

Communities, Equality and Local Government Committee

Inquiry into participation levels in sport in Wales

Response from : Cricket Wales

About Cricket Wales (CW)

- 1 Cricket Wales is recognised by Sport Wales and the Welsh Government as the national Governing Body for recreational cricket in Wales and is one of thirty nine Boards affiliated to the England and Wales Cricket Board (ECB).
- 2 Cricket Wales is a large, complex membership body made up of over 230 clubs, seven senior leagues, seven junior leagues, nine junior regions, the Association of Cricket Officials (ACO) Wales and its branches, four Cricket Groundsman's Associations (CGA's) and Wales Minor Counties (WMC).
- 3 Cricket Wales works closely with Glamorgan Cricket - who have responsibility for the professional game within Wales – on areas of common interest. This mainly involves the production of future Welsh professional cricketers and on joint community programmes.

Cricket's response to the Vision for Sport in Wales

- 4 In response to the *Programme for Government*, the *Creating an Active Wales* action plan and the *Vision for Sport in Wales* both Cricket Wales and Glamorgan Cricket have embarked on inter-linked Strategic Plans that are illustrated in Appendix 1.
- 5 Both strategies place Welsh communities and the development of home-grown Welsh cricketers at their heart. Ambitious goals and targets are being finalised relating to the community and professional game.

Data and Statistics

- 6 Each year Cricket Wales conducts an audit of its clubs and other member organisations. Data between 2006/07 and 2011/12 shows:
 - A 20% increase in total club membership (14763 to 17756)
 - Within the total above, a 14% increase in senior men's club membership (6273 to 7155)
 - Within the total above, a 20% increase in junior boys' club membership (7775 to 9332)
 - Within the total above, a 21% increase in senior women's club membership (196 to 238)

- Within the total above, an almost 100% increase in junior girls' membership (519 to 1031)
 - A 92% increase in active qualified coaches (635 to 1222)
 - A 48% increase in active qualified officials (umpires and scorers) (121 to 179)
- 7 Performance Measurement data systems are currently being developed so as to capture more robust information relating to equality strand.

Opportunities and Barriers to Participation

- 8 Despite the inconsistent climate of recent summers the above figures indicate that the effort of the clubs to grow the game remains strong. Cricket is blessed with a remarkable voluntary sector that is truly passionate about passing the sport on to the next generation.
- 9 A new team of 22 Community Coaches (one per Local Authority) supported by Sport Wales and The Cricket Foundation (Chance to Shine) is working to ambitious targets aimed at introducing primary age children to the game in areas of Wales where cricket is not so strong. Early indications are that this programme will be a great success in growing the boys' and girls' game
- 10 High profile cricket events coming to Wales such as the ICC Champions Trophy and the Ashes provide wonderful opportunities to profile the sport and inspire the next generation of Welsh children to get involved. Partnerships between Cricket Wales and Glamorgan will continue to seek to maximise these benefits.
- 11 A challenge for the sport is to retain the less talented players over the age of thirteen within the sport. Increased insight and research is being undertaken to establish why some players are discontinuing the sport and what can be done to keep them. Obviously this is a complex socio-economic problem that is not unique to cricket.
- 12 Work is underway regarding developing a joint Cricket Wales and Glamorgan school 'offer' and a different club 'offer'. Both packages will involve a combination of coaching, competition and watching the game at professional level.

Summary

- 13 In summary cricket in Wales is vibrant and has a great opportunity to grow in future years. However, challenges exist which will require a continued partnership approach to ensure success.

CRICKET WALES / GLAMORGAN MoU

WALES
MINOR
COUNTIES

PREMIER
LEAGUES

GLAMORGAN OBJECTIVES

- Establish Glamorgan CCC as a consistently top performing team.
- Increase the availability of top class Welsh players and the level of English representation.
- To develop the best community engagement programme of any first class county.
- Ensure Glamorgan CCC is one of the best supported clubs in county cricket.
- To maintain SWALEC as a pre-eminent international venue.
- To optimise the utilisation of the SWALEC Stadium.
- To maintain a strong relationship with key stakeholders and partners.
- To establish a stable and sustainable financial position.
- To establish a culture and operating environment where excellence, innovation and hard work achieve success with individuals rewarded appropriately.

CRICKET WALES OUTCOMES

- More young people, adults and families are involved and retained within cricket (growth).
- Cricket is easily accessible to everyone in Wales (accessibility).
- People have a fun, enjoyable and positive experience in cricket (quality).
- People have the opportunity to be the best they can (quality).
- Financial sustainability

CRICKET WALES

Mission: To lead, inspire and influence the growth, quality and accessibility of cricket in Wales.

GLAMORGAN CRICKET

Mission: To serve our members, the community and the Welsh nation by being a successful first class county, a successful international cricket venue and a major contributor to the development of cricket in Wales.