

Playing Pitch Strategy Guidance

An approach to developing and delivering a playing pitch strategy

Appendix 3a



The England and Wales Cricket Board (ECB) Offer of Support

This offer of support seeks to help Local Authorities (LAs) develop and deliver a Playing Pitch Strategy (PPS) and ensure a collaborative approach from the start.

The offer is subject to a LA reading the guidance document and then discussing any points of clarification and the key principles of the approach with Sport England prior to engaging the ECB.

This initial engagement with Sport England and subsequently the ECB should take place as soon as a LA is thinking of developing a PPS, with appropriate notice and before a brief is drafted and any external support is secured. This being the case the ECB will seek to provide the following offer of support to LAs during each stage of the work.

The ECB offer will be coordinated through four Facilities and Investment Managers (F&IM). Where appropriate, F&IMs will delegate certain aspects of engagement to local Cricket Development Managers. Responsibilities at regional and local level will be discussed and agreed at the outset.

Please note the need for early engagement. Should a situation arise where a significant amount of strategies are being undertaken at the same time within the same area of the country this may lead to some capacity issues with the ECB providing elements of its offer.

Stage A: Prepare and tailor the approach (Step 1)

- Attend an initial scoping meeting and help to tailor the approach
- Engage with, support and where possible attend steering group meetings
- Provide and discuss the current and potential cricket landscape within the area and identify ECB strategic priorities/direction
- Review and provide comments on a draft tailored brief for the work and timescales

Stage B: Gather supply and demand information and views (Steps 2 & 3)

- Check the details of all pitches provided by Active Places Power and LA records (to be supplied by LA)
- Provide information on affiliated cricket clubs (including club contacts)

Note: Please agree a timescale with the ECB / local Cricket Development Manager for providing this information but note that depending on the nature of the study area and the number of clubs present a minimum of 4 to 6 weeks may be required. The most appropriate time of year for the collection of information is July/August

- Help to improve cricket club survey return rates – logo use on surveys and email endorsement
- Check and challenge the initial pitch quality ratings

For particular areas or where resources allow the ECB and local Cricket Development Managers may also be able to:

- Help improve cricket club survey return rates through direct communication with clubs and/or reminder emails

Stage C: Assess the supply and demand information and views (Steps 4, 5 & 6)

- Provide responses to specific queries relating to the assessment work
- Assist local authorities to work out carrying capacity ratings analysing the quality assessment information and to help define whether sites are overplayed or have some potential to accommodate additional play
- Check and challenge the site overviews
- Discuss the suggested nature and extent of likely future demand
- Assist with identifying the key issues from the assessment work
- Review and provide comments on the draft assessment details/report

Stage D: Develop the strategy (Steps 7 & 8)

- Assist with identifying and agreeing the recommendations and a prioritised action plan based on the assessment work and ECB / County Cricket Board priorities
- Agree timescales for recommendations and actions where the ECB and County Cricket Board can assist their delivery
- Review and provide comments on a draft strategy document

For particular areas or where resources allow the ECB may also be able to:

- Support any consultation on the strategy document (i.e. helping the LA to present a draft strategy document to wider stakeholders)

Stage E: Deliver the strategy and maintain its robustness (Steps 9 & 10)

- Engage at agreed periods with the steering group to help review the delivery of the strategy and agree the nature and extent of any update required.

Contacting England and Wales Cricket Board

The ECB Facilities and Investment Manager areas are allocated as follows:

Area	Geographical Coverage
North	Cheshire, Cumbria, Durham, Lancashire, Northumberland and Yorkshire
Midlands	Derbyshire, Herefordshire, Leicestershire, Lincolnshire, Northamptonshire, Nottinghamshire, Shropshire, Staffordshire, Warwickshire and Worcestershire
London and the East	Bedfordshire, Berkshire, Buckinghamshire, Cambridgeshire, Essex, Hertfordshire, Huntingdonshire, Kent, Middlesex, Norfolk, Oxfordshire, Suffolk, Surrey and Sussex
South West and Wales	Cornwall, Devon, Dorset, Gloucestershire, Hampshire, Isle of Wight, Somerset and Wiltshire

Contact details are as follows:

North - Daniel Musson (daniel.musson@ecb.co.uk)

Midlands – John Huband (john.huband@ecb.co.uk)

London and the East – Chris Whitaker (chris.whitaker@ecb.co.uk)

South West – Tim Nicholls (tim.nicholls@ecb.co.uk)

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The Cricket Landscape

The England and Wales Cricket Board (ECB) is responsible for the development of cricket across England and Wales. Increasing participation, club membership, club affiliation, coaching roles and volunteering roles, together with securing funding, promoting equity, and ensuring strong relationships with all counties are just some of the priorities for ECBs development team.

Cricket's Delivery System

Nationally - The 'Cricket Partnerships' team is ultimately responsible for the delivery of the National Club Strategy. The team has looked to improve its corporate and operational planning to ensure the National Club Strategy and associated services and support is presented in a cohesive and planned way to the club game.

The purpose of the Cricket Partnerships team is:

- To create opportunities
- To influence others
- Advocate continuous improvement
- Leave a lasting legacy

The team is divided into four delivery units, known as the '4Ps'. Each unit is charged with interpreting the purpose in its own context, developing future strategy and policy, responding to current priorities and trends and protecting and nurturing the brand and core values of grassroots cricket.

The guiding principles of the 4P's are:

'People' - Great Cricket needs great people. It will support, develop and reward the skills required to grow and sustain participation and inspire the nation to choose Cricket. It will provide easy access to affordable, high quality training and support. It will fully understand people's needs and all training, support and delivery will be based on this. People will be at the heart of maintaining the spirit of cricket and providing a fun, open, fair and accessible game.

'Places' - It will develop accessible, high quality and innovative facilities which inspire the nation to choose cricket and create a culture of sustainable development which will leave a legacy for generations to come.

'Playing' - It will develop appropriate, innovative and accessible coaching and competition with a clear player pathway. The playing of the game will focus on recruitment and retention of adult players, playing drop off trends and satisfaction of existing players.

'Policy' - It will modernise the game through robust and transparent corporate governance and compliance with core policies and legislation, which embeds accountability.

ECB County Support Network

ECB invests resources into a structure of staff within England and Wales. The investment delivers support for the development of the cricket network including County Cricket Boards (CCBs) and the roll out of nationally prioritised programmes. The majority of work is focussed on enhancing the performance and resource allocation within CCBs and supplying strong advice on the quality of delivery.

ECB staff meet regularly to discuss issues and trends across programmes, and seek to provide regular information to staff within CCBs regarding progress against the national strategic plan.

Dependant on the design of programmes and issues within some specialist areas (e.g. data protection), ECB staff may have a direct relationship with cricket clubs and other customers at a sub-CCB level.

County Cricket Board (CCBs)

The local delivery method is through Cricket's network of 39 CCBs, associated leagues, partners and stakeholders. It is at this local level that cricket clubs will engage face to face with the support services and products Cricket can offer.

The makeup of each CCB is unique but the support networks available to cricket clubs may include:

- ECB Head Office and central services
- League and competition structures
- The Club Cricket Conference, League Cricket Conference and Midlands Club Cricket Conference
- District Development Groups
- County Groundsmanship Association
- Coaches Association
- Association of Cricket Officials
- Women's and Girls Associations, Committees or Networks
- County and local bespoke workshops
- Reward and recognition events.
- One to one meetings with CCB Officers / Officials
- Volunteer Coordinators

Partners particularly applicable to community cricket include:

- England and Wales Cricket Trust - to provide up to £10 million of interest free loans and grants to affiliated clubs for recreational projects per year
- Sport England - to enhance ECB's Whole Sport Plan by obtaining a further £5 million of lottery aid support by 2017.
- Chance to Shine – bringing competitive cricket back into education
- The Lords Taverners – helping schools, clubs and particularly the disadvantaged through sport

The ECBs National Facilities Strategy has also been produced to service the facility requirements of the developmental priorities of the game at all levels. It provides a clear message and guidance, reflecting the need to co-ordinate and maximise investment from all funding sources towards key priorities and can be found at: <http://static.ecb.co.uk/files/ecb-national-facilities-strategy-1338.pdf>

Each County Cricket Board has a facility strategy which is updated every five years. Opportunities to engage can be arranged via F&IMs.

Facility development plans

- ◀ Prioritise areas for future investment
- ◀ Encourage new and creative partnerships
- ◀ Continue to seek additional funding
- ◀ Avoid unnecessary duplication of facilities

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The 10 Step Approach – Cricket Specific Details

The following details should be used specifically for cricket when working through the steps 2 to 4 of the approach.

Step 2: Gather information and views on the supply of pitches

You should be able to identify the majority of supply side information from a combination of Active Places, LA and other records, club surveys/consultation and site assessments. Where there are gaps, talk to your ECB representative to see if they can help further.

1. Sites and Pitches – The supply assessment for cricket is fundamentally different from the other natural grass pitch sports in that it focuses on wickets in addition to pitches. For example, it is common for one cricket pitch to accommodate up to 15 wickets, which may include a non-turf wicket. Different wickets will be used to accommodate different matches. Therefore, along with the total number of pitches on a site the total number of wickets per pitch needs to be recorded. This is important for the capacity analysis in Stage C. The number of natural grass and non-turf wickets on a pitch should be recorded separately.

Pitch sizes should be measured against ECB minimum dimensions (including appropriate run off). ECB Technical Guidance Note 4 which provides recommended guidelines for the construction, preparation and maintenance of cricket pitches and outfield at all levels of the game can be downloaded from <http://www.ecb.co.uk/places>

2. Pitches marked out over another – A note should be made of any pitches (e.g. football and/or rugby) which are marked out over/within the cricket outfield of a pitch.
3. Ancillary Facilities - Details should be provided about the scale and quality of ancillary facilities including changing provision, social facilities and car parking.
4. Pitch Quality – The preferred ECB option for assessing cricket pitches is through a technical assessment or PQS (Performance Quality Standard). This is particularly relevant for cricket pitches where the ECB has agreed to support local authorities to capture quality information to help inform a capacity analysis of wickets/pitches. Early discussion should be had with the ECB regarding the opportunities available for carrying out PQS assessments.

If non-technical quality assessments are undertaken to determine the quality of cricket pitches you should work with your ECB representative to categorise quality as good, standard or poor.

Non-technical quality assessments for cricket are only required if no other quality information is available for the site i.e. where a Performance Quality Standard report is not available, a non-technical quality assessment should be completed.

Step 3: Gather information and views on the demand for pitches

Alongside the guidance provided under Step 3 within the main playing pitch strategy guidance document the table below sets out cricket specific information.

Demand type	Details
Organised competitive play	<p>For Cricket you should differentiate between open age (18 – 55 ages) teams and junior teams (age 7-18).</p> <p>Play should be categorised in the following slots:</p> <ul style="list-style-type: none"> ▪ Saturday ▪ Sunday ▪ Midweek evening <p>As a guide, an average open age cricket team could have up to 10 home matches per season and an average junior team could have up to 8 home matches per season.</p>
Organised training and casual play	<p>It is common for cricket clubs to have access to non turf pitch net systems to accommodate training and therefore training on pitches should be minimal. However, if there is an artificial (non turf) match play wicket on the pitch, this may be used by juniors for training as well as matches.</p> <p>Casual play is likely to be more common on pitches and would most likely take the form of organised friendly matches.</p>
Population projections and future demand	<p>Population projections will be required for the following age and gender categories:</p> <ul style="list-style-type: none"> ▪ Open age mens (18-55) ▪ Open age womens (18-55) ▪ Junior boys (7-18) ▪ Junior girls (7-18) <p>Note that 18 year olds can play both adult and junior cricket particularly in the women's game.</p> <p>The projections by these categories should be used to calculate the Team Generation Rates (TGRs) in Step 5 to help develop the likely future demand.</p>

Step 4: Understand the situation at individual sites

1. Pitch carrying capacity – Pitch carrying capacity for Cricket should be measured on a season rather than weekly basis. This is due to the capacity of a cricket pitch being primarily determined by the number and quality of wickets on a pitch. Only one match is generally played per pitch per day at the weekend or weekday evening. However, play is rotated throughout the season across the number of wickets on a pitch to reduce wear and allow for repair. Each wicket will be able to accommodate a certain amount of play per season.

As a guide, the ECB suggests that a good quality wicket should be able to take:

- 5 matches per season per grass wicket (adults)
- 7 matches per season per grass wicket (juniors)
- 60 matches per season per non turf wicket (adults)
- 80 matches per season per non turf wicket (juniors)

As set out in the ECB offer, the ECB will assist local authorities to work out quality and carrying capacity ratings using the quality assessment information to help define whether sites are overplayed or have some potential to accommodate additional play.