



## England and Wales Cricket Board Briefing to Senior Competition Managers

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### Overview

ECB is committed to working locally to provide a high quality and fully integrated development programme based around strategically identified Focus Club Community Clusters.

High quality competitive opportunities will be delivered alongside complementary coaching programmes both in the School and Club environment that offer children not only an appropriate and high quality experience but clear routes into Club programmes and the wider Player Development Pathway.

ECB will be investing in the workforce and, where appropriate, the facility requirements within this network to ensure a fully integrated package is offered to school aged children.

To deliver this, ECB is wholly committed to working within and through the Delivery System. Integrated planning, investment and delivery with other agencies and programmes is a central theme to ECBs work and a clear focus in the delivery of the Competition Framework.

### Engaging with ECB development networks

ECB manages its delivery through 39 County Cricket Boards (CCB). Key planning, investment and delivery decisions will be taken by Operational Management Groups (OMG). OMG membership consists of Cricket Development Manager (s), County Cricket Board, County Sports Partnership (s) and key local volunteers.

Senior Competition Manager engagement with their respective OMG is vital in ensuring coherent decisions are made and significant value added in identifying and meeting the needs of School aged children locally.

Meeting the needs of a range of stakeholders is ensured through the negotiation of, and commitment to, formal, but not legally binding, Memoranda of Understanding.

ECB has rationalised its operational processes through the County Cricket Board Improvement Planning Process (CCBIPP) which allows all stakeholders to jointly, based on a process of self assessment, work to meet specific local need. From a Competition perspective this process allows Senior Competition Managers to identify and prioritise :

- Specific competitions to be introduced and/or expanded
- Specific geographic areas on which to target efforts
- New and/or improved ways of structuring/aligning competitive formats/structures
- Specific target groups on which to target efforts

CCBIPP is also the single integrated basis upon which ECB invests all development funding, holds its networks accountable and reports on progress against a portfolio of KPIs.

By engaging with their respective OMG ECB offers Senior Competition Managers access to a single forum through which they can :

- Influence and shape key strategic planning decisions
- Influence the allocation of key revenue sources to both gain and offer added value
- Gain intelligence of wider development programmes
- Access vital specific planning and reporting data
- Challenge the planning/delivery across the wider Focus Club/Pathway Pathway

The engagement process is being managed by ECB's Regional Development Managers who will facilitate a local engagement process. For details please refer to the contacts section.

### **ECB Competition Framework**

ECB's Competition Framework focuses on 7 school based competitions :

- ASDA Girls Kwik Cricket Tournament
- ASDA Mixed Year 5 Kwik Cricket Tournament
- ASDA Mixed Year 6 Kwik Cricket Tournament
- NatWest Indoor/Outdoor Inter Cricket Competitions
- Daily Telegraph U15 Twenty20 Competition
- Lady Taverers U13 Girls Indoor Schools Competition
- Lady Taverers U15 Girls Indoor Schools Competition

Whilst each Competition is structured differently they are all broadly structured around :

- Local District/SSP based Festival
- Winners go forward to a County/Regional/National Finals

ECB's two key School aged formats (Kwik Cricket and Inter Cricket) as well as more formal Hard Ball formats are available, fully flexible and adaptable to suit all intra school needs. Where evident need/demand exists School Sports Partnerships are encouraged, through their respective OMG, to agree a programme of intra school competitive opportunities.

ECB recognises the finite capacity of School Sports Partnerships and asks that this is reflected in their local negotiations and specific local priorities identified. ECB does not have a national priority age group or competition as it sees meeting local need of utmost importance and where value can really be added.

ECB also offers a complementary portfolio of Club based Competitions that offer a coherent pathway for School aged children as well a network of District and County Squads linked in with 18 First Class County Academies for talented players.

### **Key priorities (April - September)**

It is suggested the priority for engagement over the summer of 2008 is as follows :

1. For Senior Competition Managers to contact their respective Regional Development Manager and establish initial meetings with their respective OMG
2. ECB schools competitions are delivered in the summer term. This provides an immediate opportunity to observe competitions in operation.
3. OMGs work to an October 1<sup>st</sup> - September 30<sup>th</sup> development year and will be setting 08/09 plans in August/September. This is a key opportunity to influence plans for spring/summer 2009.

## Contacts

### **For ECB Regional Development Managers :**

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*(Sport England North East, North West and Yorkshire Regions)*

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#### **South and West**

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### **For resources and guidance documents :**

[www.ecb.co.uk/competitionmanagers](http://www.ecb.co.uk/competitionmanagers)

### **For specific queries email :**

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