
About the Lancashire Cricket Board



Lancashire Cricket Board
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The Lancashire Cricket Board (LCB) is the Governing Body for cricket in Lancashire responsible for promoting the game of cricket at all levels through partnership of the Professional and Recreational Cricketing bodies and all other appropriate agencies within Lancashire.

The LCB was conceived in April 1996, actually preceding the current England & Wales Cricket Board (ECB), which replaced the Test & County Cricket Board (TCCB) on 1st January 1997. As an arm of the National Governing Body for Cricket, the LCB was charged with the task of supporting recreational cricket to "raise the standard" and also provide players for the future to both the Lancashire County Cricket Club (LCCC) and the England National teams. Its ultimate aim is to give every child access to sport through cricket.

In essence, this has worked as leagues continue to thrive and provide youngsters to play for Lancashire. The Board is considered as one of the forerunners of cricket development and has a very good professional relationship with the Lancashire County Cricket Club, sharing the same premises at the County Cricket Ground (Old Trafford, Manchester). The structure of the Board reflects areas which require attention through various Sub-Committees: Recreational, Development of Excellence, Development, Premier Leagues, Finance, Facilities and Youth Cricket.

As a result, a huge amount of activity is generated for professional staff to plan, implement, deliver and evaluate. New initiatives are embraced at local and national levels and every effort is made to accommodate them. Our turnover is approximately £850,000 annually, provided we meet our Key Performance Indicators (KPIs), a massive increase from the £3,000 made available to us when we were first formed.

Recently the LCB have taken the bold decision to expand its operation and be 'fit for purpose' in this ever-evolving world of sport. This bold step will enable the LCB to deliver ECB's National Strategy for Cricket "Building Partnerships", up to the year 2010, which includes the delivery of 6 Key Performance Indicators:

KPIs

- Increase in participation through LCB-driven activity
- Increase number of active accredited cricket clubs
- Increase number of active members of cricket clubs
- Increase number of qualified and currently active coaches and teachers delivering instruction in cricket
- Increase number of active volunteers supporting cricket
- Performance by teams and/or individuals in significant international championships and world rankings

Without achieving year on year targets the LCB will not be able to access funding it requires to deliver cricket programmes throughout the County.

Tony Crook, Chairman of the LCB:

"Since County Cricket Boards were formed some 10 years, we have evolved over the years and are now required to be more professional and run the LCB as a modern business. This is further highlighted by the Board receiving a large influx of funds and demands from us are inevitably high. It is therefore imperative we expand our structure so as not to compromise our position as one of the leading County Cricket Boards in the country."

Andrew Hayhurst, Director of the LCB:

"When Building Partnerships was presented to County Boards, it was vital that we were able to build our workforce in order to deliver in such a large cricketing County. We have received a huge amount of support off the Board itself, private enterprise and many of our local partners to give us these opportunities. This expansion also gives people coming into cricket development the chance to pursue a structured career, something that did not exist some 3 years ago."

Staffing Structure

The LCB staffing structure enables us to ultimately facilitate and service our Focus Club Community Clusters, which include Focus Clubs, plus the schools and communities linked to those clubs. It is through these clubs that the LCB will be able to deliver all the outcomes through to the end of the ECB Strategy in 2010.

Bill Robinson, Treasurer of the LCB:

"Before the LCB was formed in 1996, if we had £3,000 a year to spend on cricket development and coaching, we thought we were doing well. This year with the additional funding from the ECB and other agencies, our turnover will be over £850,000, provided we meet all our KPIs. It is essential, therefore, that we put in place an appropriate structure to ensure that we maximise our funding for the benefit of cricket throughout Lancashire."

The LCB organisation chart is available below.



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We have reached a point where we are recruiting more staff, mainly Community Cricket Development Coaches (CDCs), to enable us to meet the high standards set in delivering cricket. It is fair to say that we are victims of our own success, as more schools want to play cricket, more clubs have junior sections and work towards or sustain ECB Clubmark Accreditation and more coaches want to be involved. We have now 30 full time staff, either employed directly by us or by our partners.

Sponsorship

The increased popularity of cricket in Lancashire, due to various programmes being delivered by our staff and through Focus Clubs, has enabled the LCB to attract sponsorship from Barclays Wealth (www.barclayswealth.com) to assist us in workforce development. This sponsorship will go some way towards our aim to eventually have a full time coach in every Local Authority of Lancashire (27 of them), to help us sustain the sport for generations to come.

Development of Cricket

Great effort has been made to devise a delivery mechanism that can benefit all areas of the potential cricket community, not just the white middle class. A network of 27 Cricket Development Groups has been running using Local Authority boundaries and, within these, currently 122 Focus Clubs have been identified to deliver cricket in the community. Each club has a set of “feeder” Primary and Secondary schools with whom they have non-binding agreements and coaching needs to be delivered within these ensuring that children are then directed to the relevant club, creating this ‘Focus Club Community Cluster’. These clubs deserve to be a Focus Club for the LCB as they regularly attend their Cricket

Development Group meetings, achieved or are working towards ECB Clubmark Accreditation and are positively developing juniors.

Above the Cricket Development Groups (CDGs) are strategic groups called 'Partnerships', which has representation from not only the CDGs and the LCB, but also other agencies such as, County Sports Partnerships, Youth Sport Trust (education sector), Sports Coach UK, Lancashire Women's Cricket Association, LCB Child Welfare, LCB Coach Education, LCB Association of Cricket Officials, Lancashire Cricket Groundsmen's Association, Lancashire Schools Cricket Association, Volunteer Sector and Lancashire Disabilities Cricket Forum. There are three such groups operating in Lancashire and they are divided into areas:

- Greater Manchester Cricket Partnership: includes 9 CDGs
- Lancashire Cricket Partnership: includes 14 CDGs
- Merseyside Cricket Partnership: includes 4 CDGs

These groups meet to strategically decide on the development of cricket in the area with the help of partners mentioned and to ensure that CDGs sitting underneath them are provided with accurate and up-to-date information from the Governing Body.

Not only will the staff work with all the Focus Clubs within their clusters, but will also work with other non Focus Clubs who attend Cricket Development Groups, thus sharing best practice. In all we have 427 clubs so there is plenty of scope to expand this scheme. The staff will monitor and evaluate all participants so that we can take the best ones through the pathway to county programmes irrespective of background, the keen ones into clubs and for those who do not aspire to take it further, provide the basic programme within schools to live a healthy lifestyle.

In terms of coaching programmes, the full time CDCs allow us to devise a programme along national lines and deliver them in and out of curriculum time, in conjunction with other organisations, to meet non cricket specific agendas like health, Long Term Athlete Development (LTAD) and reducing crime. This is an ongoing drive at the moment and is a key priority for the LCB.

Our coach education programme is one of biggest in the country, as we deliver in the region of 40 courses per year, so putting through the programme approximately 800 coaches, teachers and volunteers. These coaches, teachers and volunteers are vital to aid us in providing access to cricket for everyone.

Overall the LCB works hard to promote cricket from Playground to County and in areas which include: Minority Ethnic Community cricket, Disability cricket, Women's and Girls cricket, Coach Education, Child Protection, Schools cricket, District cricket, Excellence cricket, Junior and Senior competitions.

= Playground to County Arena =

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