



FOUNDATION

SUSSEX CRICKET FOUNDATION

URBAN PLAN FOR CRICKET IN GREATER BRIGHTON 2021 - 2026

[Greater Brighton comprises Brighton & Hove City, Adur District, Preston Nomads CC in Fulking and the Sussex Cricket Academy Ground at Blackstone]

Sussex Cricket is pleased to present its 5-year Urban Plan for Cricket in Greater Brighton (1/4/2021 – 31/3/2026), in partnership with Brighton & Hove City and Adur District Councils and the England & Wales Cricket Board (ECB).

The Plan has been prepared at the invitation of the ECB in order to meet the aims of its 5-year strategy, *Inspiring Generations* with the purpose “**To connect communities and improve lives by inspiring people to discover and share their passion for cricket**”.

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 form part of the larger ECB *Equality, Diversity, and Inclusion Plan* (2021-24).

All of the contents of this Urban Plan set out below are designed to make the sport of cricket in Greater Brighton more EXCITING, more ACCESSIBLE and more SUSTAINABLE.

Sussex Cricket County Plan

The Plan contains a list of *Strategic Action Plan Priorities*, which will form part of the Sussex Cricket County Plan, which can be summarised as follows:

“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 2021-2024 Priorities

- *Inspire the next generation;*
- *Grow and support the game in our communities;*
- *Transform Women’s & Girls’ cricket;*
- *Develop grounds and infrastructure;*
- *Deliver high performance cricket teams.”*

[These 5 priorities are used as the focus points for the Programme of Actions below]

Urban Community Benefits

It is an underlining theme of this Urban Plan that whilst there is a need to develop the 20+ clubs in the area, it is vital that such enhancements provide significant benefits to the citizens of Brighton & Hove City and Adur District, by way of improving **Health & Wellbeing; Economic Recovery; Environmental Sustainability** and **Social Inclusion & Diversity**.

An overriding aim is to use cricket to improve people's lives and create stronger, healthier communities in Greater Brighton.

Building on Strong Foundations

Sussex Cricket is well placed to develop this Urban Plan for Cricket in Greater Brighton, because it has already created firm foundations on which to build the future. The following are some of the unique and pioneering developments that are in place, which will aid the pace of development of this Urban Plan:

- Sussex Cricket Limited is a **single organisation**, which has responsibility for the management and support for all cricketing activity in the County. As part of its structure, is a wholly owned charitable subsidiary, named Sussex Cricket Foundation. This means that one Board of Directors deals with both professional and community-based cricket, making overall strategic planning and implementation more effective.
- Sussex Cricket has created an excellent, discrete **2-grounds facility at Blackstone** in Greater Brighton, which is the base for all Boys' County Cricket from Under 10s to Under 17s. The County Boys' squads are at the elite end of a highly impressive Pathway Programme of some 750 youngsters;
- The Sir Rod Aldridge Cricket Centre (SRACC) at the Brighton Aldridge Community Academy (**BACA**), is the "**Home of Sussex Women's & Girls' Cricket**". As a result of a magnificent private investment, SRACC comprises a state-of-the-art 3-lane indoor net complex; a well-equipped strengthening & fitness gymnasium; and a premier league standard ground, overlooked by school. It is through this Centre that Sussex Cricket is already transforming Women's & Girls' Cricket;
- **BACA** is a state secondary school, which has some **50 students each of whom is educated within a bespoke curriculum with specific cricket-based activity**. There is the Aldridge Cricket Academy (25 students in Years 12 & 13), the Junior Cricket Pathway (Years 7 to 11) and the After-School Club (Years 7 to 11). The aim is to extend the JCP each year, so that after 5 years it will regularly involve 100 students in the programme. The school has been assessed by the *Cricketer* magazine, as being one of the *Best 100 Cricketing Schools in the UK*.
- Sussex Cricket has invested in a major **mental health & wellbeing** programme, which is a cloud-based solution that is now available to all affiliated clubs in the County, including the 20 clubs in Greater Brighton. It is available to all playing members/volunteers of clubs and enables those struggling with mental illness to access relevant local mental health and wellbeing information quickly and at no cost to the individual. Sussex Cricket is the first cricket organisation to facilitate to such support to its cricket family and to local communities.

- The **Sussex Cricket League** is the biggest adult cricket league in the world. This was achieved two years ago through the amalgamation of the four separately managed leagues in the County. One of the many benefits is that it has streamlined the playing conditions so that different playing formats can be arranged, in response to the wishes of member clubs, such flexibility being vital in increasing participation;
- Sussex Cricket has also developed a new focus to ensure that non-league clubs that play **friendly cricket** continue to grow and thrive. 2019 saw a huge surge in such cricket in Greater Brighton, with many new players taking up the sport, additional teams being established and scores more fixture being played than hitherto. The Urban Plan for Cricket in Greater Brighton aims to maximise such activity, particularly through an updated fixture bureau and other activities.
- Sussex Cricket took the pioneering step 14 years ago to establish a Brighton & Hove Cricket Development Group, which brought together all of the cricket clubs and related organisations in the City to create a united strategic action plan, which has been updated and implemented ever since. Its recent manifestation is the **Greater Brighton Area Cricket Hub (GBACH)**, which has been very well placed to prepare the initial version of this Urban Plan for Cricket.

[City-wide Themes](#)

The Group that was established by the GBACH (Appendix 1) has assessed the individual needs of the 20+ clubs in Greater Brighton (e.g. clubhouse extensions, playing surfaces, ground equipment, coaching needs, etc) and has also investigated the following generic activities:

- Benefits to City and Adur (e.g. Health & Wellbeing/Economic Recovery/ Environmental Sustainability/Social Inclusion & Diversity);
- Coaching;
- Club/School Relationships;
- Community Engagement & Inclusion;
- Ethnic Minority Groups;
- Increased Participation (Playing);
- Increased Participation (Volunteering);
- Indoor Net Facilities;
- Lesbian, Gay, Bisexual, Transgendered & Questioning Groups/Individuals;
- Mental Health Issues;
- Mothers/Grandmother as supporters at 1st Central County Ground & Club Volunteers;
- People with Disabilities;
- Range of Playing Formats;
- Spectating/Supporting
- Support & Develop Friendly Cricket;
- Umpires and Scorers;
- Underrepresented & Socially Deprived Groups (Low-income families/individuals);
- Women's & Girls' Cricket;
- Youth Cricket & Young Leaders;

Each of these themes have been addressed following close examination of the information/data contained in the ECB's *County Mapping Tool*.

Required Actions in 2021/2026

1.Inspire the Next Generation

Sussex Cricket

- Continue to support the existing, separate boys and girls County Pathway programmes, through the development of young people in the recreational settings.
- Run Young Leaders/Captains courses for young men and women.

Schools

- Increase the number of *Chance to Shine* (C2S) programmes in secondary schools.
- Increase from 7% to 10% the number of pupils provided with C2S coaching in schools who join membership of recreational clubs.
- Promote the wonderful opportunities available in the junior cricket pathway programme at the Brighton Aldridge Community Academy (BACA) for state school students from year 7.
- Develop further the relationships with the 4 independent sector schools and the numerous preparatory schools in the area.

Clubs

- Support clubs in securing suitable leases on the Council-owned grounds.
- Install/replace artificial wickets in every ground on which cricket is played.
- Improve/extend the net facilities at the grounds that have them and install these at grounds where they are practical and necessary, with due regard for security/vandalism.
- Increase by 5 the number of clubs running the *Dynamos* (5-8 years)/*All Stars Cricket* (8 years+) programmes, with greater emphasis on children from ethnic minority heritage.
- Develop further the existing Club/Schools relationships.
- Ensure clubs get the support they need to enter their junior squads in the SCF inter-club summer leagues and to ensure that such matches are played competitively and within the *"Spirit of Cricket"* (*To play to win, but always fairly and with respect for their teammates, the opposition players and the officials*).
- Support relevant clubs in seeking to be *"A Model Club"* (Appendix 3)

Community Activity

- Create formal Partnerships with B&H City Council and Adur District Council.
- Form partnerships with sporting bodies including ECB/Sport England/Active Sussex/C2S/Albion in the Community/Sussex County Football Association.
- Seek funding Opportunities including Sponsorship + Links with Sussex Police/Clinical Commissioning Group, etc.
- Help clubs to improve their stakeholder engagement
- Encourage clubs to sign-up to the Club Pledge (Appendix 2) and thus to demonstrate their active involvement and engagement with the local community, to encourage its playing & other members to participate in community activities; to establish a local residents' group; to have occasional meetings with their local councillors; and to offer its facilities for use by community groups and local schools.

Special Awards/Offers

- Provide 'money can't buy' experiences as special awards for high performing clubs/individuals.
- Provide all affiliated clubs with 2 membership passes to Sussex CCC matches at 1st Central County Ground.

2. Grow and Support the Game in Greater Brighton

Increase Playing Participation

Work with the following bodies to increase playing participation:

- Sussex Cricket League;
- Friendly Cricket, with maximum support for the *Sussexfriendlycricket* fixture bureau;
- Underrepresented Groups (Low-income families/individuals);
- Lesbian, Gay, Bisexual & Transgender Groups/Individuals;
- Cricket for People with Disabilities;
- Universities and Further Education providers/facilities/organisations;
- Seniors' Cricket, including Walking Cricket.

Ensure the following are available to attract potential participants:

- Range of Formats – including Saturday/ Sunday/ Midweek/ Evenings/ Sussex Slam, *Last Man Standing*;
- More indoor net facilities for use by all clubs.
- Club team bags of playing equipment (bats, protective equipment, etc.).

Increase Participation of Officials

Work with clubs in the city to persuade their retiring players and family members of players to consider officiating roles, principally umpiring and scoring, for which there are numerous enjoyable opportunities within the club and more widely.

The necessary funding will be found for courses to introduce men and women to such activities.

Volunteering

Increase the number of participating volunteers during the period of the Plan, in the following cricketing aspects:

- In **Club Management** - capacity and capability, including possible Clustering of Clubs (e.g. sharing management/organisational documents/facilities/players/fundraising initiatives);
- In **Club Cricketing Activities** - Volunteers for management of youth teams, coaching, umpiring & scoring and ground maintenance, etc.
- **Centrally, at SCL/SCF headquarters** - Seniors Cricket, Cricket League, Association of Cricket Officials, Coaches Association, Association of Groundstaff, etc.

Make plans for encouraging Sussex CCC members to become involved with their local club, as volunteers (e.g. through use of scoreboard announcements at 1st Central Ground, Hove.)

Minority Ethnic Communities

- SCF to establish a new County-wide Equality, Diversity and Inclusion Committee with a remit to include asking clubs to promote a welcoming atmosphere, and considering how to reduce barriers to entry for those from diverse backgrounds.
- Establish links between clubs and community organisations that represent ethnic minorities; including integrating refugees where appropriate.
- Provide more coaching opportunities for players at clubs with significant minority participation, (such as RMU CC, Palmers CC and Dome Mission CC).
- Clubs to encourage more volunteering from members with ethnic minority backgrounds, and SCF to offer coaching courses in accessible locations (Sussex University and Preston Nomads CC have offered to host coaching courses).

- Clubs to provide improved facilities, access and perceptions for women and girls from ethnic minority backgrounds, with barriers to access, including cost or transport, identified and targeted for removal.
- The Hub to act as a 'bridge' encouraging the establishment of links between individuals from clubs with disparate ethnic minority communities.
- The Hub to promote continual dialogue with clubs on their provision for ethnic minority individuals or communities, as that will improve relationships, ensure solutions are appropriate, and normalise the idea of asking about inclusion and participation for cricketers from diverse backgrounds.

Disability Cricket

- Need for central venue in the city.
- 2/3 clubs to have disability sections – to play each other.
- Raise funding for winter training and other costs for the following:
 - Learning/Physical Disability - for Super 9's Softball Group;
 - Learning/Physical Disability - for D40 Hardball Group;
 - Sussex VI Sharks.

Community Engagement

- Clubs to encourage its members to participate in community activities; to establish a local residents' group; and to offer its facilities for use by community groups and local schools.
- Clubs to form partnerships local primary and secondary schools, with Sussex Cricket offering coaching at the schools and club coaches providing additional support in the club.
- SCF to instal artificial pitches in 4 local parks, where there is no cricket ground, for general family/community use.

Multi-sports Centres

- Have a positive attitude to sharing ground/facilities with other sports (e.g. football/rugby).
- Consider need for sports facilities manager in such circumstances.
- Use clubhouse for local community functions, as well as sporting activities.

Adur Cluster

- Cluster to have aim to improve facilities to match the surge in participation through a number of routes, including the following:
 - Use of recently built outdoor nets at Shoreham Academy, particularly for boys and girls;
 - SCF cricket sessions at junior schools across Adur;
 - Improving opportunities for the six men's teams formed from Adur residents who play regularly; while, only three of these are currently able to play in Adur due to the lack of playing facilities.
 - A new Women's & Girls' section at Southwick CC.
- Provide winter indoor practice facilities in Adur, to avoid locally based clubs having to go outside Adur, as at present.
- Upgrade pavilion facilities at Buckingham Park and Lancing Manor Park in order to be attractive to new players.

3. Transform Women's & Girls' Cricket

- Maintain the existing *Aldridge Foundation Girls' Development Programme* in numerous primary schools, run by SCF, to supplement the existing *Chance to Shine* projects.
- Increase the conversion rate from general interest as school pupils to cricketing club members, through the clubs' *All Stars Cricket* programmes (5 to 8 years) and *Dynamos Cricket* (8 to 11 years).
- Increase the number of clubs with Women's & Girls' sections from 4 to 5.
- Actively encourage girls from an ethnic minority heritage to become involved.
- Clubs to create an accommodating attitude to girls from low-income families.
- Increase and strengthen Club **Women's** sections in the County, with a view to organising either, or both, local and District league-style competitions, including 3 more in Greater Brighton (e.g. Preston Nomads, Rottingdean and Southwick CCs).
- Ensure that those clubs with W & G sections have satisfactory practice equipment (e.g. nets (both fixed & mobile)/bowling machine/Lobster catching machine).
- Recruit more women as volunteers in clubs as chairs/committee members and leaders of girls' & women's sections.
- Recruit more female coaches and, therefore, provide more coaching courses. If necessary, in some cases, in order to make the course less intimidating, potentially candidates could 'buddy up' with a male coach, which would help to encourage the enthusiasm.
- Create a welcoming access point in each club in Greater Brighton for mothers/grandmothers who wish to participate in whichever way they desire.

*[It is important to note that the discipline and teamwork atmosphere makes girl's cricket more enjoyable and they are encouraged to become better individuals. Girls are a lot harder on themselves and want to achieve more. However, they must have FUN and an aim must be for Cricket to be seen as a **family** sport – spectating as a family; supporting as a family; and mothers and daughters playing together.*

The Greater Brighton Area Cricket Hub will be thoroughly prepared to take all appropriate actions, as specified in the upcoming Sussex Strategy for Women's & Girls' Cricket.]

4. Develop Grounds & Infrastructure

Designated County Facilities (3 grounds in Greater Brighton)

- Major development of **1st Central County Ground**, with emphasis on environment and economic sustainability.
- Maintain existing high standards at **BACA** (home of Sussex Women's & Girls' cricket) and the Boys' Academy Ground at **Blackstone**.

Developments at Clubs

- Support the major development/rebuilding of club pavilions at Brighton & Hove CC, St. Peter's CC and Rottingdean CC, to provide community-based centres.
- Resurrect Council-owned abandoned cricket ground at Victoria Recreation Ground, Portslade for adult cricket.
- Work with Palmers CC and Portslade CC in developing plans for improving facilities at their respective grounds (Hove Recreation Ground and Benfield Valley).
- Provide upgraded/additional facilities for indoor practice nets, in schools/recreation centres, for use by clubs, in the City.
- Provide additional facilities for summer use, including grounds/pitches (turf & non-turf)/nets, to cope with expanding demands (e.g. Victoria Road Recreation Ground).
- Provide ground equipment/ground maintenance servicing.

- Support clubs with their funding for capital schemes, including Section106/CIL monies.
- Consideration be given to bulk buying of equipment for clubs in Greater Brighton.

5. Deliver High Performance Cricket Teams

Sussex Professional Team

The major upgrading development of the 1st Central Ground @ Hove will be a huge boom, giving supporters and sponsors access to wonderful new facilities.

Sussex CCC already provides sporting entertainment of the highest standard, with some the world's most talented and internationally renowned performers becoming heroes to youngsters watching them play.

It is essential that this enhances young and old to develop a passion for cricket, resulting in their subsequent participation in the sport as players, volunteers and supporters.

Accordingly, it is important for action to be taken with the following;

- Professional players shall be available as much as possible to children at clubs, schools and during visits to the 1st Central County Ground;
- Increased use of *1st Central County Ground* by members and others (for family functions and social events), as **their** local stadium and **their** Club.

Sussex Cricket League

It is important that the quality of cricket played in the Sussex Cricket League, particularly in the Premier Division and Division 2, is maintained at high performance levels, which means that the following actions are required at Brighton & Hove CC, Preston Nomads CC and St Peters CC:

- Provide regular individual coaching for all players;
- The clubs have satisfactory practice equipment (e.g. nets (both fixed & mobile), bowling machine and Lobster catching machine);
- Pitches to be maintained at a high quality.

Boys' and Girls' Pathway Programmes

Investment in these programmes is crucial to the future of the Sussex County adult teams and of high-performance recreational cricket. The programmes are the bedrocks of delivering an increasing number of high-quality cricketers.

Although the programmes are county-wide, the base grounds of both programmes are in Greater Brighton, it being crucial that they are well maintained.

The part played by BACA (the state school in Brighton) is important in both respects, through the Sir Rod Aldridge Cricket Centre (the home of Sussex Cricket) and the school's own Junior Cricket Pathway programme for both boys' & girls.

Strategic Action Plan Priorities

In summarising the "**Required Actions in 2021/2026**" outlined above, it is clear that a number of these reinforce the need for sustained action by the Sussex Cricket Foundation, in whose agenda they already feature strongly. These are as follows:

- Support the growth and development of **Friendly Cricket** in Greater Brighton.
- Increase by 5 the number of clubs running the **Dynamos (5-8 years)/All Stars Cricket (8 years+)** programmes, with greater emphasis on children from ethnic minority heritage.
- Consolidate the existing **Women's & Girls' programmes**.

- Raise awareness of the opportunities available to children at **Brighton Aldridge Community Academy**, the state school of choice for cricket.
- Continue to grow the **Sporting Memories and Walking Cricket Programmes** which are aimed at the older generation.
- Encourage clubs to support **Community-based Initiatives** such as the Mental Health & Wellbeing Platform and Tea 4 Two.

The following are those required actions that require new initiatives to which Sussex Cricket Limited is wholeheartedly committed. They are ranked in relation to the importance and urgency of the respective need. The intention is that the overall Urban Plan should be progressed over 5 years, starting on 1 April 2021, as follows:

- **Short term:** Urgent and complete in 1 year.
- **Mid-term:** Complete in 3 years.
- **Long term:** Complete in 5 years.
- **Green = business as usual priorities, Red = special projects that require funding**

Thus, the action priorities are as follows:

Short Term

1. Increase and improve the provision of **indoor net/practice facilities** in the City.
2. Improve the access to **ethnic minority groups** and increase the numbers of participants of all ages.
3. Introduce arrangements in clubs to embrace participants (youth & adults) from **low-income families**.
4. Provide **additional facilities for summer use**, including grounds/pitches (turf & non-turf)/nets, to cope with expanding demands (e.g. Victoria Road Recreation Ground).
5. Support the advancement of **Cricket in the Adur Cluster**.
6. Take actions to **recover from Covid-19**, with support from **additional volunteers**

Mid Term

7. Instal 4 **artificial strips in local parks**, where there is no cricket ground, for general family/community use.
8. Increase the number of clubs with **Women's and /or Girls' Cricket** from 4 to 5.
9. Support **major capital projects** at Brighton & Hove CC, Rottingdean CC & St Peters CC, with a view to these becoming community centres.
10. Work with **Palmers CC and Portslade CC** in developing plans for improving facilities at their respective grounds (Hove Recreation Ground and Benfield Valley).
11. Establish 2/3 clubs to have **disability sections** – to play each other.
12. Increase the number of existing clubs in Greater Brighton with **Over 40s teams** and arrange alternative forms of cricket to appeal to middle-aged men and women.

Long Term

13. Improve the standard of playing pitches across the City especially those at Council maintained grounds.

14. Increase the number of participating volunteers during the period of the Plan.

Funding Sources

Sussex Cricket acknowledges that as a result of the disastrous economic effects of the Covid-19 pandemic, there will be limited funds available from the ECB to help finance the implementation of this Urban Plan. Thus, the emphasis is largely on self-help fundraising, matched to the need for greater voluntary human resources to implement change.

However, there is a wide-range of possible funding sources of funding to support the Action Plan.

In reviewing the approach to helping clubs to secure planning approval and funding for capital projects, Sussex Cricket Foundation has been encouraged by the **Brighton & Hove Council City Plan (CP17)**, which states that, *“to facilitate the Council’s aspiration to increase participation in sports and physical activity, the Council will safeguard, expand, enhance and promote access to Brighton & Hove’s sports services, facilities and spaces”*.

Furthermore, the Council will *“work with partners to secure investment in poor quality, under-used... facilities and spaces and that new sports services, facilities and spaces (including extension to existing provision) will be encouraged”*.

Section 106/CIL Funding

Section 106 funding involves a negotiated agreement between a developer and the Council on benefits that can be derived from a specific scheme (i.e. a combination of funding and provision of amenity space, public art, community use etc). A Section 106 only comes into force when a scheme goes unconditional (i.e. when construction starts).

Community Infrastructure Levy (CIL) is a tax on development, based on the net additional increase in floor space and goes into a central Council funding pot for distribution to other projects.

CIL replaced Section 106 in October 2019.

It is necessary for a club to stress its role as a community-based organisation and its credentials in health & well-being, in inclusion & diversity and in environmental sustainability.

Rottingdean CC and St Peters CC have sought to access Section106/CIL funding by considering planning permission for their respective major clubhouse capital schemes and each has built an alliance of stakeholders (i.e. local Councillors, the developer and community groups) to back its case.

Other sources of potential funding are as follows:

- Aviva Community Fund
- Big Lottery Fund
- Brighton & Hove City Council
- Brighton & Hove Clinical Commissioning Group

- Crowdfunding
- ECB
- Lords Taverners
- Spen Cama Cricket Foundation
- Sport England
- Viridor

Greater Brighton Area Cricket Hub
15 February 2021

APPENDIX 1

URBAN PLAN FOR CRICKET IN GREATER BRIGHTON [2021 – 2026] WORKING GROUP ACTIVITY

The Group that has prepared this Urban Plan on behalf of the Greater Brighton Cricket Hub and Sussex Cricket comprised:

- David Bowden (Independent Chair, Brighton & Hove Area Cricket Hub)
- Jim May (Independent Vice Chair, BHACH)
- Sarah Hunt (Hon. Secretary BHACH and Chair, Rottingdean CC)
- Jamie Carpenter (Independent Member – Former Sussex Player/Local Businessman)
- Angela Arnold (Independent Member – Partner, Rix & Kay Solicitors)
- Abi Sakande (Independent Member – Former SCCC Player/SCF Trustee)
- Dan Taylor (Independent Member – London-based Businessman)
- Gary Wallis-Tayler (Community Cricket Director).

Meetings were held, mostly virtually, with the following (See Appendix 5):

- 9 Sussex Cricket League Clubs individually (See Appendix 4);
- Adur Cluster of Clubs (5);
- Group of Friendly Clubs based in City (14);
- Ethnic Minority Cricket Representatives;
- Active Sussex;
- Sussex and Brighton Universities;
- Sussex Cricket League;
- City Council Officers;
- **City Council Politicians;**
- **4 Members of Parliament;**
- Head of Sport & Leisure, Head of Parks and Mayor, Brighton City Council;
- Brighton College/Lancing College/Roedean School/Shoreham College;
- Disability Cricket;
- Seniors' Cricket;
- Matt Parsons on behalf of the Sussex Coaches Association;
- Association of Sussex Cricket Officials;
- Gary Wallis-Tayler on behalf of the Sussex Association of Cricket Groundstaff;
- Women & Girls and BACA;
- LGBTQ+ Group (BLAGG);
- ECB (Andy Lees, Duncan Jenkinson);
- Sussex Professional Cricket (Bob W/Rob A/Keith G).

February 2021

APPENDIX 2

URBAN PLAN FOR CRICKET IN GREATER BRIGHTON [2021 – 2026] CLUB PLEDGE FOR COMMUNITY ENGAGEMENT

The Greater Brighton Area Cricket Hub aims to improve the lives of the citizens of Brighton & Hove and Adur, through cricket.

Sussex Cricket works tirelessly to provide support and funding to help clubs develop their facilities and resources, in order to grow participation and for their members to increasingly enjoy to pleasure of playing.

In turn, Sussex Cricket wishes to ensure that each club is committed to its responsibilities for local community engagement and social interaction and to agree to the following actions.

- The Club will provide a warm welcome to any individual as a player, volunteer or friend, regardless of age, gender identification, race, sexuality, economic background, ability, skill, or perspectives. The Club will encourage the individual to participate in the activities and wider life of the club, learning new skills and making friends.
- The Club will actively seek to engage with the local community by encouraging its members to participate in community activities; to establish a local residents' group; and to offer its facilities for use by community groups and local schools. The Club recognises that the biggest improvements in wellbeing can be generated by reaching citizens who are least likely to come forward to participate or volunteer.
- The Club will reach out to local primary and secondary schools to form partnerships with them, with Sussex Cricket offering coaching at the schools and club coaches providing additional support in the club.

By signing this pledge, Sussex Cricket will know that in return for the full support provided by Sussex Cricket and the Greater Brighton Hub, the club is focused on improving our City by offering the many benefits of cricket participation and involvement to all in our Society.

..... Cricket Club

Designation:

Date:

APPENDIX 3

URBAN PLAN FOR CRICKET IN GREATER BRIGHTON [2021 – 2026]

THE MODEL LEAGUE CLUB

[Based on the Themes of the Urban Plan]

- **Benefits to City (e.g. Health & Wellbeing)**

Redeveloping & expanding the Club will have a huge benefit to the City and community. To have more boys, girls, men and women actively participating in cricket can only be a benefit in terms of health, fitness and mental wellbeing. The social interaction for all age groups is a huge part of our sport.

- **Community Engagement**

The Ground is a community area and is available to be enjoyed by the whole community. We always strive to keep it maintained to a high standard, throughout the year, for members and public users alike. This has been acknowledged and well received by the Council and residents. Moving forward, when plans are in place, we will invite the local community to our clubhouse and explain what we are trying to achieve and why.

- **Increasing Participation**

We work very closely with Sussex Cricket in promoting the game of cricket. We are extremely active on social media and ensure that we always promote ourselves as an ‘inclusive’ club with absolutely no discrimination on the basis of race, colour, religion, sex or wealth (or school attended). We have never let the ability to pay fees restrict the amount of cricket young & old members play and actively encourage new members from low-income families. We work with various schools throughout the city and will expand this when we can. We offer all formats of cricket from All Stars, Dynamos, Boys & Girls, Men & Women. One of our members is also looking to add a disability team in the near future. This comes hand in hand to having the facilities to increase participation.

- **Friendly Cricket**

We encourage all cricket to be ‘friendly cricket’ but do offer lots of friendlies with other clubs at all age groups. We also promote interclub games which is always fun. We work closely with our sponsors, Vice Presidents & ex-players and actively encourage them to attend matches at the Ground and take part in our annual memorial matches and “Cricket Week” matches.

- **Youth Cricket & Young Leaders**

Both of these aspects are a strong area for the Club. We currently have 100 Boys and 50 Girls involved in the club. We encourage all to be leaders and involve U13 & U14 players to help with various training for our younger players alongside our Adult ECB qualified, DBS-checked coaches.

- **Underrepresented Groups (BAME/Disability)**

We are an inclusive club that welcomes everyone, from any background to play, train & socialise within our club’s diverse membership. We run men, boys, women & girls teams and will grow this to include a disabled team as soon as facilities allow. We actively encourage new junior & adult players from low-income families and will never deter anyone on the basis of low wealth.

- **Women's & Girls' Cricket**

We run both women's & girls' teams that are fully integrate into the overall club. We regularly have women members playing in our men's league teams and girls in our junior boys teams. We regularly involve Sussex and England internationals, which inspires our young girls to believe that cricket could be a career. Our girls' section has grown over the past year and become even more integrated and will continue to grow moving forward.

- **Club/School Relationships**

We have strong relationships with various schools throughout the City, which are prime recruitment centres. A number of teachers are club members, with our President being a Head Teacher of one of these schools and another Head Teacher is a Vice President. In association with the Sussex Cricket Chance to Shine programme, we provide coaches for schools on request and share training and playing facilities with some of them. We will expand shared use of our facilities with local schools when facilities allow.

- **Volunteering**

We are extremely lucky with the volume & quality of volunteers we have throughout the club: Every section of the club has been able to recruit & keep a wide range of volunteers with an extensive variety of skills that benefit the club and the local community. All volunteers who are involved with our junior sections are DBS checked and offered access to safeguarding, coaching, umpiring & scoring courses, which many take advantage of. We are always taking steps to recruit more women volunteers.

- **Involvement of SCL Individual Members with Local Clubs**

Being based in the City in which the 1st Central County Ground is based, we are keen to encourage all our members, young and older, to support the County Club and enjoy the wonderful sporting entertainment that is available. We believe that many of the junior members will inspired by the professional players to the extent that those players will become heroes to our juniors. In turn, we seek to stimulate any County supporters who live locally to visit our Ground to get involved with the club, if only to watch our Sussex Cricket League matches at the weekends.

February 2021

APPENDIX 4

CRICKET CLUBS BASED IN GREATER BRIGHTON & HOVE

[Red signifies Clubs not based in Brighton & Hove City]

Sussex Cricket League Clubs (10)

Brighton & Hove CC (Nevill Ground – 2 pitches)
Dome Mission CC (Horsdean Recreation Ground)
Lancing Manor CC (Lancing Leisure Centre)
Palmers CC (Hove Recreation Ground)
Portslade CC (Benfield Valley & Aldrington Recreation Ground)
Preston Nomads CC (Fulking)
Rottingdean CC (Falmer Road Ground & East Brighton Park)
Southwick CC (Buckingham Park & Southwick Green)
St Matthias CC (Horsdean Recreation Ground & Sussex University)
St Peter's CC (Preston Park)

Non-League Clubs with Base (6)

Alternatives CC (Aldrington Recreation Ground & East Brighton Park)
Brighton & Hove Crescent CC (Horsdean Recreation Ground)
Cutters Choice (East Brighton Park)
Duke of Wellington (Southwick Green)
Moulsecoomb & District CC (Patcham Place)
Sussex Ukrainians CC (Sussex University)

Nomadic Clubs – Sunday (8)

Brighton Xiles CC
Brighton Malayalee Association CC
Goldstone Caners CC
Hove Unicorns CC
London Unity CC
Nagoya Killer Whales CC
The Greys CC
Zambuca Tigers CC

Nomadic Clubs – Midweek (3)

Brighton Brunswick CC
Shoreham Swingers (Sussex Slam)
Lancing Lightnings (Sussex Slam)

Other Clubs with Base Outside of City (4)

Jamaica Inn CC (Patridge Green)
Preston Park CC (?Worthing)
RMU (Warninglid) – Sussex Cricket League Club
Southwick Wanders CC (Sayers Common)

APPENDIX 5

SUSSEX CRICKET URBAN PLAN FOR CRICKET IN GREATER BRIGHTON [2021 – 2026] SUMMARIES OF MEETINGS HELD BY WORKING GROUP

BRIGHTON & HOVE CC

Only club based in the City that has a 1st XI in the Premier Division of Sussex Cricket League (Preston Nomads CC in Greater Brighton has one also).

Really strong management team.

Very strong youth section (both boys and girls) but wishes to grow it further.

Has women's cricket section.

Needs to extend nets to five lanes – access for local schools.

Need to upgrade changing rooms – to comply with safeguarding, health & safety, needs of women/girls.

Need for artificial pitches – access for local schools.

(? Section 106/CIL monies?)

Committed to becoming a community-based centre.

BRIGHTON BRUNSWICK CC

Mid-week cricket – nomadic and no junior section.

Competitive cricket, but friendly in nature.

Difficulty in sourcing players.

Very happy to embrace BAME members, particularly Afghans (2/3 to play together).

Seeking younger members and women members – willing to adapt to new playing formats.

Difficult to engage with local communities as no home ground.

Possible second match each year at County Ground.

Club at a crossroads – needs a vision and route to achieve it.

Does the club want a home base and, if so, where?

Does the club want to join with an existing club?

Club will review strategy and advise accordingly.

FRIENDLY/NON-LEAGUE CRICKET CLUBS IN BRIGHTON & HOVE CITY

The breakdown of these is shown in Appendix 4, summarised as follows:

- 5 - with base ground;
- 9 - without base/nomadic;

Need for at least one more council ground in the City (? Victoria Road Recreation Ground).

Current renting of pitches can be expensive – need for list of clubs that could hire pitches and their tariffs.

Need for additional indoor nets in the City, for off-season use.

Excellent fixture bureau in place.

Sussex Slam a huge success.

Encourage a multi-aged playing membership.

Explore links with other (larger) clubs, re. ground availability/Sunday cricket.

Positively encourage touring sides from other parts of the country/overseas.

[It should be noted that SCF is undertaking a Non-League Cricket project with the following targets and plan:

Targets:

- To encourage more non-league clubs to affiliate to SCF (sharing case studies on social media etc).
- To get more games of cricket played.
- To convert more clubs to use playcricket.
- To prove to clubs that support is there for them.

Plan:

- Leadership Team to sign off on a one-page development plan.
- Help to develop the *Sussexfriendlycricket* page on Facebook, which already exists (see Brighton & Hove Crescent CC below).
- Produce plan for CWelfareO courses.
- Prepare plan for playcricket training webinar.
- Produce promo video for all the types of cricket that can be played in Sussex].

HORSDEAN RECREATION GROUND CLUBS (B&H CRESCENT CC/DOME MISSION CC/ST MATTHIAS CC)

Three cricket clubs and a junior football club (Patcham United FC) share the use of Horsdean Recreation Ground and there is a good connection between cricket and football.

In 2012, the Horsdean Association was formed and the ground became an Open Space Amenity for the Community which had opened up funding possibilities. A 25-year lease for the Horsdean Ground was obtained from the Council in 2019.

The Football Foundation has provided funds for a clubhouse refurbishment, which is being undertaken.

SCF awarded £5000 for a new artificial wicket, which has been installed recently.

The next development for the ground is planning for a multi-use area to include cricket nets at a cost of £90K.

There is a ready-made source of players for the three cricket clubs from the football club.

This is a very good example of a multi-sports organisation and also a Cricket Clubs Cluster.

Brighton & Hove Crescent CC

Non-league club with only c30 members that plays friendly cricket on Sundays and mid-week and has an annual tour.

Very well organised club with very strong, experienced management.

Is keen to promote the concept that friendly cricket allows players to extend their playing days.

There was an explosion of interest in friendly cricket during the summer of 2020 and the number of fixture and new players was hugely encouraging.

The club runs the excellent *Sussexfriendlycricket* page on Facebook, which has 500 members.

The club will be a key contributor to the SCF *Non-League Cricket project* referred to above.

Dome Mission CC

A one-team Sussex Cricket League club that had won four consecutive divisional titles before Covid-19 struck; is now playing in Division 5.

It brings together a mix of characters and cultures from England and India.

Most of Indian players have working visa with AMEX in Brighton, which has produced challenges re registration for the League Committee. ECB support is being sought for a more flexible approach to encourage, rather than restrict participation – this is a vital matter!

St Matthias CC

Has two teams in SCL and also runs a friendly Sunday team.

It has a very well-established junior section with teams at most age groups.

Excellent Chairman who has been a guiding light in junior cricket in the city for many years and is the coordinator of the multi-sport organisation at the Ground.

Club plays some matches at Sussex University.

Potential to establish a girls' section, but needs a manager and coach.

PALMERS CC

Sussex Cricket League club with two teams in the lower divisions.

Home base is Hove Recreation Ground, which it shares with Hove Rugby Club and increasingly Gaelic football and Australian Rules football.

Has a multi-racial membership, with a really positive attitude to providing opportunities to Afghan refugees of all ages.

Possible supportive relationship/cluster with B&HCC or PNCC.

Additionally, has formed a link with Zambuca Tigers CC that is keen to play more of its home matches at Hove Recreation Ground.

Future objectives:

- Improve infrastructure – Palmers cricket clubhouse, improved outdoor facilities (i.e. nets /improved outfield/artificial wicket) – **Section 106/CIL monies?**;
- Increase membership of both senior and junior players, more coaches and volunteers and ethnic minority members;
- Expand junior section in order to field 3 age groups and striving to find ways of encouraging young players to stay in the club and the game;
- Improve its communication and links with local schools, universities and other clubs in its local community;
- Increase efforts to attract volunteers from the local community who would like to be involved with the many activities of the club from the clubhouse to fundraising.

PORTSLADE CC

Sussex Cricket League club, with two Saturday teams, playing at a Council ground.

Need for 2 lockable nets (top priority), new artificial pitch and sightscreens.

Renovate old net area for community use.

Increase length of lease/tenure from 7 years to help with fundraising.

Soccer played at ground during winter and there is a great need for the Council to repair the outfield before cricket season.

Club maintains the square, with Council mowing the outfield.

Increase number of volunteers regarding management.

Possible use of Hove Park School nets in due course.

Links with King's School and PACA.

Possible Cluster link with B&H CC.

Expand W&G cricket (Charlotte B to support)

Section 106/CIL monies?

PRESTON NOMADS CC

SCL Premier Division club, with charitable status.

Very well managed with excellent facilities, which are underused.

Wants to share Club facilities with other clubs and with schools – summer training camps and Street Cricket.

Transport to Fulking is a problem (7 miles north of Hove).

Seeking more diversity at junior and senior level.

More attention being given to girls' cricket AND a Women's section.

Provide coaching courses for volunteer coaches in other clubs.

Wants to reach out to Syrian refugees as well as those from Afghanistan.

Open-minded re link with Palmers CC.

RMU CC

Multicultural SCL club, traditionally based in Hove, but now playing at Wardinglid some 15 miles from where the players live – in Hove.

Playing membership comprises Home Nations, either born or of Bengali, Indian, Pakistani, Afghanistan and European descent.

Urban Plan Working Group is negotiating with City Council for the use by the club of a new pitch at the Victoria Road Recreation Ground, Portslade.

A permanent base such as this for RMUCC would be a great stimulus and catalyst for local cricket and would encourage and expand cricket for all, ages, all cultural backgrounds, all genders and promote the game generally.

Club has some influential local religious and community leaders in its membership.

There is a capable set of talented and qualified players who are keen to coach the next generation of players.

Most of players are local to Brighton and Hove and many born in the city so the links with schools, public and private bodies and the infrastructure of the city are strong.

ROTTINGDEAN CC

Club is a well-established SCL club with three Saturday team and a Sunday one.

Club has an experienced and strong management team.

Plans well advanced to build a new (multi- sports & community) pavilion – possible funding support from Section 106/CIL monies – estimated £700,000 cost.

Business plan is being prepared.

Club has lease to 2050, but a 99-year lease with Council might be possible.

Club is prepared to outreach to disadvantaged areas such as Woodingdean.

Club has links with Longhill High School, but not yet with BACA – Club Committee members to pay a visit to BACA.

Club has just set up a W & G section.

SOUTHWICK CC & ADUR CLUSTER

The Adur Cluster has been formed as a result of the Urban Plan Working Group's initial discussion with Southwick CC.

Adur is an area of West Sussex between Worthing and Hove that reaches up towards Steyning, it had a population of 64,300 in 2019 that is rapidly growing through extensive housing development.

The area has a rich history of playing cricket with two SCL clubs, namely Southwick CC and Lancing Manor CC having inception dates of 1790 and 1922 and with a long-established nomadic club, Southwick Wanderers CC, dating back to 1927.

The clubs within the Adur Cluster are as follows:

- Duke of Wellington (Southwick Green)
- Lancing Lightnings (Sussex Slam)
- Lancing Manor CC (Lancing Leisure Centre)
- Shoreham Swingers (Sussex Slam)
- Southwick CC (Buckingham Park & Southwick Green).

An excellent development plan has been prepared for the future of cricket in Adur.

A major part of this is a replacement of the pavilion at Buckingham Park, in conjunction with Shoreham Rugby Club.

ST PETER'S CC

The Club, which is in the centre of a major urban conurbation, has four SCL teams, a very strong junior section and plans to increase its commitment to W & G Cricket.

Extensive pavilion improvements planned, with £350,000 cost.

Sport England has promised £65,000.

Also need for second NTP and a mobile net – for community use.

Club would be supportive of joining a central Brighton cluster of clubs.

Club assessing benefits of charitable status.

Formal relationship with BACA, with Aldridge Foundation providing an annual sponsorship.

Very strong management, with ambitious plans for expansion.

ZAMBUCA TIGERS CC

The club has a strong, experienced management team.

Established in 2001, it is a small but important non-league club with an eclectic mix of 30 members, which only plays friendlies on Sundays and midweek T20s. Has an annual tour overseas, usually to the South of France or to one of the Balearic Islands.

Membership includes a number of players with Asian heritage.

No permanent home ground and club therefore attempts to arrange as many away games as possible to minimise the negative effect of having to arrange home fixtures at council pitches, which *“are becoming scarce and which are badly maintained”*.

Has hopes to acquire its own home ground in due course, but in the meantime, is keen to share Palmers CC ground (Hove Recreation Ground) for home games in the future and recognises that a permanent ground share is needed. An alternative venue might be East Brighton Park.

Club had been regional champions of the *Last Man Standing* competition three years ago. The club suggested that consideration be given to bulk buying of equipment for clubs in Greater Brighton & Hove.

Keen to attract younger players and to explore having a junior section (already has a level 2 coach in place in its membership).

Most of members rely on the ‘communal’ kit bag to meet their needs!

CITY COUNCIL OFFICERS

[Discussion with Ian Shurrock, Head of Sport & Leisure and Rob Walker, Director of Parks]

It is an underlining theme of this Urban Plan that whilst there is a need to support and help develop the 20+ clubs in the area, it is vital that such enhancements provide significant benefits to the citizens of Brighton & Hove City, by way of improving Health & Wellbeing; Economic Recovery; Environmental Sustainability and Social Inclusion & Diversity.

In addition, all clubs are expected to sign a pledge (Appendix 2) to demonstrate their commitment to their responsibilities for local community engagement and social interaction.

Partnership

There is a strong desire by Sussex Cricket to establish a formal partnership with City Council – much work has been done by the Hub.

How would the politicians and Chief Executive feel about Brighton & Hove becoming the City of Sport and Wellbeing?

Need for Sussex Cricket Limited Chief Executive (Rob Andrew) to propose a meeting with Geoff Raw, Council Chief Executive, and Donna Chisholm, Assistant Director with responsibility for Culture, Tourism and Sport to discuss this proposal.

In due course it will be necessary to engage with the Chairs of the Culture, Tourism and Sport Committee and the Environment, Transport and Sustainability Committee (responsible for the City Parks).

Victoria Road Recreation Ground

Hub has submitted a positive interest to the Council for the re-establishment of a cricket pitch at the Victoria Road Recreation ground, along with the facilities for bowls and football. Sussex Cricket is positively in favour of multi-sports sites.

Indoor Cricket Spaces

There is a definite need for more indoor net facilities for clubs to use during the off-season. Hub is pursuing two approaches, as follows:

- Improving some of the 14 venues in school and universities' gymnasias;
- Discussing with a local entrepreneur who is investigating building a new indoor school with the potential of use for other leisure activities. Council officers might be able to identify a warehouse which could be a possible venue.

Community Schemes

Sussex Cricket has launched three Covid-19 community schemes, namely:

- Tea4Two scheme which is club-based collection of food for food banks;
- Tea in a Bag which provided bags of food for families;
- A free mental health platform for all members of all cricket clubs in Sussex.

Environmental Sustainability

Brighton and Hove City Council wants the city to be carbon neutral by 2030 and cricket clubs have been urged to consider the many options for environmental sustainability in their developments and on-going activities (e.g. sharing transport and energy efficiency). This is a key issue for the Urban Plan.

As pesticides are used on fine turf wickets, consideration will be given by Sussex Cricket to installing hybrid wickets in Council-owned grounds, as they require less maintenance.

Maintenance of Council Grounds by Sussex Ground Staff

Consideration was being given by the Urban Plan group to the establishment of a Sussex Cricket outfield maintenance service to clubs playing at Council grounds. However, this could lead to trade union issues where clubs do not self-manage their grounds (as does B&HCC). Also, it would be complicated as to who would maintain the football/rugby pitches in the winter.

General

Both Council officers stated that it was great to see a sport which is so well organised and where there are people working for it as volunteers.

It is important that similar discussions take place between the Adur Cluster of clubs and officers from Adur District Council.

DISABILITY CRICKET

Need for central venue in the city.

2/3 clubs to have disability sections – to play each other.

Raise funding for winter training and other costs for the following:

- Learning/Physical Disability - for Super 9's Softball Group;
- Learning/Physical Disability - for D40 Hardball Group;
- Sussex VI Sharks.

ETHNIC MINORITY GROUPS

Sussex Cricket Foundation, in line with its commitment to “**Grow and support the game in our communities**”, is establishing an Equality, Diversity and Inclusion Committee. Its remit includes asking clubs to promote a welcoming atmosphere, and considering how to reduce barriers to entry for those from diverse backgrounds across the county.

More data and testimony from Area Cricket Hub clubs will be collected regarding levels of participation and inclusion of ethnic minorities. Survey data and individual testimonies will inform the best course of action for the Urban Hub Clubs, which could include:

- Establishing links between clubs and community organisations that represent ethnic minorities; including integrating refugees where appropriate;
- Providing more coaching opportunities for players at clubs with significant minority participation, (such as RMU CC, Palmers CC, Dome Mission CC);
- Clubs to encourage more volunteering from members from ethnic minority backgrounds, with SCF offering coaching courses in accessible locations - Sussex University and Preston Nomads CC) have said they are willing to host coaching courses;
- Clubs to be asked to consider how well they currently provide for women and girls from ethnic minority backgrounds, and how they can improve facilities, access and perceptions. Barriers to access, including cost or transport to be identified and targeted;
- The Hub to act as a ‘bridge’ encouraging the establishment of links between individuals from clubs with disparate ethnic minority communities.

The Hub will promote continual dialogue with clubs on their provision for ethnic minority individuals or communities, as that will improve relationships, ensure solutions are appropriate, and normalise the idea of asking about inclusion and participation for cricketers from diverse backgrounds.

INDEPENDENT SECTOR COLLEGES

[Discussion with Directors of Cricket from Brighton College, Roedean School 7 Shoreham College – Lancing College was unavailable]

Brighton College requested that Sussex Cricket upskill their coaches, please.

No discrete indoor net facilities at Brighton College, Lancing College or Roedean (sports halls used) – compare unfavourably with the SRACC @ BACA.

Roedean has a link with St James Montefiore CC for the club's use of the schools' indoor nets.

Grounds are all well-maintained, with the Brighton College Jubilee ground in East Brighton Park and Roedean College ground being very good examples – both Colleges will talk to their respective managements about use for club cricket during Summer holidays.

GWT to pay visits to all 4 colleges to follow up these two matters.

Shoreham College linked to local clubs – cricket personal development for teachers Adur Cluster could have natural links with Lancing and Shoreham – DO'D to pursue.

Most prep schools are linked to independent colleges.

Colleges likely to continue to play other such schools on Saturdays – *“pupils can play adult cricket on Sundays”*.

Children with ethnic minority heritage are well integrated.

Brighton College offers the *Opening Doors* scholarships to twenty VIth Form pupils.

Private schools have charitable status with obligations within the community.

LGBTQ+

No meeting, but contact was made with the Chair of BLAGGS. It was stated that Sussex Cricket is very keen to make available to BLAGGS members opportunities for them to participate in cricket in whatever format(s) the members would wish.

Should it be appropriate or necessary, Sussex Cricket would be most willing to provide some basic tuition/coaching to individuals or groups before they actually participate in a game.

The games can be as flexible as BLAGGS members wish in respect of the type of matches, ranging from indoor *“Walking cricket”* in the autumn/winter to the local *“Slam League”* during evenings in the summer.

LOW INCOME PARTICIPANTS

The Urban Plan Working Group has a real determination to increase access for all to cricket and one of the barriers to participation can be due to a lack of money. There are recognised areas of deprivation in Greater Brighton despite its being perceived as an affluent city and Covid-19 has, in the last year, increased low income among adults and families. It is vital to ensure that no players are unable to participate because of affordability.

Players/Families

Cricket can be an expensive game to play. Such expenses include kit, subscriptions, match fees, training and travel costs and can run into hundreds of pounds for a year.

Local Cricket Clubs

When the Urban Plan Working Group spoke to local clubs, all were aware of low-income players and many strived to help them to be able to play by offering one or more of the following:

- Different subscription/match fee rates or waiving these fees;
- Payments by instalments;
- A volunteer payback scheme;
- Reduced rates for kit.

County Pathway Programme

Historically, Sussex County junior players were recruited from local private schools where cricket had a high priority. Consequently, parents were assumed to be wealthy enough to afford all the expenses incurred. This has carried on and parents continue to pay for their children to participate in the Junior Sussex Pathway Programme including coaching, kit, travel expenses. This all adds up particularly if more than one child from a family going through the Pathway.

Disadvantaged children (i.e. those who receive free school meals) will now be given free coaching, but will still have to find money for kit and travelling expenses. There are still concerns that there may be more children who are not classed as disadvantaged but whose families cannot meet these expenses. The Pathway must not lose talented children because of an inability to pay.

Low income will be a barrier to cricket participation unless:

- Clubs continue to be proactive in helping low-income players to enjoy recreational cricket.
- The Sussex Junior Pathway Directors need to address the problems of affordability as soon as possible.

This issue is a high priority for the Greater Brighton Urban Plan but is really a county-wide problem which will need to be addressed.

SENIOR CRICKET

Sussex Seniors Cricket (SSC) is extremely well organised and accommodates as many players from Greater Brighton as want to play at that elite (performance) level.

SSC is currently exclusively male, but encouragement should be given equally to female players, particularly those who have previously represented Sussex Women.

With regard to non-elite activity, there is a need to increase the number of existing clubs in Greater Brighton with Over 40s teams and arrange alternative forms of cricket to appeal to middle-aged men and women.

Whilst the overall objective is to increase participation in the older age groups, it is recognised that such people can contribute significantly to any club they join, through volunteering (e.g. management positions, coaching), socially, and securing sponsorship and fundraising.

SUSSEX CRICKET LEAGUE

There are 10 Greater Brighton clubs with teams in the Sussex Cricket League clubs, as shown in Appendix 4 of the Urban Plan.

This is now the largest cricket league in the world, managed by one of the youngest group of excellent administrators.

Magnificent response to Covid-19 with August Cup.

Relaxation re non-English qualified players, with 3 allowed in a team (this will help Dome Mission CC) in addition any number of refugees.

League recognises there is a difference between overseas players being employed by clubs to play & coach and ordinary players who have entered the UK on a work visa (e.g. AMEX employees on secondment from India).

Fiona Richards is one of the League's Vice Chairs and a high-class umpire – more women need to be involved in these ways.

Astroturf and hybrid pitches are allowable in the lower divisions.

SUSSEX AND BRIGHTON UNIVERSITIES

Both are long standing and integral members of the Greater Brighton Area Cricket Hub

Sussex University

It has a 10-wicket grass square/an artificial wicket/ two outdoor nets. There are also three indoor nets and a gym facility.

It offers use of cricket facilities to St Matthias CC and B&HCC. It has also hosted school cricket tournaments, as well as Sussex Sabres matches.

University usually has two men's teams, but season is very short; therefore, it is more than willing to help other clubs and have a community club based there, as well as hosting some schools' cricket and Street Cricket.

Staff cricket team participated in Sussex Slam in 2020 and maybe student teams could enter the Slam in future.

It is keen to get a women's team set up.

A formal link with Sussex Cricket (and tickets for matches at 1st Central Ground) would be well received – University would be happy to host courses for coaches.

University of Brighton

The university has two men's cricket teams and one women's development team that play in Eastbourne. Development of men's and women's cricket at Falmer Campus is a priority as have the space onsite and the facilities.

Investment required into outdoor nets required as have some old turf strips still in situ.

There is an artificial wicket, two indoor sports hall nets and a pavilion (with 8 changing rooms) available at the Falmer site, with a staff and student teams engaging in informal, internal T20 matches. The cricket pitch has been used only a few times each summer by local schools so is underutilised.

University would be interested in a sporting hub/geographical corridor between the AMEX stadium and BACA.

Is interested in forming a partnership with a local community club who could be based out of the university.

A formal link with Sussex Cricket (and tickets for matches at 1st Central Ground) would be well received – University would be happy to host courses for coaches and leadership/volunteer training for clubs.

WOMEN'S & GIRLS' CRICKET

The Urban Plan will form a vital part of the overall County programmes to **Transform Women's & Girls' Cricket in Sussex**.

Girls' cricket in Greater Brighton is strong within several hundreds of girls being given cricket coaching in primary and secondary schools annually as part of Aldridge Foundation programme and on-going Chance to Shine programmes, but it can be much stronger, with a particular need coming from those girls with an ethnic minority heritage who should be given much more encouragement to become involved.

Additionally, there is a need for a greater conversion rate from general interest as school pupils to cricketering club members, perhaps through the clubs' *All Stars Cricket* programmes (5 to 8 years) and *Dynamos Cricket* (8 to 11 years).

There are c200 girls in County Pathway programme, many of which reside in the Greater Brighton area.

Sussex Women's County team will operate as the main Sussex squad in 2021. Thereafter, this is likely to be a Development team playing against local counties in a "Southern Cup". The elite Sussex players are increasingly being phased into the Southern Vipers franchise, with a number of players becoming professionals. Significant use is made of the Sir Rod Aldridge Cricket Centre at BACA by the Vipers for training.

With regard to cricket for **Women**, there are various aspects to be pursued, namely:

- Elite cricket (Sussex County & Vipers);
- Senior club teams (e.g. **Brighton & Hove CC (in the City)** and Ansty CC and Horsham CC elsewhere);
- Other club teams (e.g. **St Peter's CC (in the City)** and e.g. Eastbourne, Henfield and Burgess Hill CCs elsewhere);
- Soft-ball cricket (for young mothers and girls).

The following are the clubs in Greater Brighton with Girls' and/or Women' sections:

- Brighton & Hove CC – Women and Girls;
- Rottingdean CC – Girls;
- Southwick CC – Girls;
- St Peter's CC – Women and aiming to establish a Girls section.

In order to transform Women's Cricket, there is a definite need to both increase and strengthen Club **Women's** sections in the County, with a view to organising either, or both, local and District league-style competitions, including 3 more in Greater Brighton (e.g. Preston Nomads, Rottingdean and Southwick CCs). This could lead in due course to the increasing number of top players contributing to a county team to play other local counties.

There is a need for a welcoming access point in each club in Greater Brighton for girls/ women/mothers/grandmothers who wish to participate in a variety of formats. There must also be an accommodating attitude to girls from low-income families (see section above).

More women should be recruited as volunteers in clubs, for example as chairs & committee members and leaders of girls' & women's sections.

In particular, there is a great need for more female coaches and, therefore, more coaching courses, for which some funds are available from the ECB's subsidised pot. In some cases, in order to make the course less intimidating, potentially candidates could 'buddy up' with a male coach, which would help to encourage the enthusiasm.

It is important to note that the discipline and teamwork atmosphere makes girl's cricket more enjoyable and they are encouraged to become better individuals. Girls are a lot harder on themselves and want to achieve more. However, they must have FUN and an aim must be for Cricket to be seen as a **family** sport – spectating as a family; supporting as a family; and mothers and daughters playing together.

The Greater Brighton Area Cricket Hub will be thoroughly prepared to take all appropriate actions, as specified in the upcoming Sussex Strategy for Women's & Girls' Cricket.

-oOo-