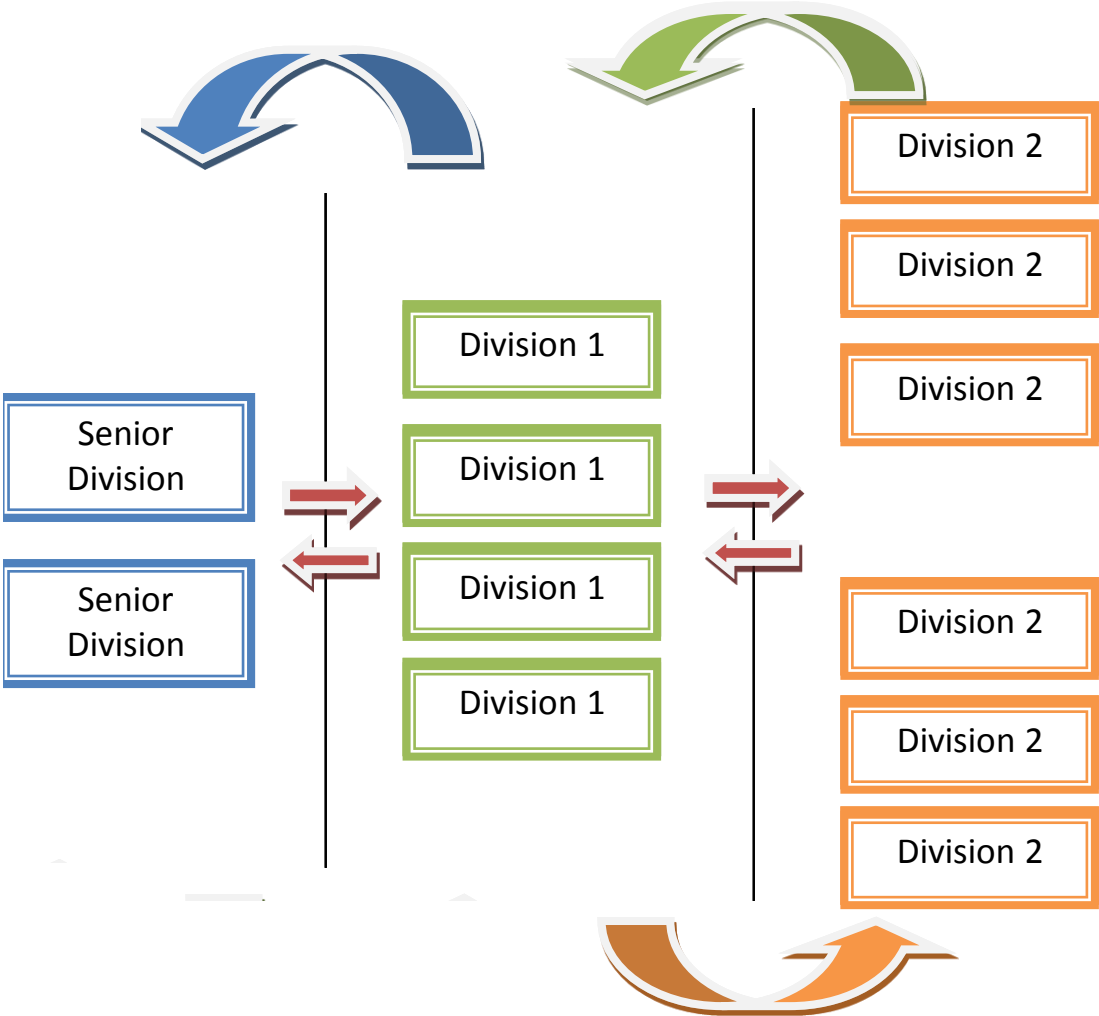
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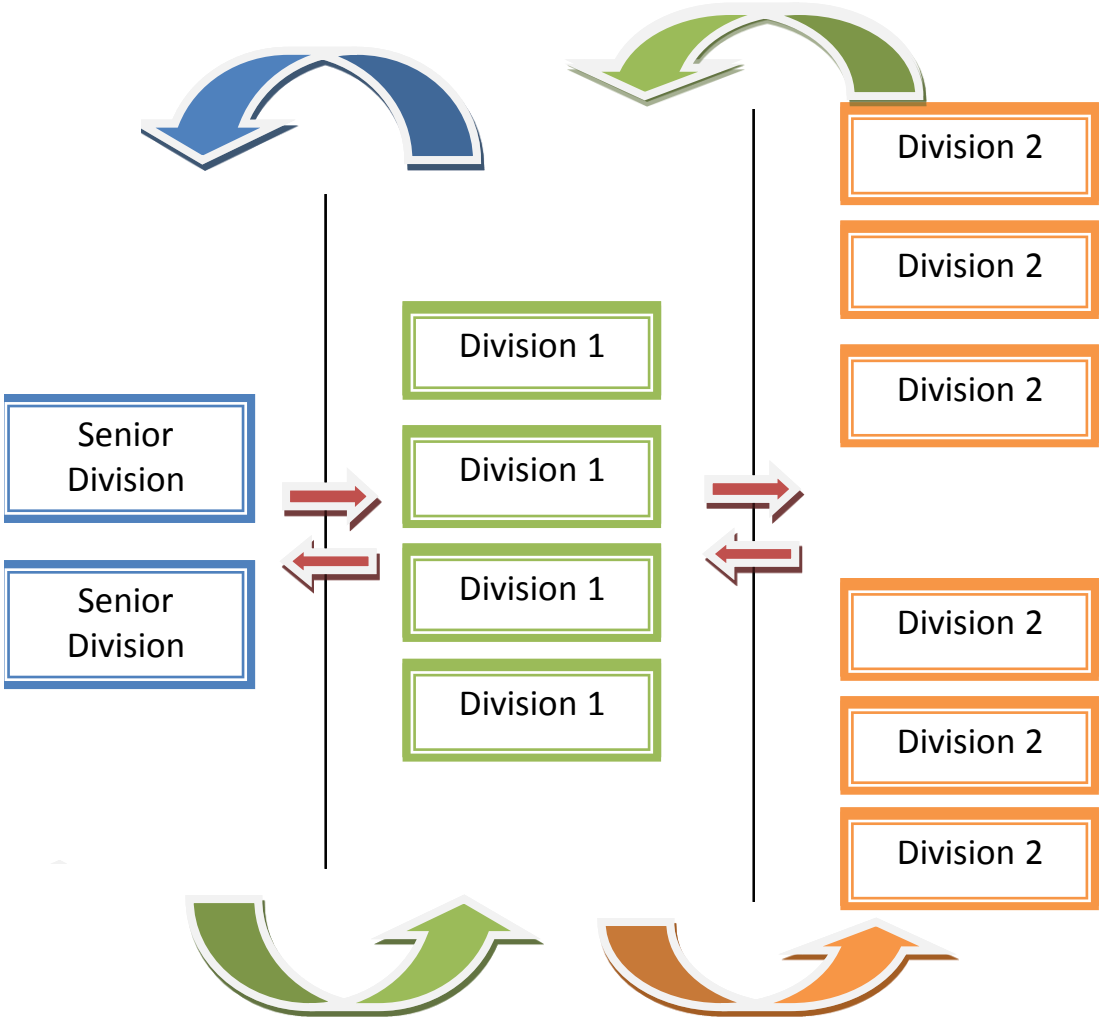
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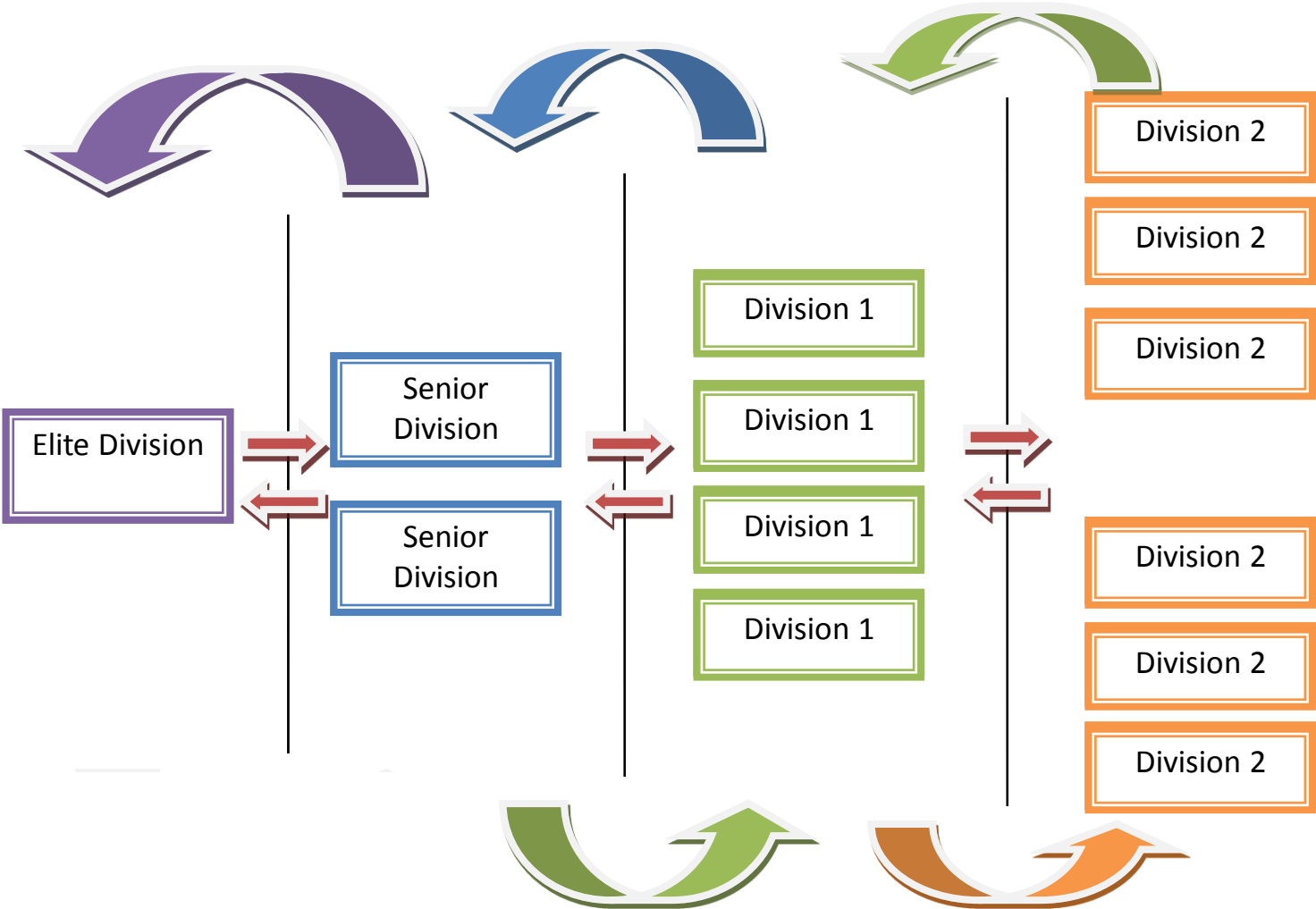
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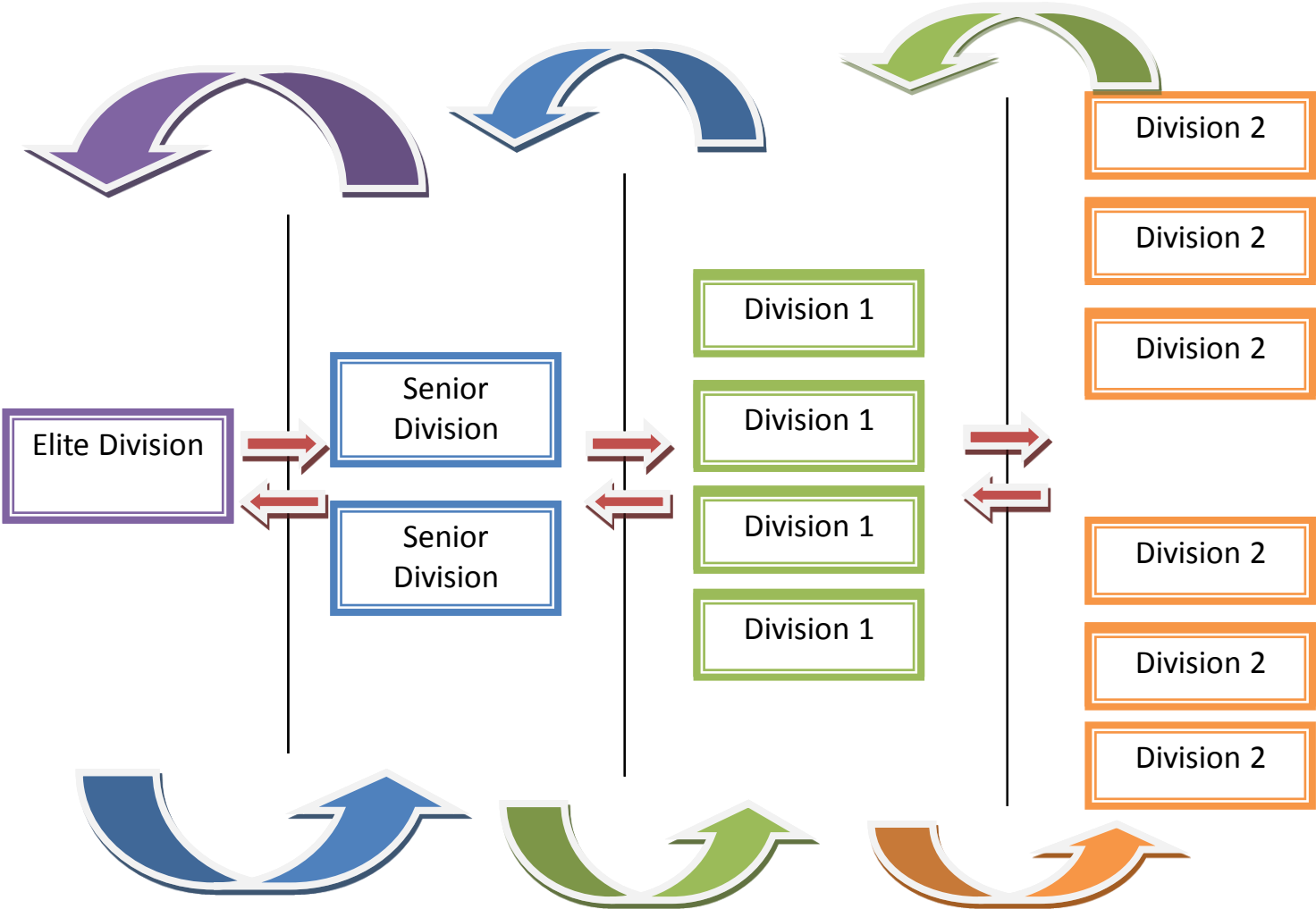
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What it could look like: your 'starter for 10' ...



Principles to consider in your groups

following positive comments from over 95 clubs

- System understood by all clubs & players
- Consistent, reliable number of appropriate games per season
- Aspiration options for ambitious teams/clubs
- Appropriate competitive options for, 2nd, 3rd teams
- 'Space' for adult and junior cricket
- Minimise travel; particularly at 'lower' team levels
- Reduced overall risk associated with individual league changes
- Cup competitions initially based on the previous Leagues Trophy with the exception of the Elite Division
- Most games played Saturday; Sunday for Cup Competition
- Open Divisions at all levels?
- Junior Cricket based on geographical zones
- Criteria to encourage clubs to improve playing standards/
Facilities and find own level at any particular time in the cycle

Feedback, summary & next steps

- General liking for the proposed structure
- 12 teams generally favored – need the right balance
- Teams (1st/2nd/3rd/4th) find their own level
- Positive likelihood of playing a wider range of teams
- Fluid boundaries geographic areas (no fixed definition of GM)
- Elite division clubs must have a junior set up? (Clubmark essential?)
- The level at which geographic play starts within the leagues is right
- Junior cricket organised geographically - 100% agreement: inter league/district
- The make up of the group that makes the decisions is essential
- Realism about the level in which clubs enter the system
- Facilities criteria relevant to divisions – senior/junior
- Independent adjudication for facilities: should size matter?

Feedback, summary & next steps

- ❑ Likelihood of players gravitating to clubs playing at a higher level
- ❑ A need to retain traditionally good things wherever possible – trophies/cups
- ❑ Teams that aspire can progress
- ❑ Clarity about facility requirements and timescales for each division
- ❑ Promotion optional not mandatory?
- ❑ No fixed rule re player payment....could have rules for overseas players
- ❑ 16-18 provision possibly greater fluidity
- ❑ Greater purchasing power – use it

Next steps?

- Commitment to go for it!
- 2016 season?
- No of overs in games for all divisions – flexibility/insights
- The right group of people to take it forward
- Allocation of clubs to divisions in new structure fair/transparent
- Directly address ‘blockages’ in existing league structures
- Level restrictions for cup competitions
- How would existing sponsorship deals work?
- Approval process – majority GM clubs
- Needs timetabled project plan

Thank you for your attendance

Greater Manchester Cricket

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