



## SUSSEX CRICKET FOUNDATION URBAN PLAN FOR CRICKET IN GREATER CRAWLEY

### **BACKGROUND**

Sussex Cricket has been invited by the England & Wales Cricket Board (ECB) to produce a 5-year Urban Plan for Cricket in Crawley (2021 – 2026). Through consultation and consideration, it was agreed that this plan would become *Greater Crawley*.

*Greater Crawley* comprises of the Crawley borough and cricket played at Smallfield Manor CC and Crawley Down CC. The Crawley Area Cricket Hub supports the development of cricket across this area and has grown significantly over the last 20+ years to include all clubs within its catchment. From humble beginnings the Area Cricket Hub now communicates quarterly with all clubs, gathering insight and opinion to best develop the game across the area.

Across the entirety of Sussex in 2019, all but one of Crawley's 10 individual 'wards' rank in the top 150 of the most deprived areas for children and young people to live, with 4 of the 10 ranking in the top 100. The 10<sup>th</sup> ward ranked at 155.\*

Family affluence and social deprivation are two key challenges we want the Urban Plan to help overcome and in regards to family affluence across the town, 5 Crawley schools have at least 20% of their pupils claiming free school meals, with a further 5 schools having at least 15% of their pupils claiming the free meals. Top of the list is Manor Green College who have 31% of their 211 pupils claiming free school meals.

Another key consideration across Crawley is the culturally diverse population, evident in the statistics that there are 4 schools across Crawley who have more than 20% of their pupils classified at South Asian ethnic origin and a further 2 schools who have at least 13% of their pupils classified as black ethnic origin. Based on an Active Lives survey, only 35% of all black children and young people and 42% of all Asian children and young people are classed as being 'active' when it comes to physical activity, compared to 48% and 47% of 'white other' or 'white British' children and young people respectively.

In Crawley 33% of all children and young people are classed as 'less active' compared to just under 30% for the whole of England.\*\*^

\* *Child deprivation ranking by LSOA, Black and South Asian rank, 5-11yrs, 12-16yrs and 17-19yrs.*

\*\* *'Active' being defined as an average of 60mins per day across the week and 'less active' being an average of 30-59mins per day.*

^ *Based on a sample survey of 437 children and young people.*

The Crawley Area Cricket Hub will lead on the direction of travel for the proposed plan and the following sub-group has been established to prepare the document:

- Stuart Simmonds (Independent Chair, Crawley Area Cricket Hub)
- Jane Dunnell (Hon. Secretary, Crawley Area Cricket Hub)
- Matt Parsons (Central Region Area Manager, Sussex Cricket)

Additional input and consultation has been received from the following:

- Rob Channon (Community Facilities Manager, Crawley Council)
- Peter Harsum (Pitches Lead, Crawley Council)
- Gary Wallis-Taylor (Director of Community Cricket)
- Jon Filby (Chair, Sussex Cricket Foundation)
- Ish Jalal (Trustee, Sussex Cricket Foundation)
- Charlotte Burton (Central Region CDO and W&G's lead, Sussex Cricket)
- Abi Sakande (Independent member of Greater Brighton Urban Plan group)
- Duncan Jenkinson (ECB Facilities Planning Manager - London & East)
- Andy Lees (ECB Head of Participation & Growth - South Central)
- Shruti Saujani (ECB Senior Manager, Cities Programme & Volunteers)
- Shilly Pancholi (ECB City Programme Executive)
- Nick Chellel (Strategic Workforce Officer, Active Sussex)
- Steven Hand (Crawley SGO)
- Kathryn Ripely (Community Development Manager, Crawley Borough Council)
- Vikki Fold (Community Development Officer, Crawley Borough Council)
- Matt Calver (Sports Development Officer, K2)
- Dave Savage (CEO, Crawley Community Youth Service (CCYS))

## **PURPOSE**

The Group has decided to prepare its activities and recommendations in order to meet the aims of the ECB's 5-year strategy, *'Inspiring Generations'* with its purpose *"To connect communities and improve lives by inspiring people to discover and share their passion for cricket"*. It is no coincidence that the final three words feature in the mission of Sussex Cricket, which is *"Inspiring a passion for cricket"* in the heart of the community.

With the total population demographic being made up of 29% BAME across Crawley, the Group has also taken particular note of the ECB's South Asian Action Plan, *'Engaging South Asian Communities'* with its purpose to *"Make cricket a game for everyone"*.

The plan is also very much committed to the ECB's *'Diversity Action Plan'* (2018-20) and welcomes the three additional measures announced in November 2020, which will build on this plan and form part of the larger ECB *'Equality, Diversity and Inclusion Plan'* (2021-24) which will launch in 2021.

## **BOROUGH-WIDE THEMES**

The Group has been gathering insight into the specific individual needs of the 12 clubs and 25+ schools within the Greater Crawley area and has identified the following areas/activities for specific attention:

- Improving existing ground ancillary facilities;
- Improving the standard of existing playing surfaces;
- Increasing the number of available venues;
- Grounds machinery and equipment;
- NTP's;
- Outdoor permanent net facilities;
- Indoor centre for cricket;
- Women and Girls cricket;
- Sustaining increased participation;
- Coach Education (incl. Young Leaders);

- Disability provision;
- Social deprivation, including homelessness;
- Religious groups and places of worship;
- Community engagement (incl. Council and other partners);
- Non-traditional opportunities (i.e. Wicketz, Sussex Slam, CPL);
- LGBTQ engagement;
- Club/school relationships;
- Volunteering;
- Economic recovery, including food banks and mental health awareness/support. (i.e. 'Tea4Two' initiative and the Mental Health & Wellbeing support platform).

Collating all the above into three concise target aims, the Group has come up with the following focus aims:

- Build a stronger Community
- Make a difference to the future of Crawley
- Embrace and celebrate the game

## **ACTION PLAN**

Based on the Groups target aims, the following action plan will deliver the strategy for Greater Crawley. The comments noted in either red, amber or green, begin the costings process in funding the plan.

Comments in red indicate longer term and perhaps larger/fully funded support being needed. It is felt that these projects would have up to a 5-year timeframe against them.

Those in amber indicate part funding being sought and/or mid-term lower-level fundraising being needed but nothing to the extent of a capital build project. These projects would have a medium-term timeframe of between 2 and 4 years against them.

Those in green indicate shorter term projects which can be built into existing delivery, ongoing initiatives and/or need minimal or no direct funding support. These projects would be shorter term achievements, with a timeframe for delivery between 12-months and 2-years.

### **Build a stronger Community**

1. Install 15 new NTP's across Crawley so there is a usable NTP on every Council-owned and club-owned ground within the borough, as well as key state schools and Community sites.
2. Install/refurb permanent net facilities across venues in Crawley.
3. Build an indoor cricket centre, financially sustainable and available for all clubs within Greater Crawley and beyond, all Community and multi-faith groups and all school/education partners, as well as SCF, Sussex Cricket and ECB projects.
- 4a. Negotiate club licences on all squares across Crawley and leases on appropriate pavilions and support a strong working relationship with the Council and partners to ensure investment and time can be spent on improving the quality of the ancillary facilities at all grounds within the borough.
- 4b. Negotiated licences/leases will in turn also support an opportunity to improve the investment and time that can be spent on the improvement of the playing surface provision on the same grounds.
5. Work closely with independent and Council run groups around homelessness, charity work and making a difference to those socially and economically deprived areas across the borough.
6. Create 3 W&G's 'hubs' for activity and long-term development across Crawley, linking into SCF, Sussex Cricket and ECB initiatives and all local schools.

7. Grow the existing disability provision, sustaining a wider reaching programme of activity ensuring all disability participants have the opportunity to engage in appropriate activity.
8. Engage and open doors within religious groups, Community partners and multi-faith organisations. Support participation within places of worship where necessary and be open minded to delivering outside the traditional environments, linking into the ECB South Asian Action Plan and learning from existing projects elsewhere across the Country.

### **Make a difference to the future of Crawley**

9. **Provide new outdoor grounds on which matches can be played.**
10. Introduce new 'Community Champions' and 'Dream Big' initiatives in conjunction with the ECB's 'Big City Project' successes in other parts of the Country.
11. Provide grounds equipment and machinery for clubs to maintain and take on the responsibility of pitches on which they play and can provide for Community and other use.
12. Grow the delivery/awareness of the game within all Primary and Secondary schools across Crawley through the Chance to Shine initiative and other projects.
13. Deliver Coach Education and Young Leader programmes across the borough bespoke to the needs of the community, including female only courses, courses run in specific/targeted venues, courses for the BAME community and Young Leaders.
14. Engage local business, targeting Gatwick airport, Manor Royal and others to support community initiatives and club activity. It is noted that this aim may be a slightly longer ambition depending on the longer-term impact of Covid-19 and the recovery of the economy across Crawley.

### **Embrace and celebrate the game**

15. **Make cricket the sport of choice across Crawley.**
16. Provide 'money can't buy' experiences.
17. Provide an annual 1-day event for cricketers from across Crawley to participate in a trials-day, round robin style set of matches to showcase what cricketers across Crawley can do in front of the Sussex pro-staff coaches.
18. Access more engagement from the professional squad at Sussex, both to raise awareness across Crawley but also to act as strong role models within the community.

## **PROGRESS**

All 12 Greater Crawley clubs have been engaged with over the Urban Plan and surveys requested for additional insight. Of the 12 clubs, the 2 brand new clubs for 2021 are yet to be in a position to complete the surveys and of the remaining 10, there have been 9 completed surveys and 1 still to come.

Additional meetings have been had with the Crawley Council management team, pitches co-ordinator and lettings team, as well as the ECB, both their facilities planning manager Duncan Jenkinson, their head of Cities programmes and volunteering Shruti Saujani, their City programme executive Shilly Pancholi and the head of participation and growth for the South Central Region, Andy Lees.

Meetings are also planned with contacts across both organisations who are experienced in communicating more regularly with religious groups, faith centres and wider Community organisations, including BAME female participation and engagement.

It has also been discussed that the following meetings would benefit further insight into the Urban Plan and support ongoing delivery of the plans aims:

- Aroop Tanna (SCF) & Edgar Herridge (ECB) – disability cricket;
- Rob Andrew, Keith Greenfield & Bob Warren – Sussex Cricket, regarding the professional game (this would be a joint meeting with the Greater Brighton Urban Plan group);
- Faith Association - targeting the Crawley mosque/faith groups input;
- Henry Smith – Crawley MP;
- Sport England.

## **WHAT'S NEXT...**

### **NTP's**

- Secure funding for 8 NTP's to be installed across all 8 Council sites in Crawley and the one remaining club run site without one (Three Bridges CC).
- Install 2 NTP's at two newly identified Council sites currently without any playing facility (Grattons Park and Forge Wood).
- Identify key state school sites in Crawley and other community venues and install 4 NTP's with them.
- With state school provision already at its highest ever level of engagement, the opportunity to further enhance the opportunity to 'play' is more important than ever.



### **LEASES, GROUND IMPROVEMENTS & NETS**

- Engage properly with the Council on discussions around ground leases/licences at all club sites across the borough.
- Support clubs with investment into grounds machinery to ensure improved pitch quality.
- Guarantee Council support and CPD for club members on pitch preparations and additional support where needed.
- All existing net facilities refurbished where needed and new nets installed at sites where a club doesn't have access but has a 'home' venue.

## INDOOR CRICKET CENTRE

- Secure funding for long term indoor provision at most appropriate site across the town, for what would be the **only** indoor cricket facility in the Greater Crawley area.
- Run for the benefit of the entire Crawley community.
- Volunteer, leadership and job opportunities created.
- Long term hub and centre for cricket in the North Area, bringing more interest into Crawley.



Brighton Aldridge Community Academy



## SCHOOL & COMMUNITY PROJECTS

- Engage with every school in Crawley and ensure their linked/partnered and aware of all opportunities outside the school walls.
- Deliver wider reaching community projects linked into the ECB's 'Big City Project'.

## W&G's, DISABILITY & BAME

- Deliver the Active Sussex tackling inequalities funding, received to drive forward W&G's cricket across Crawley.
- Engage with SCF and ECB disability teams about growing the provision for disability participants.
- Use both the Active Sussex funding and additional SCF and ECB coaching resource/time/contacts to engage and grow a presence within the BAME and multi-faith communities.





them at Hove and other County out-grounds.

### LEADERSHIP & COACH EDUCATION

- Deliver at least two F1 courses annually across Crawley, one of which is female only.
- Provide subsidised support to those who need it, including travel expenses where appropriate.
- Promote and utilise the ECB bursary grants for female and BAME candidates.
- Deliver a Young Leaders in Cricket course.
- Deliver bespoke 'club-based' Club Support courses where the demand is there.

### EMBRACE & CELEBRATE THE GAME

- Provide tickets, giveaways and incentives to clubs, schools and individuals engaging
- Showcase opportunities and promote ECB and Sussex events/teams, creating role models across the borough.
- Offer up 'money can't buy' experiences to provide genuine aspirations.



### TIMESCALE

Finalised plan to be submitted alongside the Greater Brighton Urban Plan, by mid-February. Prior to that all clubs and partners will be invited to comment, critique and add value so the plan continues to be a genuine plan to benefit the whole of the Greater Crawley community. Follow up meetings with the ECB and Crawley Council to be had if necessary and the Crawley Area Cricket Hub to be involved in the consultation process throughout.

## PARTNERS

Continued support from community and national partners will be crucial in every ambition and aim of the Urban Plan. Financial investment, guidance and networking support will all be as equally crucial to ensure the actions outlined will come to fruition across the duration of the plan.



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## **GLOSSARY OF TERMS**

|              |   |
|--------------|---|
| <b>BAME</b>  | Black, Asian and Minority Ethnic.             |
| <b>CPD</b>   | Continued Personal Development.               |
| <b>CPL</b>   | Crawley Premier League.                       |
| <b>CSW</b>   | Coach Support Worker.                         |
| <b>ECB</b>   | England & Wales Cricket Board.                |
| <b>LGBTQ</b> | Lesbian, gay, bi-sexual, trans-gender, queer. |
| <b>NTP</b>   | Non-turf pitch.                               |
| <b>SCF</b>   | Sussex Cricket Foundation.                    |

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