



Sussex Cricket County Plan

**INSPIRING A PASSION
FOR CRICKET**



Sussex Cricket Limited

Sussex Cricket Ltd was formed in November 2015 following a merger of the old Sussex County Cricket Club and the Sussex Cricket Board. Since then we have created 'one' organisation with a common purpose 'inspiring a passion for cricket'.

Now known as Sussex Cricket, which includes our Sussex Cricket Foundation (SCF), we oversee all aspects of cricket in the county and all share one set of organisational values through the Sussex Cricket Ltd Board, the Sussex Cricket Foundation Trustees and all staff.

The Sussex Cricket Foundation is a wholly owned charitable subsidiary of Sussex Cricket Ltd and aim to actively change lives through cricket across the community. The SCF use the game and the Sussex Cricket brand to deliver accessible and enjoyable opportunities that grow the sport, tackle inequalities, improve health and wellbeing and enable people to fulfil their potential.

Our 2020-2024 priorities are driven by good governance and outstanding people across the organisation. We have strong foundations and do a lot of things well but are ready to grow the game over the next five years in partnership with our stakeholders.

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Sussex Cricket Limited Board

Chair: **Bob Warren**, Vice Chair: **Daniel Oliver**, Treasurer: **Ed Putnam**, CEO: **Rob Andrew**
Jacqui Bandy, **Mandy Bridson**, **Jon Filby**, **Bibi Fortin Lees**, **Gary Stanley**, **Martin Richards**, **Jason Robinson**

(Blue – elected by members, Green - elected by affiliated clubs, Orange - Non-Executive Co-opted Directors)

Sussex Cricket Foundation

(wholly owned subsidiary)

Sussex Cricket Estates Limited

(wholly owned subsidiary)

Rob Andrew
Chief Executive

Ian Waring
Operations Director

Alan Bradshaw
Finance Director

Kay Gunn
People Director

Mark Judges
Commercial Director

Gary Wallis-Taylor
Community Cricket
Director

Keith Greenfield
Performance Director

**Ian Salisbury/James
Kirtley**
Head Coaches



Sussex Cricket County Plan

Our Purpose:

Inspiring a passion for cricket

Our 2024 Ambition:

Our communities inspired to say “I FEEL PART OF SUSSEX CRICKET”

Our Values:

Selflessness, Honesty, Accessibility, Respect, Enjoyment, Drive

Our 2020-2024 Priorities:

Inspire the next generation

Grow and support the game in our communities

Transform Women’s and Girls’ cricket

Develop grounds and infrastructure

Deliver high performance cricket teams

Enablers:

Good Governance & Safeguarding

Developing Partnerships

Financial Sustainability

Outstanding People

Commercialise the strategy

Ongoing Monitoring and Evaluation



Sussex Cricket County Plan

Inspire the next generation

- *Grow junior participation between 5-11 year olds
- *Develop junior leagues and competitions
- *Continue to deliver and grow the street cricket programme
- *Enhance professional players engagement with community programmes

Grow and support the game in our communities

- *Nurture and grow Sussex Cricket's affiliated club network and the Sussex Cricket League based on market understanding of player needs
- *Develop support for non-league cricket formats based on needs of players
- *Develop a strategic approach to maintaining and growing an engaged workforce across Sussex
- * Continue to improve and increase access to disability cricket across the county
- *Use cricket to deliver wider social outcomes
- *Launch a new plan focusing on key urban areas

Transform Women's and Girls' cricket

- *Increase female involvement in junior participation programmes
- *Implement a girls' secondary school programme across the county
- *Develop customer led playing formats for women's and girls' across Sussex
- *Implement women's and girls' facility funding

Develop grounds and infrastructure

- *Implement a facilities strategy/funding programme for affiliated clubs
- * Ensure first-class practice and playing facilities for all our pathway training grounds
- *Ensure continued development of first-class outgrounds across the county
- * Oversee the implementation of the Sussex Cricket Masterplan to deliver ground improvements at Hove to ensure the viability of the Club for future generations and continue to host high profile matches, particularly women's international and domestic cricket

Deliver high-performance cricket teams

- *Grow output from Boys' and Girls' Pathway programme
- *Develop high-performance homegrown/English qualified talent
- *Develop successful Sussex teams
- *Develop a leading regional and county performance structure for women's cricket
- *Play a leading role in supporting the success of the Southern Brave men's and women's teams in the Hundred