



Devon Cricket Board

Strategic Plan

2012 - 2017

‘Leading, inspiring and enabling the growth, quality and
accessibility of cricket across Devon’



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Message from the Chairman, Jim Wood

By way of introduction to the Devon Cricket Board 2012 5 year development plan, it is important to reflect and recognise what has been achieved following the 2004 development plan.

Under the Chairmanship of Roger Moylan-Jones, the DCB was formed in 1997. The Board consisted of a Chairman and a Secretary appointed by the County Club, a Treasurer appointed by the Devon Cricket Association and the respective Chairs of the Devon Cricket Association, Devon Coaches Association and the Devon Schools and Youth Association. There were two additional members appointed by Devon County Cricket Club and the Devon Cricket League were in attendance.

The constitution of the Board changed and you will see your Cricket Board now has representatives from all aspects of Devon Cricket. Clubs are represented by their District Development Group Chairmen and most other key cricket organisations are now full board members. In 2009 the Board became a not-for-profit limited company to ensure the organisation reflected the needs of a small business, with the responsibilities of employing staff and financial responsibilities of a small business.

Our First Development Manager, Matthew Evans, was appointed in 1997 and when he moved to the County Sports Partnership, Stuart Priscott was employed and embarked on our second development plan in 2004. Mathew Theedom became our third CDM when Stuart left for a chance to shine in 2005. We have been exceedingly fortunate in the quality and commitment of our professional staff.

The 2004 development plan resulted in a radical change and reflected the changing priorities of cricket in the county. Whilst the support for our elite sides remained, greater attention was needed for grass roots cricket; supporting clubs and ensuring the game was developed across a much wider spectrum. The last 5 years has also seen an increase in funding from both the ECB and government through Sport England. There has been a strong emphasis on encouraging greater participation, improving facilities and ensuring that the governance of recreational cricket is delivered through county boards across the country.

In Devon we have developed District Development Groups that have flourished, initially in West Devon with North Devon quickly following and South and East a little time later.

In 2003, Chance to Shine was not on the scene and we had one or two clubs creating partnerships with local schools. By 2011 we had 17 clubs and over 100 schools engaging in Chance to Shine, bringing cricket back to state schools. Over and above this many of our 'Clubmark' clubs have made local arrangements with schools ensuring a strong community link for young people across the county.

In 2004 we identified 27 focus clubs across the county and at that time only 5 were ClubMarked. This figure has grown with an acknowledgement from the DCB that the previous geographical bias was flawed. We now recognise that any club that has a junior side playing in a local league, a clear pathway into adult Saturday League Cricket and is 'ClubMarked' is clearly a focus club for its community and warrants support from the DCB. This figure currently stands at 42 clubs. This is huge difference from our estimate in 2004 that properly reflects the growing strength of clubs in the County.

Many of these clubs have benefited from improvement in facilities and Grant Aid from the DCB/ECB. There is no doubt that the opening of the Sir Christopher Ondaatje Devon Cricket Centre at University of Exeter in 2009 was the realisation of a long term ambition. It helped identify the DCB as an organisation and we now have a home. Our partnership with the University of Exeter was, and is, vital in achieving a state of the art facility for cricket in Devon.

On a smaller scale, many clubs have been assisted over the last 7 years, ranging from help with a new pavilion at Cornwood to a roller at Filleigh. In total more than 40 clubs have been helped across Devon to the tune of more than £2.5 million.

The County Club enjoys a strong position at the pinnacle of Minor Counties cricket. They are regular recipients of honours in both the one and three day format. This has been achieved with players who in the main part have come through the age groups of the Youth Association.

The Youth Association has developed a strong organisational base across Devon, providing competitive cricket within local leagues for over 3,000 children a week. The district and county squads as well as being successful in their own right are producing an increasing number of young players going on to play first class and representative cricket. It was really good for Devon Cricket to see Heather Knight playing her first international game at the same time as Lewis Gregory was captaining England under 19's.

This doesn't happen by accident and is a result of many years of strategic development, ensuring that every young player is given the opportunity of maximising their potential, underpinned by a high quality coaching workforce. The Devon Coaches Association is the envy of many counties and now has a full coach education programme and more than 300 members

The DCL continues to provide a strong adult league and the environment for our youngsters to develop their skills at the most competitive level. It has been encouraging to see young talented cricketers making a significant contribution in their senior sides and the DCL in conjunction with the officials have made great strides in improving behaviour in players in league cricket.

Our umpires and scorers have gone through a rather turbulent couple of years and in my view have come thorough much stronger. The DCUS was disbanded in 2009 and DACO started immediately. This organisation now has 200+ members and is in much better shape to respond to the additional requirements to officials in cricket and is again the envy of many counties.

Women's cricket in Devon thrives with many clubs having a women's team. There are two divisions in the Women's League and we have one side playing in the South West league. The rate of progress within women's cricket continues to astonish.

This plan will address the progress more recently made in relation to Disability Cricket. We now have a county side and creating opportunities for cricketers with disabilities is a priority for the DCB. This together with the recently formed Groundsmen's Association show the need for the DCB to keep moving forward and making progress.

The final thought is the recognition of the massive contribution that an army of volunteers plays in ensuring that Devon Cricket remains strong and maintains a national profile as a model of good practise.

Jim Wood
Director DCB

Introduction from the Development Manager, Matt Theedom

This Development Plan sets out the Devon Cricket Board's development framework for the period between March 2012 and September 2017. The Plan outlines clear objectives and priorities. It identifies clubs and organisations that will form the foundation of development activity and the responsible organisations for resourcing and managing the process. Progress is measured against performance indicators and in line with ECB National Minimum Standards. The Development Plan will give local meaning to the England and Wales Cricket Board's National Strategy 'Grounds to Play'.

Our Key Partners are:

- Clubs
- Primary, Secondary and public schools
- Further education colleges
- Universities - Exeter, Plymouth & Marjon
- District Councils of Exeter, East Devon, Mid Devon, North Devon, South Hams, Teignbridge, Torridge and West Devon.
- Devon County Council and Unitary Authorities of Plymouth and Torbay.
- LEA's of Devon, Plymouth and Torbay
- Private businesses in Devon
- Local Charities including The Devon Youth Cricket Foundation & The David Shepherd Cricket Foundation.
- County Sports Partnership (Active Devon)
- England & Wales Cricket Board
- Cricket Foundation (Chance to Shine)
- National Governing Bodies of other sports
- Sport England
- First Class Counties

This Plan necessitates a proactive income generation policy and recognises the need to effectively and efficiently access all avenues of grant funding. This is particularly the case with regards to facility development and employment of current and additional professional staff. Shaping a more financially stable future is vital, and funding will always play a large part in this vision.

This plan sets out to achieve the following:

- **Focus on the player** - whether as a novice junior, or as a senior representative of the county, the DCB and its partner organisations will work hard to provide a high quality experience at all levels, to make the game fun, and to keep the maximum number of people involved in the game whether as player, volunteer or supporter;
- **Best practice** - the DCB aspires to be the leading non-first class county, providing an excellent cricket experience for Devon cricketers at all levels;
- **Strong leadership** - draw together the various aspects of the cricketing community so that everyone is pulling in the same direction;
- **Be supportive and enabling** - working with all agencies in the county to enable them to play their part, and feel valued, within the cricketing community;

We will achieve these things through the following means:

- Good governance at the centre with devolved responsibility at a local level;
- A safe environment for those entering the game;
- Good communication at all levels - from the DCB to other county organisations and clubs, and throughout the club structure;
- Qualified and enthusiastic coaches who are able to share areas and develop their skills;
- Developing good groundsmen who are able to provide a high quality playing experience at all levels;
- A structure to develop good umpires and scorers;
- Volunteers who are involved, inspired and motivated to make a difference to players at all levels;
- A professional network of staff, supported by the ECB, supporting the development of the game at all levels;
- A programme of activity to underpin all of these targets, incorporating education, facilities, young people, the County Club, men's and women's cricket, informal cricket participation and cricket for people with disabilities.

By the end of the plan, we are confident that the following will have been achieved:

- An increase in participation across all levels of Devon Cricket with a focus on Adults and girls.
- A higher level of satisfaction for players in Devon.
- Greater support provided to clubs through our professional and volunteer workforce.
- A more representative Cricket Board.
- Increases in the number of teams entering youth and adult cricket leagues.
- All clubs with a junior section will be ClubMark accredited.
- Increased success in national competitions.
- Better facilities, in both quality and quantity.
- Increased and stronger partnerships between schools and clubs.
- Less dependency on ECB funding.

Our values



Leading -

We strive for excellence in all we do

We will be a leader in developing the game through creativity and innovation

Inspiring -

We will be passionate, determined and hard working

We will motivate others

Enabling -

We will work together to best deliver our aims and objectives

We will continue to represent, devolve and empower others

Fun -

We are committed to providing an entertaining, safe, enjoyable and exciting cricket environment