

LANCASHIRE CRICKET  
FOUNDATION

# Facilities Strategy

2023-2033

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# Introduction

**Lancashire Cricket is big-hearted and welcoming, and together we are here to create 'the best place in the world to enjoy cricket' for everyone.**

This Facilities Strategy is designed to understand the balance of existing resources across the County and to determine how to best service the future cricketing needs of the people that live within Lancashire.

The local insight for Lancashire, similar to across England and Wales, highlights an inequality of access to cricket facilities which is particularly apparent in urban areas, amongst women and girls, diverse communities and people from lower socio-economic groups.

As such, this plan seeks to balance supporting our existing clubs and organisations whilst recognising the opportunity for growth in many areas where demand may be greater than the current supply.

Investing in facilities in isolation will not deliver the strategic aims. It is essential that 'Places to Play' are accompanied by sustainable 'Programmes of participation and competition' and 'People Support' to ensure Lancashire's facilities are thriving for generations to come.

Building on the learnings of the Greater Manchester Plan this strategy seeks to put in place a framework for identifying and delivering future projects that will create welcoming environments for all and to deliver on Lancashire's vision to **'To be the best place in the world to enjoy cricket'**.



# Welcome

This Facilities Strategy is the first time we have produced an outline plan detailing our current priorities and areas for developing increased opportunities for participation and growth of the game in our County.

We see it very much as a live document, with each of our blueprint projects becoming pockets of good practice that will allow us to evaluate and experiment to maximise the strategic outcomes in growing the game at all levels and all formats, with a view to rolling out across the County where a need is identified.

No Facilities Strategy for Lancashire would be complete without reference to our strategic aim to develop more cricket engagement in state secondary schools, especially for girls. A significant lack of equipment and places to play are a challenge we must rise to. Utilising existing facilities at cricket clubs is a starting point. Non-Turf Playing pitches located at strategically placed secondary schools will speed up our route to market.

The data that we have used in compiling this strategy has come from ECB data sets, 4 Global, Two Circles, and insight packs. We have also included data from our Club and Teams audit.

A major part of our Facilities Strategy is the harvesting of up-to-date data to facilitate better decision making on where to spend our resources and evidencing funding bids to support identified needs to support the game across Lancashire.

The potential for growth in a part of the Country with high levels of lower socio-economic groups and diverse communities is immense. This facilities plan is an important cornerstone to ensure that we maximise the opportunities.

John Murphy

Executive Director and Lead Officer  
Lancashire Cricket Foundation



# Our 10 year vision

We believe passionately that cricket creates communities. The game teaches life-skills such as teamwork and leadership, provides connection and pride, brings people together and promotes healthy lives. We want more people to say 'cricket is a game for me' and be part of the fun across Lancashire and in the wider north-west region.

## **Our vision for the game in Lancashire is: 'To be the best place to enjoy cricket in the world'**

To do that we know we must provide the best possible experiences to people on and off the pitch.

This Facilities Strategy is a vital element in ensuring everyone across Lancashire has access to 'Places to Play' to provide them with that opportunity.

For cricket to grow significantly in Lancashire it requires the game to be delivered across our schools, clubs, community spaces and our performance pathways for girls and boys. This will inspire new players to follow the path of their local heroes and ultimately play for England at a world class venue – Emirates Old Trafford.

Schools provide a structured opportunity for cricket to inspire children and through them their families across the County.



We will deliver programmes and competitions into more primary and secondary schools to connect boys and girls to the Lancashire Cricket Family and onto their next school / club / community cricket venue and experience.

To expand our programme within schools we will prioritise investment in cricket facilities within the education sector so that children's first experiences of the game can be enjoyed in an environment which feels welcoming and familiar to them.

2023  
target no.  
of schools  
reached

850

Our Clubs, Community Hubs and Development Centres provide a home for the Lancashire Cricket family and an inclusive network for our talent pathway. We will connect the new school / community players with club and hub opportunities and offer formats linked to more informal / softball play as well as the traditional offers.

We will provide accessible offers that meet the 'time and place' needs of the communities. Making the most of existing school, park and leisure spaces we will offer cricket opportunities to those that currently don't feel part of the game.

Through the Lancashire Family we will connect the most talented girls and boys to the best coaches to enable them to maximise their talents and in years to come inspire new players and fans to fall in love with the game and in turn grow our fan base and ensure our sustainability.

## Making cricket a game for everyone

Without a doubt, cricket has an incredible power to bring people together, eradicate social barriers and be a force for good across communities. We are clear, as Lancashire Cricket, that this has to start with us.

This means creating a more diverse workforce from the inside out, and from top to bottom. For that diverse workforce to thrive it means working hard to nurture a culture where everyone feels safe, where everyone belongs and where everyone can be themselves.

Lancashire is one of the most diverse counties in the country, and our pledge is that we better represent our local communities among the Club's workforce, membership and supporter base.



With specific reference to the Facilities Strategy we will strive to create inclusive, vibrant and welcoming environments by:

- Building an accessible and inclusive (girls and boys) performance pathway
- Increasing the number of participants playing the game – from a wide range of backgrounds
  - Working with partners we will implement the ACE programme in Manchester
  - Continue to develop and invest in facilities alongside the ECB Core Cities Programme
- Prepare for the implementation of programmes to be hosted at the new Farington Centre of Excellence for Women's and Girls' cricket facility
- Supporting and encouraging recreational cricket clubs to ensure they are welcoming, inclusive and ensure accessibility to all communities
- Collaborating with partners, including Chance to Shine and Lord's Taverners, to maximise opportunities for communities which currently have an under-supply of cricket offers.



# The wider context

A number of game-wide and local trends and changes must be considered when planning for the future of the sport. Changes in community requirements, lifestyles, demographics and stakeholder priorities all play a role in shaping future planning directions and decision making.

## 1

### The Geography and Demography of Lancashire

Lancashire's population is growing significantly in some areas. While this is not new, cricket needs to adapt to these trends, whether it's population growth in urban areas (which will impact on ground provision and need), decline in rural areas (which impacts on player numbers and club sustainability), or a shift in player numbers within different age groups, as these all impact on the facility requirement.

The 2021 Census results have also outlined growth in residents from a South Asian background who have a strong connection to cricket. In urban areas this change is driving demand for access to cricket facilities throughout the year and not just in the April–September window.

As the Lancashire population changes so too do the demands for cricket. Changes in game formats and programmes (especially provision of All Stars and Dynamos), increased access to cricket for girls and women, year wide interest and increasing understanding of the positive impact of formats such as walking cricket, all play a vital role in determining cricket's participation base.



## 2

### Getting Lancashire Active

In Lancashire, 29% of the adult population is inactive and a third of children and young people are active for less than 30 minutes per day. With a clear link between physical inactivity and poor health, this puts a huge strain on the county's health services and the levels of life expectancy. In Lancashire, life expectancy for males is 78.5 and females is 82.3, lower than the national levels of 79.8 (males) and 83.4 (females).

This plan seeks to align to Lancashire Active's vision of a future where every person in Lancashire has access to, and benefits from, physical activity.

The charity's 'Decade of Movement' strategy moves the organisation from its roots as a sports partnership to being a key part of the county's health and wellbeing landscape.

**In Lancashire, 29% of the adult population is inactive and a third of children and young people are active for less than 30 minutes per day.**



# 3

## Supporting Local Government objectives

Cricket and its facilities need to clearly articulate the value they provide to the local community and critically to funders, in particular local authorities and city councils.

Cricket played in safe and welcoming environments has the power to deliver significant social, economic, physical, mental health and community collaboration benefits.

Investment by cricket, the city and local authorities will help to leverage existing community and education assets and clearly link cricket facilities that can sustain themselves operationally, as well as generate localised social and economic benefits.

Ground management practices are also a key consideration for local authority owned facilities. Consultations have raised the challenges of cost, access to natural resources and gaps in knowledge in order to deliver a quality solution.

Access to off-field amenities is also a focus for local government as is managing the challenge of increasing maintenance and renewal costs. Cricket facilities also need to consider inclusivity and access and support the adaption of facilities to meet the changing needs of local communities (for example inclusive design to meet growing demand in women and girl's cricket).

# 4

## Supply and demand

The growth of national programmes (All Stars and Dynamos) aligned to the impact and growing popularity of shorter formats of the game has also increased the demand for the provision of welcoming facilities for the younger age level, with a significant increase in 4-11 year olds being involved in cricket. It is critical that Lancashire has the facilities, programmes and volunteer training to retain as many of these young players within the sport and for all players to have the opportunity to have a lifelong engagement with the game.

This plan has also considered population density to understand where facilities will have maximum impact and where there may be a need for clusters of facilities to cater for demand and create local opportunity for participation.

**It is critical that Lancashire has the facilities, programmes and volunteer training to retain as many of these young players within the sport**



# 5

## Transforming Women's & Girls' Cricket

**"Women's and Girls' cricket will be the largest growth market in the game over the term of this strategy and has the potential for rapid expansion"**

Cricket and our facilities must reflect this growth in female participation and the opportunity for the sport to become gender-balanced at every level. Girls are being introduced to the game earlier than ever before and ensuring facilities are in place to enable secondary school provision is critical to keep young players engaged with the game.

Areas where there are currently no opportunities for women and girls to play competitive cricket have both a facility and development programme need. Facilities need to bridge and connect the steps from introductory products (All Stars, Dynamos, Softball) to sustained participation through local competitions (Softball and Hardball).

Clubs that are approaching capacity will need to consider investing in new facilities (welcoming changing facilities, non-turf pitches) to support the increased demand on their facilities.

# 6

## Connecting programmes and facilities

The proximity of school-based facilities (including Chance to Shine) to an 'outside-school' cricket experience is critical in retaining as many young players within the game. It is critical that programmes and staff focus on signposting players from their school-based programmes and competitions into a welcoming experience at a local Club / Hub.

The quality of these facilities at these clubs / hubs is also essential to both attract and retain participants, providing confidence for participants to enjoy the game and feel safe in developing their skills. Good quality practice facilities are particularly helpful in supporting the transition from softball to hardball cricket.



# Building this plan

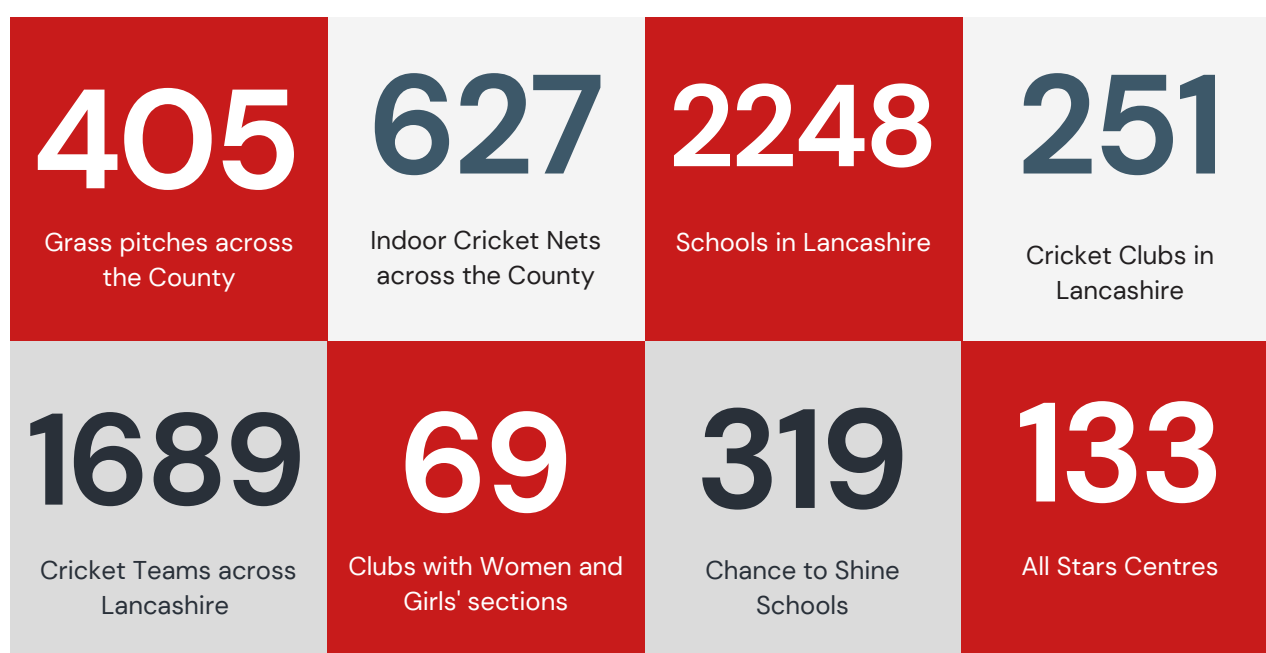
This plan has been built using detailed research and data captured from across the Lancashire cricket network and through discussions with key stakeholders.

Underpinning this strategy's recommendations has been the results and analysis from the Club and Teams Survey Analysis Report - an audit of facilities used for recreational cricket across the county. In recent years this Report has been broadened significantly to capture as much detail as possible on teams participating outside of clubs.

The data captured for this Survey Report will form part of the new Lancashire Club Facility Management System which will provide a real-time picture of the status of our facilities and proactively match available funding with those venues that need it most.

This System will be developed as part of this Strategy and is designed to both improve insight and decision making but also significantly reduce the time required from volunteers each year to update the system.

The framework, recommendations and priority projects have also been based on insight provided from the Playing Pitch Strategies from across the county and ECB's participation and mapping data tool.

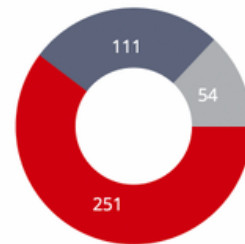


# Data insights from across the game

An estimated 1.02 million\* individuals are already 'cricket interested' across Lancashire

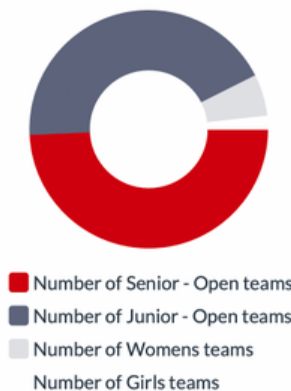
\*ECB Market Tracker and Sport England data

Number of Clubs, Teams without venue and CTS Street venues



- Total number of clubs
- Total number of identified teams without own venue
- Total number of CTS Street venues

Number of Teams (2022)



Investing in facilities in isolation will not deliver the plan's key strategy aims. To create sustainable cricket it is essential that there is a balance of the following at each venue:

- 'Place to Play'
- Programmes of participation and competition
- People Support

In 2023 we are targetting increasing the number of 'Clubs with a Girls section' by 52% to 50 Clubs and increase the number of 'Clubs with a Women's section' by 16% to 80 Clubs

% Clubs with Clubmark



% Clubs with Junior Sections

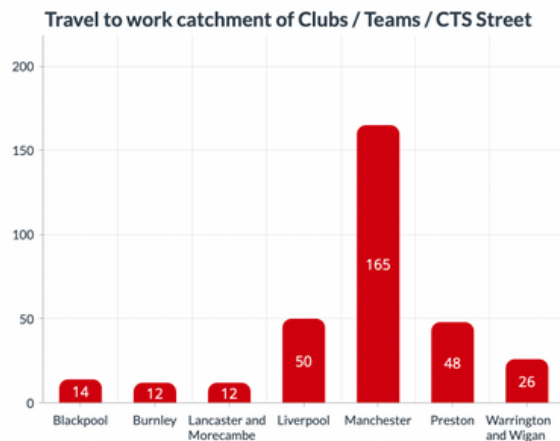


% Clubs with a Women's Section



% Clubs with a Disabilities Cricket Section

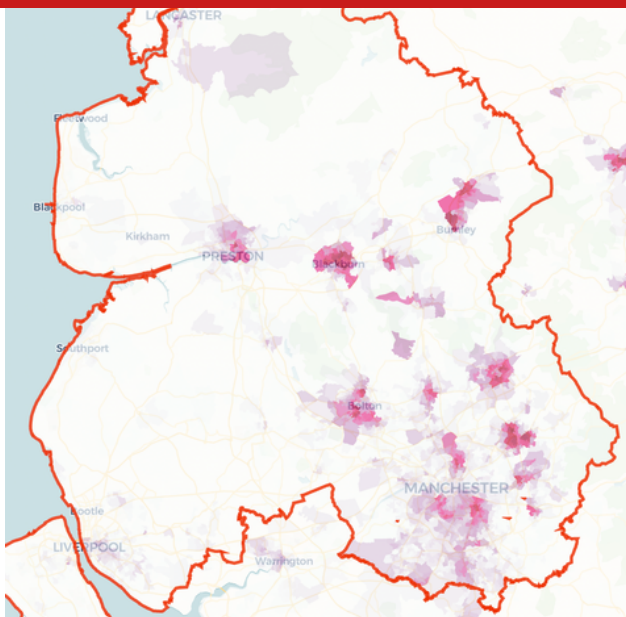
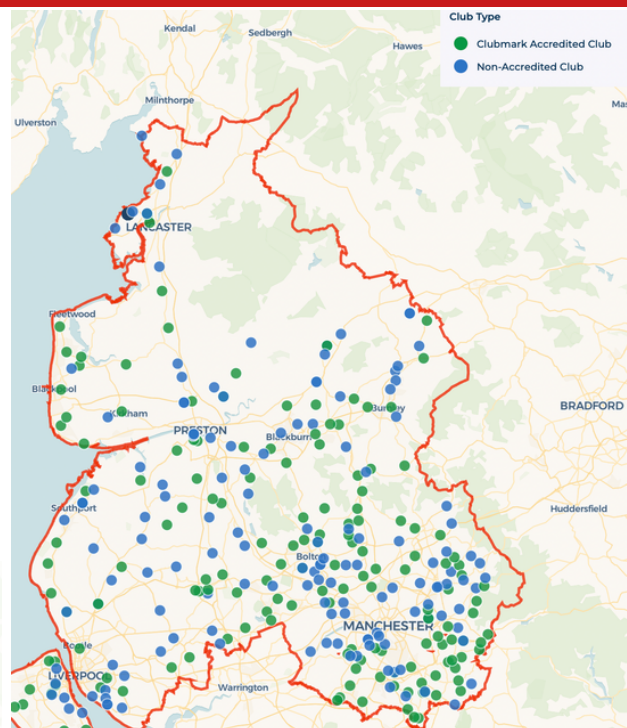




# 87%

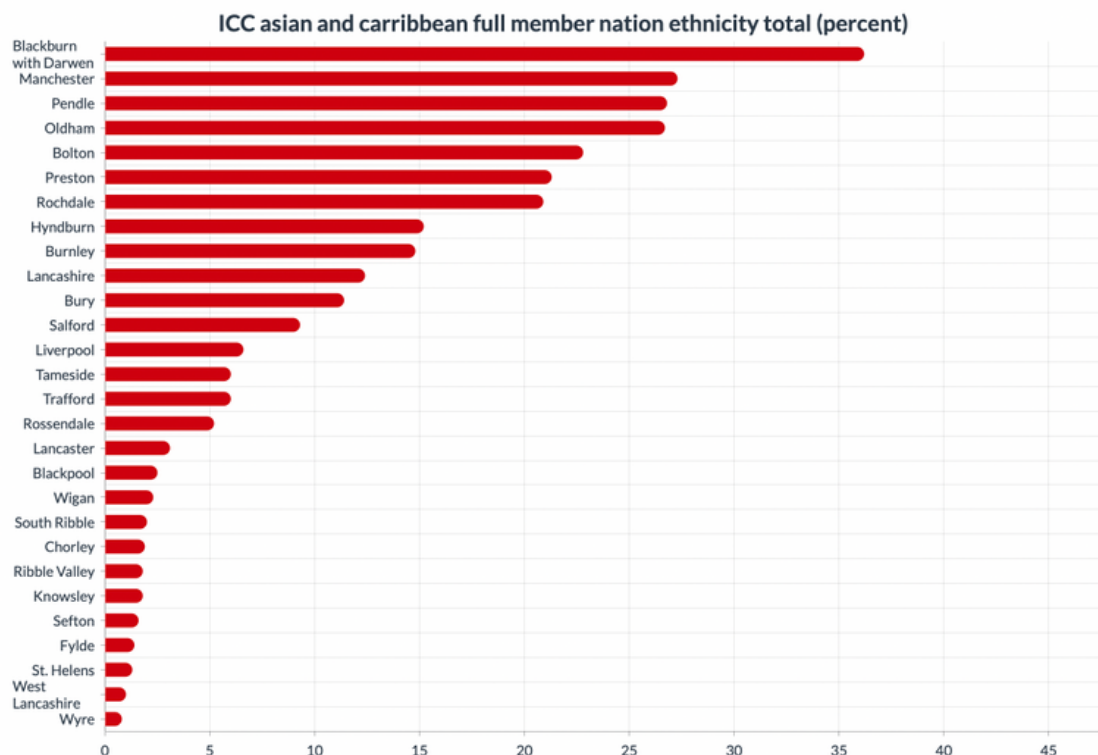
OF OUR CLUBS & TEAMS ARE  
BASED IN URBAN AREAS

Our Clubs, Community Hubs and Development Centres provide a home for the Lancashire Cricket family and an inclusive network for our talent pathway. We will connect the new school / community players with club and hub opportunities and offer formats linked to more informal / softball play as well as the traditional offers.



In urban areas the recent increase in residents from a South Asian background is driving demand for access to cricket facilities throughout the year and not just in the April-September window.

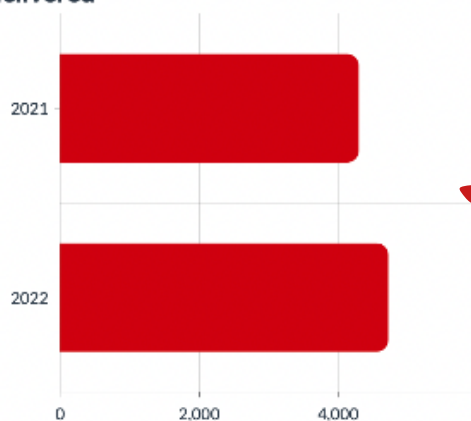




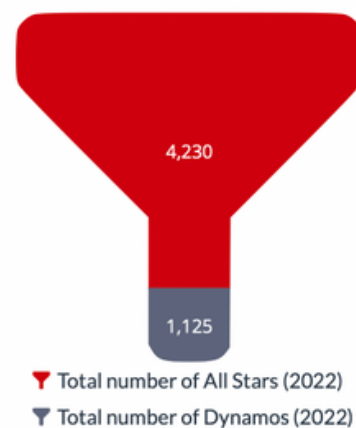
64%

Of teams without a venue (where the postcode is known) are based within the local authorities where ICC Asian and Caribbean full member nation ethnicity is greater than 10% of the population

Total Primary School Cricket Hours delivered



Number of All Stars vs Dynamos (2022)



Lancashire Cricket's 10-year strategy is founded on growing visibility and awareness of cricket by significantly increasing the hours of cricket delivered within the County's primary and secondary schools. This will in turn drive uptake of All Stars and Dynamos in our clubs and hubs across Lancashire.

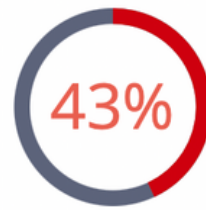




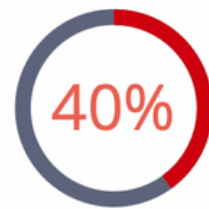
# 11

**Total number of Clubs with fewer than 5 years on their current lease**

% Clubs with Freehold



% Clubs with Lease



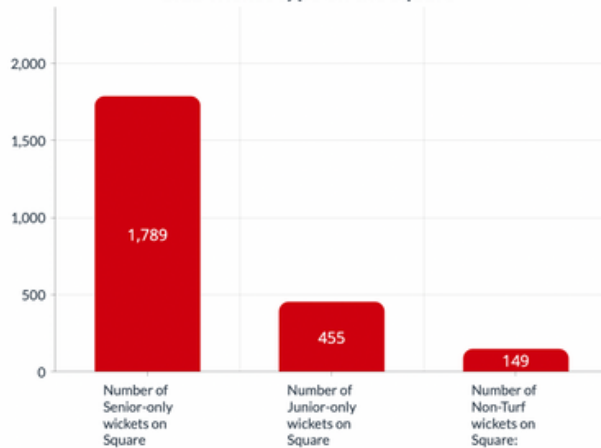
% Clubs that Rent



Position not provided



Club wicket type on the square



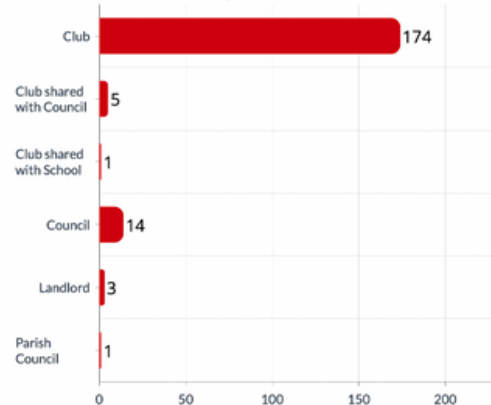
# 6%

**OF ALL WICKETS ON SQUARES ARE NON-TURF**

# 88%

**OF EXISTING GROUNDS ARE MAINTAINED BY THE CLUB THEMSELVES**

Grounds management responsibility



To transition players from school to club and community opportunities, it is essential that these facilities are welcoming and of a high quality.

## WICKETS & OUTFIELD

Wickets: Rating of the general state of repair?



■ Poor ■ Standard ■ Good

Outfield: Rating of the general state of repair?



■ Poor ■ Standard ■ Good

98%

Of Wickets were self-evaluated in the audit as being of Good or Standard Condition. The equivalent ratio for outfields was 92%

## PAVILION

Does the Club / Team have its own pavilion?



■ Yes ■ No ■ Shared ■ Rented

Rating of the general state of repair of pavilion?



■ Very poor ■ Poor ■ Average ■ Good ■ Very good

41% of our pavillions are rated as average, poor or very poor. These facilities will be a particular focus for CDOs to support clubs and hubs to deliver welcoming environments for new participants.



**‘To be the best place to enjoy cricket in the world’, we know we must provide the best possible experiences to people on and off the pitch.**

## CHANGING ROOMS

**Does the Club / Team have its own changing rooms?**



■ Yes ■ No ■ Shared

**Rating of the general state of repair of Changing Rooms?**



■ Very poor ■ Poor ■ Average ■ Good  
■ Very good

**20%**

Of changing rooms were self-evaluated as poor or very poor. This is very likely to be a barrier to women's and junior participation in these clubs

## WELCOMING FOR ALL

**Are there separate M, F & Junior Changing Rooms?**



■ None  
■ Male only  
■ Male & Female separate changing rooms  
■ Male, Female & Junior separate changing rooms

**Are there separate M, F & Junior Toilets?**



■ None ■ Male only  
■ Male & Female ■ Male, Female & Junior

It is likely that many Clubs will have responded 'male only' changing rooms to reflect that they don't have separate male and separate female changing rooms. Regardless, it is clearly essential that clubs need to provide changing solutions that provide welcoming environments for all.



Access to off-field amenities is a focus for local government, as is managing the challenge of increasing maintenance and renewal costs. Our cricket facilities also need to consider inclusivity and access.

Our data currently will under-report the experience of teams playing outside of club venues. Capturing and acting on this information is a priority during the period of this strategy.

## TOILETS

Does the Club have its own Toilets?



Yes No Shared

Rating of the general state of repair of the Toilets?



Very poor Poor Average Good Very good

88%

Of toilets are rated as very good, good or average

## PRACTICE NETS

Practice Nets: Rating for the general state of repair?



Very poor Poor Average Good Very good

28%

of practice nets are rated as poor or very poor.



By capturing our data at club and team level, the insight from this Facilities Strategy can be analysed at postcode, LSOA and local authority level. Using this information our Cricket Development Officers (CDOs) will be provided with clear actions to improve the standard of existing facilities or support the investment in new ones where the demand is identified.

	Blackburn with Darwen	Blackpool	Bolton	Burnley	Bury	Chorley	Fylde	Hyndburn	Knowsley	Lancaster	Liverpool	Manchester	Oldham	Pendle	Preston	Ribble Valley	Rochdale	Rossendale	Salford	Sefton	South Ribble	St. Helens	Stockport	Tameside	Trafford	West Lancashire	Wigan	Wirral	Wyre
Wickets:Rating of the general state of repair?																													
Outfield: Rating of the general state of repair?																													
Rating of the general state of repair of Pavilion?																													
Rating of the general state of repair of Changing Rooms?																													
Rating of the general state of repair of Changing Rooms?																													
Practice Nets: Rating for the general state of repair?																													

>10%

The table above has highlighted in red those local authorities where greater than 10% of the 'poor' or 'very poor' ratings come from the same local authority.



# Our strategic priorities

Within Lancashire Cricket's 10 year Plan, we identified 4 key priority areas to grow the game within the county:

- junior participation (Make cricket accessible – Kids & Families)
- women and girls (Transform Women's and Girls' Cricket)
- urban areas (Make cricket accessible – Urban cricket)
- inclusive player pathways (Make cricket accessible – Urban cricket and Kids & Families)

Delivering successful outcomes in each of these areas will require targeted facilities investment across the county to meet the needs of the communities and the related 'Programmes and Competitions'. Alongside these priorities we must put sustainability at the heart of everything we do and have therefore also considered here the following two additional strategic priorities:

- environmental sustainability
- building partnerships

This section provides an oversight on the overarching plan for each of these priority areas and outlines the likely facility requirement and actions that need to be considered.

## Junior Participation

Reaching and engaging more schools is a key Lancashire Cricket priority with the drive to inspire more young people across the County to say that 'cricket is a game for me'. The Lancashire Cricket Foundation delivers a range of projects and programmes and events that help develop the game of cricket across the North West to increase participation rates, develop and support playing opportunities and encourage a new audience to take an interest in the sport.

A network of Cricket Development Officers are strategically placed across the County to assist, develop and grow the recreational game in Lancashire. One of their key roles is to provide the link between club and school programmes, with a view to maximising participation and a strong focus on transition from school to club and community opportunities. They are also responsible for identifying and supporting 'Cricket Champions' within each school to incentivise and nurture cricket participation from within as well from outside the school.





In addition to working with all clubs to increase the delivery of All Stars and Dynamos within the network, the Foundation is also emphasising the importance of partnering with other key sports bodies (e.g. Lord's Taverners, local football club trusts) to deliver a high quality disabilities cricket and multi-sports programmes that broadens the reach of the game across the county.

A further priority area for junior participation is to deliver more hardball and softball competitions within state primary and secondary schools. By nurturing these competitions within safe and welcoming school environments, the Foundation hopes that this will provide an enjoyable participation opportunity for all involved and be an important step in developing inclusive talent pathways for all across the County.

## **Programmes and competitions – Partnerships**

Lancashire Cricket Foundation receives significant funding from Chance to Shine to deliver cricket in state primary schools. This contributes towards the delivery of 13 Cricket Development Officers (CDOs) who cover boroughs in Lancashire, Manchester, and Merseyside.

The CDOs work with both the schools and cricket clubs within their regions to drive transition, support participation and contribute to the health and wellbeing of the community.

For the 2022–23 academic year, we adjusted our school delivery strategy to support the transition figures at pivotal points of the year. For example, we increased the number of Cricket Engagement Days (one-off school visits) across February to May to reach a greater number of primary schools and children to promote our National Programmes and inspire them to join their local cricket club.

In the 2017–18 academic year, we delivered 193 Cricket Engagement Days. In our 2022–23 school delivery plan, we aim to deliver 288 Cricket Engagement Days.

We have also engaged with state secondary schools more than in previous years. Our Girls Leadership Programme & Girls Proof of Concept have highlighted a need to deliver cricket within Secondary schools. For more information on these programmes, please see the Women's & Girls' section. In addition to the above, we will deliver a Chance to Compete Year 7 Mixed Competition, engaging 20 secondary schools.

We are also delivering 6 Young Cricket Leaders events, engaging approximately 200 pupils/students in Key Stage 3, Key Stage 4 and those in Further Education. This initiative has been funded by the ECB as part of their wider Youth Strategy.

We are working with sponsors (Hilton Garden Hotels) to address the need for cricket to be played by more girls in state secondary schools. They are supporting us by providing funding to enhance our 'Secondary School Proof of Concept' project with funds for equipment and the engagement of a Schools Officer dedicated to growing the game in secondary schools.

Playing surfaces in State Secondary Schools will be a challenge and forms part of the requirements detailed as part of this Facilities Strategy.

### LINKED 'PLACES TO PLAY' ACTIONS

- Invest in welcoming facilities and non-turf pitches across Lancashire's clubs to support the growth in participation driven by growth in the women's game and junior formats.
- Invest in school sports hall and playground facilities, resources and kit that connect with programmes sponsored by a school champion
- Focus on cricket facilities (especially the provision of non-turf pitches) in urban state schools and state schools delivering secondary school programme and competition offers
- Focus resources and support on schools with links to local clubs with junior sections

## Women's and Girls' cricket

Women's cricket has grown quickly in Lancashire since the ECB initiative of Softball Cricket Festivals in 2019. Many clubs still participate in the festival version, but a growing number have started transitioning to Super8s (pairs hardball cricket) and then into a league format with regular fixtures.

Lancashire Cricket now provides a 40-over league, 3 T20 divisions, a T20 KO Cup plus the Super8s leagues. Traditional men's leagues have taken on women's softball leagues which shows the growing engagement in women's cricket.

Regarding girls' cricket, the LCF provide hardball leagues for U18s, U15s and U13s plus a softball league for U11s. The County also run the U12s and U14s girls inter league programme that provides competition between leagues in the summer months.



**Despite, recent growth it is clear that we are very much at the start of the journey and the opportunity in respect of participation in women and girls cricket in Lancashire is massive.**

To deliver on this opportunity it is clear that we need more women and girls sections in our clubs. We are using the ECB's Thriving and Sustainable document in targeting clubs. Firstly, focusing on women's teams with no girls' sections, secondly those clubs with a high number of girls taking part in All Stars and Dynamos and then thirdly, where there is a clear geographical need.

CDOs are delivering Chance to Shine Whole School Programmes/ Engagement Days to local schools so we can transition girls to All Stars/ Dynamos/ club sessions in clubs and communities. Leagues such as the NW Cricket League are now working with the CDO in supporting girls' participation by creating girls only festivals to try and grow the game.

Moving forward, Lancashire Cricket will also focus on delivering participation and competitions into secondary schools across the county. Building on the significant increase in girls' participation at primary school ages through All Stars, Dynamos and Chance to Shine, we will prioritise facilities and coach investment into secondary schools (or neighbouring partner cricket clubs / hubs) where feeder primary schools deliver national programmes. Participants will also have the opportunity to take part in an inter-school competition which will be an additional opportunity to identify talented cricketers from across the county.

LCF is also exploring the possibility of partnering with Last Man Stands to introduce Last Woman Stands in our urban park-based venues to provide a similar accessible and informal opportunity for participation.

As the women and girls game continues to grow and be sustainable, prioritising investment in more facilities that are welcoming and suitable is critical.

To exemplify the importance and commitment to the women's game in the region, Lancashire Cricket, ECB and Lancashire County Council have partnered in an ambitious development that brings together elite and community cricket on a site at Farington, near Preston.



This new facility will be a centre of excellence for women's cricket in the North-West, further encouraging the growth of cricket in the region. In addition to providing elite training facilities for the Club, it will also be made available to the local community, including for local cricket clubs and schools.

The aim is to establish a new year-round facility, which would host a number of men's and women's competitive matches each year, as an alternative to Emirates Old Trafford, and provide a new training base for Lancashire's men's and women's teams, from age-group to first team.

### **LINKED 'PLACES TO PLAY' ACTIONS**

- Prioritise the renewal and upgrade of club cricket facilities to create welcoming, inclusive, safe and high quality participation environments
- Invest in welcoming facilities and non-turf pitches across Lancashire's clubs to support the growth in the women's game and junior formats
- Focus on cricket facilities (especially the provision of non-turf pitches) in urban state schools and state schools delivering secondary school programme and competition offers
- Develop, in partnership with Lancashire County Council and ECB, the new Farington Centre of Excellence for women's cricket in the North-West to provide elite training facilities for the women's high-performance teams and also provide a facility for the local community, including local cricket clubs and schools

## **Urban areas**

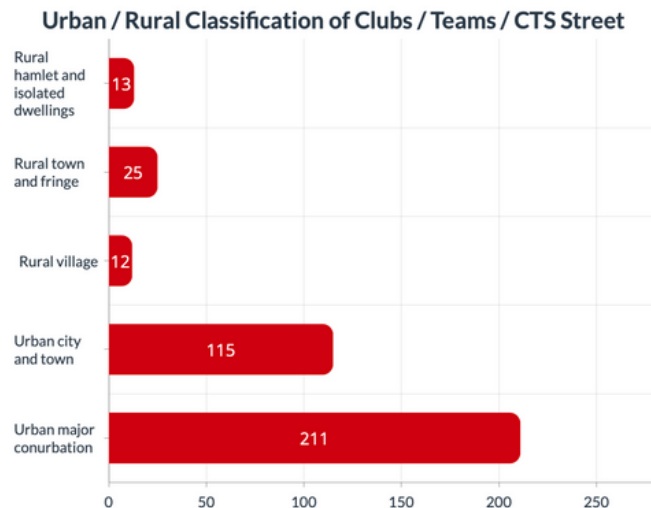
### **Cricket in Lancashire has a long history in our urban areas across the county.**

However, the density and demography of population within our towns and cities highlights the under-supply of cricket facilities to match the current and likely demand within these areas.

Historically, cricket administration has focused primarily on supporting participation and competitions taking place within our clubs. This remains a clear priority, however it is clear that the game needs to do more to engage, understand and support the significant levels of cricket currently taking place outside of our traditional club network.



Whilst many of the requirements are similar, the importance of providing access to facilities in urban areas for teams and participants outside of the club environment is critical. Given the relative absence of green spaces, Lancashire Cricket is following a clear plan to attempt to significantly improve the delivery of support to teams across the county.



As part of our four step plan, we are clear that we are seeking to identify facility solutions not just for traditional competitions and formats but also adapted formats (e.g. tape ball) which drive an increased demand for indoor and non-traditional places to play.

### STEP 1: ENGAGE AND UNDERSTAND

We have recruited an urban cricket manager to take time to build relationships with participants across the county and to better understand the cricketing and facility requirements.

As part of the 'engage and understand' phase we undertake an initial assessment of the feasibility of the project:

- 'Place to Play': identify outdoor and indoor spaces that are accessible, welcoming, safe and suitable places to play traditional and adapted formats
- Programmes of participation and competition: ensure that there is existing or likely demand (using historic participation / competition and latest demographic data) for participation programmes, adapted formats and competitions to be hosted at the venue
- Support: identify a diversity of partnerships between Lancashire Cricket, local authorities, community leaders, school champions and team contacts to create a sustainable foundation for the cricket venue to operate on

### STEP 2: CONNECT

Having engaged, understood and identified the community cricket requirements, the next step is to connect the participants with high quality existing facilities to meet their needs in respect of 'Place to Play', 'Programmes of participation and competition' and 'Support'. However, if the needs are not met, then the Urban cricket manager will work with the participants to identify alternative opportunities where 'facilities investment' 'may be the best solution for embedding cricket within a community.





### STEP 3: PARTNER & INVEST

Where there is a significant facility requirement to meet cricket demand in an urban area then LCF will work with the community to develop a local facility investment plan:

- We will focus on spaces (initially in parks, closed clubs and schools) that are not currently used for cricket but that can be resurrected for the game
- We will connect the proposed venue with existing teams / competitions and schools to provide certainty of cricket demand and build cricket communities by using coaches from within their own communities
- We will seek partnerships within the local community to drive cricketing and financial sustainability for the facility

### STEP 4: MONITOR

We will bring the venue into the Lancashire cricket family and continue to engage, support and monitor the facility using the Lancashire Cricket Facilities Management System.

### LINKED 'PLACES TO PLAY' ACTIONS:

- Prioritise and support projects that provide facility access (such as improved park-based amenities) and security to teams (existing and potential) without a ground
- Prioritise projects that provide a community cricket hub to multiple teams within a community
- Educate and share best practice documentation (through facility management system) on how facilities can deliver welcoming and inclusive environments
- Seek partnership opportunities with the education sector, charity sector and local authorities to access and support delivery of more cricket programmes at education and park-based facilities
- Where there is a combination of PEOPLE and PROGRAMME, prioritise investment in new artificial cricket pitches in the right public PLACES to reduce inequality in access to facilities
- Innovate to create and identify venues to deliver a safe and welcoming year-round cricket indoor offer



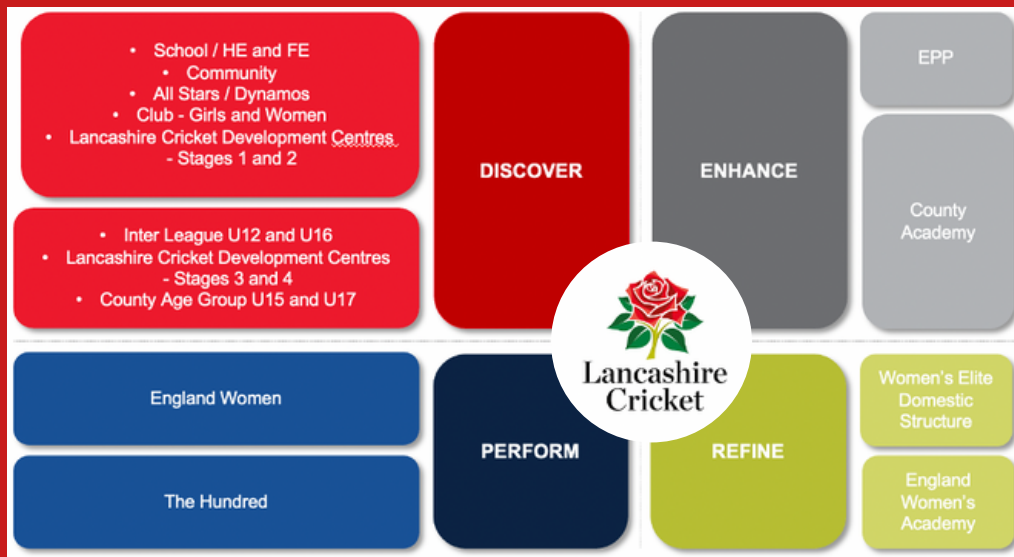


# Inclusive Pathways

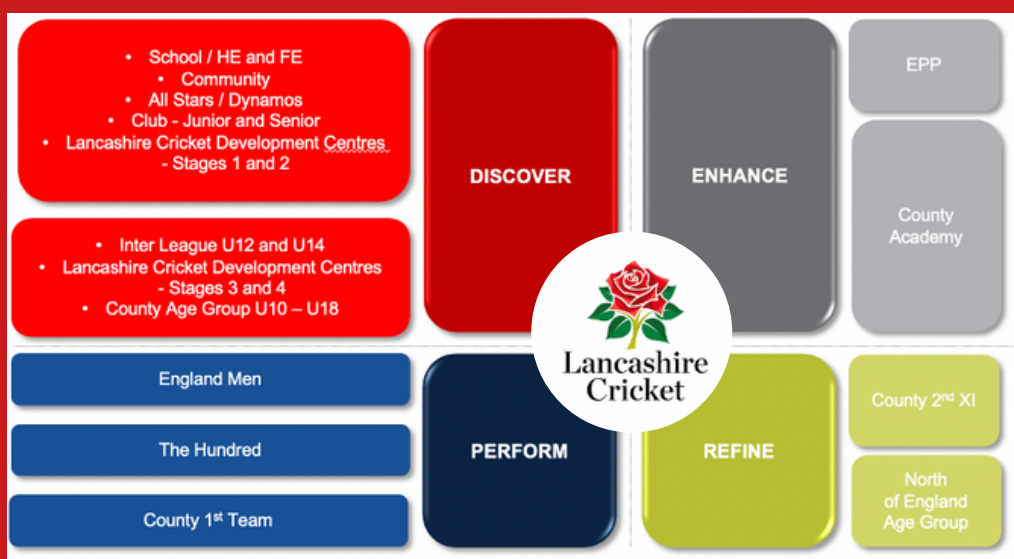
**Lancashire Cricket has reshaped the player pathway to support everyone to enjoy the game and unearth the very best talent in the county while also making the game more diverse, accessible and inclusive.**

The transformation of the pathway will increase the number of players and coaches entering high-quality training environments and help to ensure that a player from any part of the county will be given the best opportunity to fulfil their full potential.

## Women and Girls

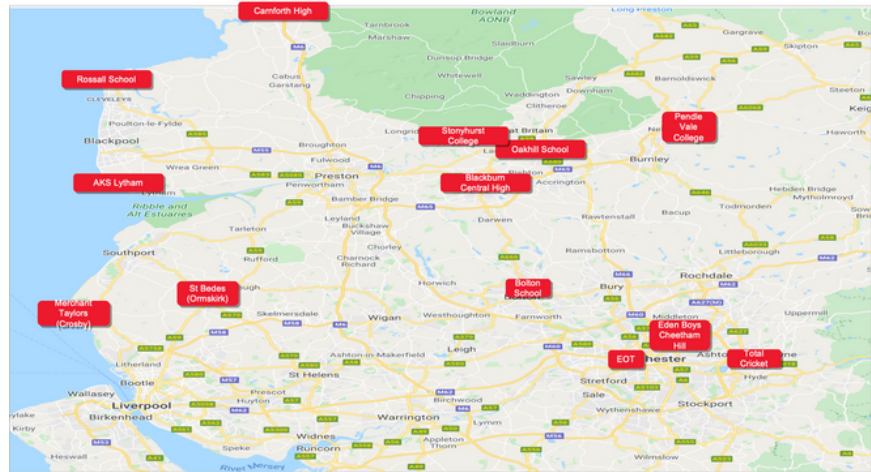


## Men and Boys



The County Talent Champions will help alleviate any cultural boundaries that may exist across communities and provide mentoring to young players along with their families and peers.

The Cricket Development Centres will offer increased playing time, and stage specific support and allow players to develop their game at a Cricket Development Centre whilst also representing their grassroots club, school or representative team, which is intended to enhance the variety of playing experiences.



**8 bursary uptake:**

- 2 full time higher education students
- 1 player to allow attendance at CAG u11s winter training
- 13 u14s players from non-traditional cricket settings were fully funded and the players were then linked to a local MCC Hub.
- 11 u16s players from non-traditional cricket settings were fully funded and the players were then linked to a local MCC Hub.

These are held as four 6-week blocks of cricket training at various venues around the county. Running early September through to Easter the following year. The programmes are aimed at absolute beginners through to players who are on the current county pathway or have fallen out of the system to assist with their continued development.

# Development Centres: Stages of Development

## STAGE 1

(School years 1 to 6):

An introduction to cricket with softball skills, games and challenges. This stage is for those starting their cricketing journey, those wishing to stick with softball or those simply wanting to have fun. Open to both boys and girls, no experience of cricket needed.

## STAGE 2

(School years 4, 5 and 6):

A focus on enjoyment, fun and development in a more competitive environment. An introduction to incrediball pairs cricket and dynamos competition with a structure to allow future progression onto hardball courses. Open to both boys and girls who have completed a Stage 1 course or have a limited experience of playing cricket.

## STAGE 3

(Boys – School Years 5, 6, 7 / Girls – School Years 5, 6):

A hardball transition course exploring the fundamentals of the game, using a hardball in net environments and fun games to develop tactical awareness. This stage is for those who have completed the Stage 2 course and wish to progress from softball to hardball, those with experience of hardball at club or school or those who simply want to continue to develop their fundamental skills. Courses are split on gender to allow appropriate stage development and enjoyment within peer groups.

## STAGE 4

Foundation Stage (Boys – School Years 6, 7, 8 / Girls – School Years 6, 7, 8, 9, 10):

By building on strong foundations, we will look to maximise the cricketer's opportunity to improve their skills across all areas of the game. A focus on development of core skills with a high level of support and challenges. Opportunity to explore skills, begin to test them under pressure and develop further understanding of their wider game. This stage is for those completing Stage 3 or boys that have played interleague cricket previously and for girls who are experienced hardball players, and/or have current county experience at u10s/u11s and u12s.

## STAGE 5

Creativity and Exploration Phase (Boys – School Years 8, 9, 10):

Looking at a continuation of skill development whilst introducing more tactical/ decision making elements into practice. A focus on refining core skills, expanding knowledge base and understanding of own game along with leadership and additional skills. Challenging the basics at pace and under pressure will be a theme throughout. This stage is for boys that have played Interleague or County Age Group (Performance or Development) cricket previously and aspire to continue improving their game. This stage is not for those players selected in County Age Groups Performance Squads at u13, u14 and u15.

## STAGE 6

Age group related courses aimed at players who have reached 'Best of Inter League' level but haven't made full county age group squads or players who have dropped out of county age group cricket. The aim is to support players to develop their game to help them make the step up to full county age group cricket.

## LINKED 'PLACES TO PLAY' ACTIONS:

- Prioritise additional facility investment (alongside appropriate bursaries to ensure inclusivity) in the current Cricket Development Centres to improve quality and capacity
- Seek to grow the number of Cricket Development Centres to reduce travel times for participants across the county
- Prioritise the sustainable provision of high-quality turf wickets at venues that support player pathway and development initiatives
- Clearly communicate how every participant can find their most appropriate local facility to be part their own player pathway

## Environmental sustainability

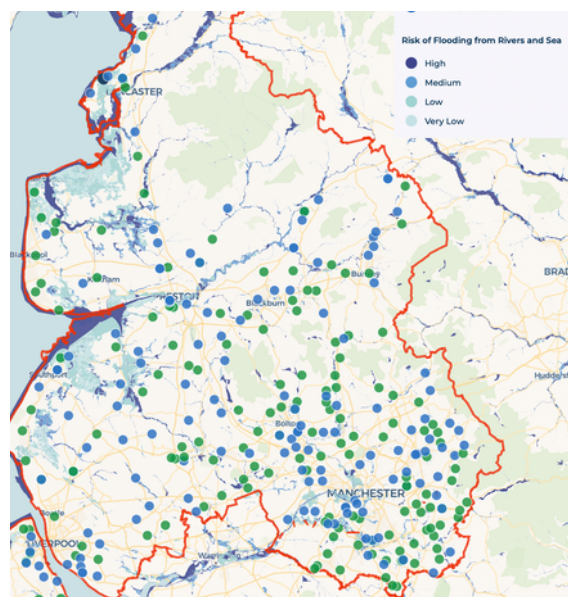
Sustainability is a very broad subject covering the promotion of good health and wellbeing, embedding gender equality and strengthening local resources and the capacity to reduce inequalities.

Elements of sustainability and related actions have been covered elsewhere in this document. Here we focus on the impact of climate change on cricket. Promoting sustainability can help drive down facility running costs as well as making a real contribution in the battle against climate change.

The UK government declared a climate emergency in 2019, setting a net-zero carbon target by 2050. Climate change, and the risks of extreme weather that it brings, are already understood and the impact on community-based sport is very real.

We know sport and physical activity is essential to physical and mental wellbeing, and part of encouraging and enabling physical activity is about making positive choices – reducing travel pollution, making neighbourhoods more easily negotiated on foot or by bike and connecting neighbourhoods to where we need to get to and from.

Working with cricket grounds and clubs across the county, our approach will focus on improving energy efficiency, reducing our carbon footprint and adapting to more extreme weather.



Our 3 priority areas in this area are:

- Drought and flood management: Through the ECB County Grant Fund, provide support and guidance to our cricket clubs on how to manage the impact of drought and flooding, including direct financial grants to the clubs most severely affected
- Energy and fuel consumption reduction: Excessive energy bills can cause financial stress and high use will have a detrimental impact on the environment, so it is important that clubs take proactive steps to reduce energy consumption where possible
- Water use management: Cricket is a sport committed to natural turf and requires quality surfaces to provide a satisfactory playing experience. Producing good surfaces requires water as a critical resource. We will work through our facilities management system to assist clubs to reduce the amount of water used and where possible improve their capacity to harvest water

### **Connecting with County Grant Funding**

We will use the Facilities Management System to target clubs and venues with the appropriate ECB support as detailed below:

- Flood Resilience – Building protection / targeted drainage / ditch or culvert clearance
- Drought Resilience – Rainwater harvesting / bore holes / irrigation
- Energy Saving – Insulation / LED lighting / solar PV / solar thermal / energy-efficient heating systems / double or triple glazing
- Water Management – Water-saving sanitaryware / greywater recycling / efficient appliances
- Electric mower or roller

### **LINKED 'PLACES TO PLAY' ACTIONS:**

- Identify those clubs and venues most at risk of flood and drought, and work with them to develop a risk mitigation plan and connecting them to appropriate County Grant Funding
- Promote Lancashire Cricket's 'Environmental Sustainability Priorities' to all clubs, partners and participants
- Ensure strategy implementation through the provision of appropriate financial and human resources.



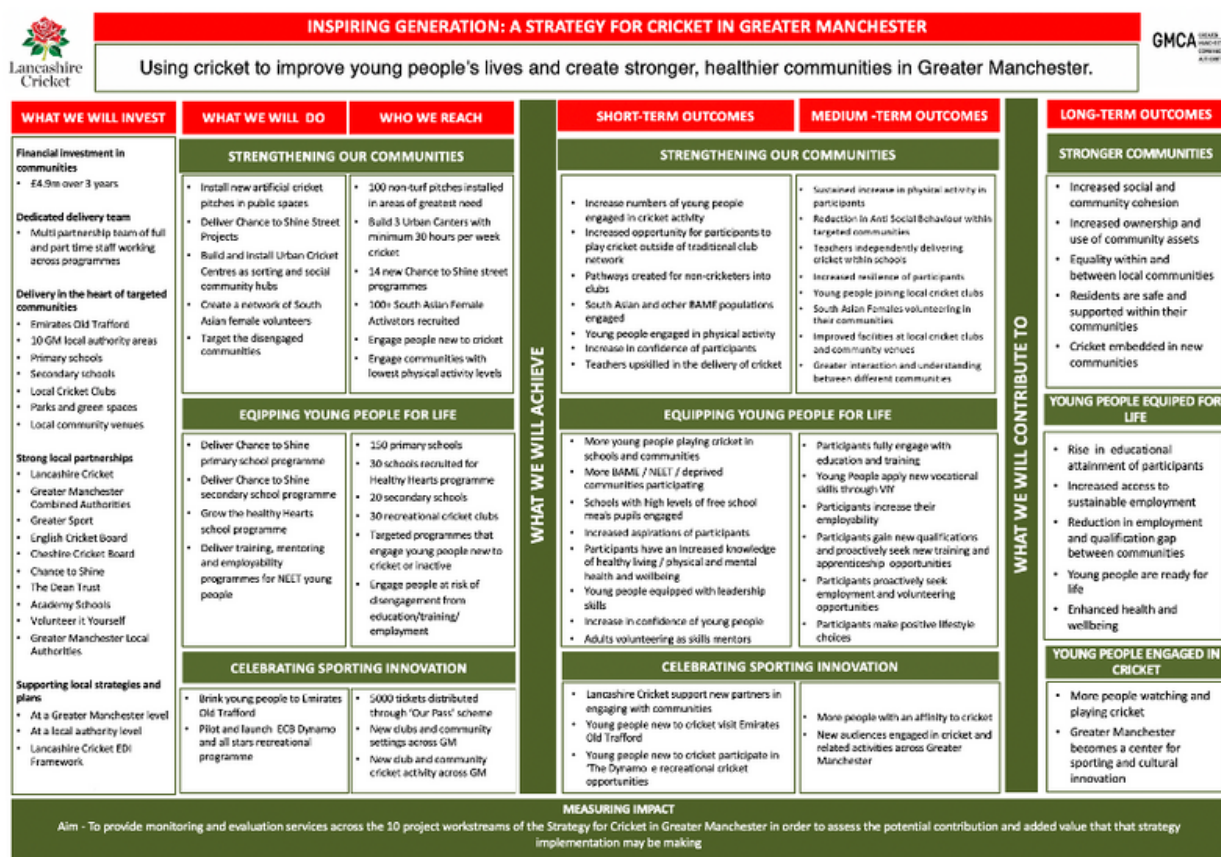


# Building Partnerships

The Greater Manchester Cricket Action Plan has been developed and delivered in collaboration across local and national partners who are committed to ensuring the long-term success of the plan.

By working in partnership, the plan has aimed to leverage the expertise, resources and influence of the collective organisations to successfully deliver the plan.

GMCA, in partnership with the ten local authorities, have sought to match fund investments made by Lancashire Cricket, Chance to Shine and ECB into the Action Plan due to the aligned vision on the sporting and community benefits of the investment.



The success and learnings from the Greater Manchester Plan has highlighted the importance of engaging key local stakeholders in the major cities and conurbations across Lancashire to provide a clarity of vision and purpose for areas where there is an identified under-supply of cricket facilities for the local communities.





The first priority in this area is to engage with the Liverpool City Region Combined Authority to kick-start discussions on developing a plan to significantly boost access to cricket in the city region. Similar to Manchester, there is a significant under-supply of cricket facilities for the local population and it is critical that local solutions are identified for the local challenges identified.

At a smaller scale, this Facilities Strategy has also identified five blueprint projects within Blackburn with Darwen, Bolton, Knowsley, Manchester and Preston which seek to build on the partnership foundations of the Greater Manchester Plan and to showcase how sustainable cricket infrastructure projects can provide a massive social return to local communities and young peoples lives.

#### **LINKED PLACES TO PLAY ACTIONS:**

- Seek to partner with local authorities, community and faith organisations to secure funding for community cricket facilities or any initiatives where there is mutual benefit
- Work with city stakeholders to build bigger Liverpool City Region Cricket Facilities Plan
- Seek to widen the Greater Manchester Plan execution into Blackburn with Darwen, Bolton, Knowsley and Preston
- Align cricket's priorities with local authority strategic directions, policies and funding criteria to leverage investment

As part of our broader strategy, we are looking at the potential for reinstating former cricket grounds that are still physically in existence:

Irlam  
Hollinwood  
Burnage  
Bamford Fieldhouse  
Cheetham Hill  
Rochdalians  
Fothergill and Harvey

We are aware of clubs that have issues with their current tenure, and we will continue to monitor their situation and support them in any way that we can. Clubs known to us to date are:

Aigburth Cricket Club  
Earlstown Cricket Club  
Merseyside Commonwealth Cricket Club  
Wavertree Cricket Club.



# Our Facilities Framework

This plan is designed to initiate a step-change in cricket's infrastructure in Lancashire.

The Facilities Framework summarises the priorities for investment that will sustain the game and meet the changing needs of participants. This strategy has been developed in partnership with key stakeholders who will be critical in the building and delivery of our future projects.

FACILITIES PILLARS			
1. WELCOMING CLUB FACILITIES	2. SCHOOLS, PARK AND DEVELOPMENT FACILITIES	3. URBAN FACILITIES	4. SUSTAINABLE PLANNING AND INVESTMENT
STRATEGIC OBJECTIVES			
1. Maximise the carrying capacity and activation of existing cricket grounds and facilities	2. Improve access to cricket for all through welcoming and inclusive facilities	3. Providing welcoming, safe, flexible and accessible community facilities	4. Securing cricket spaces, promoting environmental sustainability and maximising partnerships
PRIORITY AREAS			
junior participation women and girls urban areas inclusive player pathways environmental sustainability building partnerships			



## 1 WELCOMING CLUB FACILITIES

**Maximise the carrying capacity and activation of existing cricket grounds and facilities**

- Prioritise the renewal and upgrade of club cricket facilities to create welcoming, inclusive, safe and high quality participation environments
- Invest in welcoming facilities and non-turf pitches across Lancashire's clubs to support the growth in participation driven by growth in the women's game and junior formats
- Prioritise the sustainable provision of high-quality turf wickets at venues that support player pathway and development initiatives
- Connect the 'ground management community' and increase education and sharing of best practice
- Support clubs by matching requirements with funding opportunities through utilisation of Lancashire Cricket's Facility Management System

## 2 SCHOOLS, PARK AND DEVELOPMENT FACILITIES

**Improve access to cricket for all through welcoming and inclusive facilities**

- Invest in school sports hall and playground facilities, resources and kit that connect with programmes sponsored by a school champion
- Focus on cricket facilities (especially the provision of non-turf pitches) in urban state schools and state schools delivering secondary school programme and competition offers
- Focus resources and support on schools with links to local clubs with junior sections
- Prioritise additional facility investment (alongside appropriate bursaries to ensure inclusivity) in the current Cricket Development Centres to improve quality and capacity
- Seek to grow the number of Cricket Development Centres to reduce travel times for participants across the county



# 3

## URBAN FACILITIES

**Providing welcoming, safe, flexible and accessible community facilities**

- Seek partnership opportunities with the education sector, charity sector and local authorities to access and support delivery of more cricket programmes at education and park-based facilities
- Prioritise and support projects that provide facility access (such as improved park-based amenities) and security to teams (existing and potential) without a ground
- Prioritise projects that provide a community cricket hub to multiple teams within a community
- Where there is a combination of PEOPLE and PROGRAMME, prioritise investment in new artificial cricket pitches in the right public PLACES to reduce inequality in access to facilities
- Support teams on matching requirements with funding opportunities through utilisation of Lancashire Cricket's Facility Management System
- Innovate to create and identify venues to deliver a safe and welcoming year-round cricket indoor offer

# 4

## SUSTAINABLE PLANNING AND INVESTMENT

**Securing cricket spaces, promoting environmental sustainability and maximising partnerships**

- Seek to partner with local authorities, community and faith organisations to secure funding for community cricket facilities or any initiatives where there is mutual benefit
- Work with city stakeholders to build bigger Liverpool City Region Cricket Facilities Plan
- Seek to widen the Greater Manchester Plan execution into Blackburn with Darwen, Bolton, Knowsley and Preston
- Identify those clubs and venues most at risk of flood and drought, and work with them to develop a risk mitigation plan and connecting them to appropriate County Grant Funding
- Promote Lancashire Cricket's 'Environmental Sustainability Priorities' to all clubs, partners and participants
- Ensure strategy implementation through the provision of appropriate financial and human resources
- Align cricket's priorities with local authority strategic directions, policies and funding criteria to leverage investment
- Develop, in partnership with Lancashire County Council and ECB, the new Farington Centre of Excellence for women's cricket in the North-West to provide elite training facilities for the women's high-performance teams and also provide a facility for the local community, including for local cricket clubs and schools



# Delivering the Strategy

A range of strategic priorities, actions and recommendations have been identified within this plan. They have been developed to assist cricket organisations, government and community stakeholders to work collaboratively, respond to emerging opportunities and allocate appropriate resources in order to sustain and grow the game.

The delivery of the Lancashire Cricket Facilities Strategy and its regular monitoring and evaluation will be the responsibility of the Lancashire Cricket Foundation and will form part of the Facilities Management System.

It is important to recognise that community cricket facility development requires a collective approach and a shared vision for the future.

Analysis within the strategy has been set at city and local authority level, while allowing emerging opportunities to be harnessed at the local level. As priorities continue to evolve, the periodic monitoring and review of recommendations will be vital in maintaining the relevance of the strategy through to 2033.

A stakeholder wide commitment to planning, communication, cooperation, ownership and implementation of strategic priorities and local projects will help to ensure the future sustainability and improvement of cricket facilities across Lancashire.

The 10-year plan is designed to be practical and realistic in its implementation. It is important to note that stakeholder policy, community demand and priorities change over time. As a result, strategic priorities and recommendations are subject to available funding and resourcing and should be regularly monitored to ensure their ongoing alignment with stakeholder objectives.

In order for the Lancashire Facilities Plan to be successful, it must provide a diversity in the mix of facilities to be delivered in line with forecast demand, ensure that facilities provide shared use opportunities, be utilised to their full capacity and help to provide a positive experience for all users and participants to facilitate the growth of the sport.



# Our Blueprint Projects

## Blackburn with Darwen

Blackburn with Darwen has the highest levels of ethnic diversity in the county. It also presents one of the biggest opportunities to engage with the local unitary council and work together to grow the game in the area and provide much needed facilities for local communities.

An opportunity has presented itself in resurrecting a former Cricket Club, **Blackburn Northern**, that is still in a reasonable condition and has a restricted covenant that only permits the game of cricket to be played.

The Club itself is located in an area of high density of LSEs and ethnically diverse population and is located very close to a large state secondary school with a 3G astro turf.



Discussions have commenced with the local council at leadership level and there is a strong desire and commitment to support any plan that has community engagement at its core.

Until recently there was a Blackburn and District Amateur Cricket League (BDACL) that consisted of circa 30 teams from predominately ethnically diverse communities playing most of their cricket on the now condemned Pleasington Playing Fields. The local council are committed to finding an alternative location to provide a facility to replace Pleasington.





A meeting has already taken place with the former administrator of the BDACL who has indicated his commitment to assist in the rebirth of the league, the demand is still there and likely to increase.

Initial discussions have taken place and there is an opportunity to develop council owned land adjacent to Blackburn Northern Cricket Club.

It is important to note that our vision is not just to instigate the rebirth of a former Ribblesdale League Cricket Club. The plan is to repurpose the ground into a Community Cricket Facility that will enable cricket to take place at a time and in a format that reflects the need of the local community.

The existing clubhouse is still operating as a licenced premises and the tennis facility at the ground remains in use. It is not envisaged that this situation will change, and it is not essential to the project that it does. There is enough space to construct changing rooms and install outdoor cricket nets at the site.

The cricket square is in need of some attention; however, the installation of a non-turf playing pitch(es) could very quickly get cricket played on the ground to meet what is an exciting and strong demand.

We are supported in this process by one of our Non-Executive Directors, Yasir Sufi, who has strong connections to the area in his role as Community Engagement Manager for Blackburn Rovers FC. Aside from our ambition for growth and participation of the game in the area, there is huge potential for greater fan engagement for Lancashire County Cricket Club and Manchester Originals.

Another Non-Executive Director, Tayyab Akhlaq, is a successful businessman who shares our vision that Blackburn Northern could be a model to replicate on other sites that could lead to an urban T20/25 league franchise supported by local Asian businessmen. Tayyab is very clear that he believes such a model would be well supported within the business community if the cricket was based on urban need and community based.

We have a number of similar opportunities across the county, in Preston, Bolton, Hollinwood, Irlam, and Rochdale.

Estimated initial investment required would be circa. £100,000 as matched funding from the ECB, we would look to other funders for support. We are planning an expansion of our fundraising department to support this kind of project along with many others as we drive towards a more sustainable model utilising all of the resources available to facilitate the growth of cricket across the county.



## Strategic Objectives

- Link to Chance To Shine Street program at nearby school
- National program entry point for a “new” audience
- Platform for women and girls cricket in the area
- New connection point to Lancashire player pathway
- Development centre opportunity
- Walking cricket centre to increase activity levels in older adults
- Create an opportunity for more disabled cricket opportunities
- Partnership to link with local football community who are already doing some great work in the ethnically diverse area
- Increase the volunteer base
- Greater fan engagement for LCCC, Test Cricket, ODIs, and The 100
- Links to Schools
- All year round cricket offer in conjunction with Blackburn Leisure Centre

## Bolton

This blueprint project offers a similar situation to Blackburn in as much as **Bolton Cricket Club** is not used at all for cricket, despite all the infrastructure to play the game remaining in situ. Rounders is now played on the ground to comply with a covenant that requires sport to be played at the location for the existing social club to retain its alcohol licence.



Bolton as a town has a rich cricket heritage which has been further enhanced by its many ethnically diverse communities that love cricket.

Traditional cricket is well represented in the town with over 30 Clubs in and around the vicinity. Like Blackburn, there is insufficient provision for the needs of the ethnically diverse / LSEG communities in a format that reflects their needs.

Bolton is part of the Greater Manchester Combined Authorities; they have begun to benefit from the Lancashire Cricket / GMCA action plan through the installation of NTPs (Non-Turf Pitch) into local parks and linking them to local communities.



Bolton Council is a strong supporter of local cricket allocating £300,000 to local cricket clubs in 2018. It has been hard to measure what impact this has had as no formal parameters were set that we are aware of. It does indicate the support for the game by local government.

Yasim Qureshi, a local MP, is a strong supporter of cricket in the area, and she understands the value of the game.

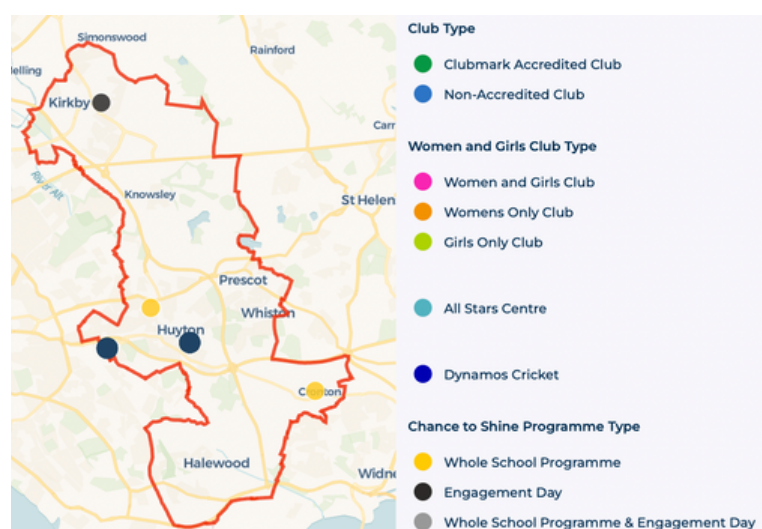
## Strategic Objectives

- Link to Chance To Shine Street program at nearby School
- National program entry point for a “new” audience
- Platform for women and girls cricket in an area that is underrepresented
- New connection point to Lancashire player pathway
- Development centre expansion opportunity
- Walking cricket centre to increase activity levels in older adults
- Create an opportunity for more disabled cricket opportunities
- Partnership to link with local football community who are already doing some magnificent work in the ethnically diverse area
- Increase the volunteer base
- Greater Fan engagement for LCCC, Test Cricket, ODIs, and The 100
- Links to schools: SS Simon / Jude Primary School
- All year-round cricket / tape ball offer in conjunction with Bolton Sports Centres / ESSA Academy
- Use as a base for the resurrection of the Bolton Metropolitan League, predominately a midweek T20 League

## Knowsley

Knowsley is a large local authority (area and population) under the jurisdiction of Merseyside Council. Knowsley borough has by far the highest school : club ratio at 64:1 across the whole of Lancashire, meaning there are very few opportunities to direct school children to a local cricket club.

This is made up of 50 primary schools, six secondary schools, three independent schools, four SEN schools and one pupil referral unit.



By comparison, the next highest school : club ratio within a LA covered by Lancashire Cricket is much lower with Manchester 41 : 1 (205 schools : 5 clubs), Blackpool 22 : 1 (43 schools : 2 clubs) whilst the average school : club ratio across Lancashire is just 12 : 1

School : club ratios for the closest surrounding local authorities to Knowsley are Liverpool 19 : 1 (187 : 10), Sefton 10 : 1 (109 : 11), St Helens 9 : 1 (73 : 8) and West Lancashire 8 : 1 (78 : 10).

There are 22,000 children of primary and secondary school age (5-16 years) in the local authority.

Whilst there is a large population there are plenty of green spaces within the geographical area. Further work needs to be done working with an updated Local Authority Playing Pitch Strategy. The last signed off playing pitch strategy dates back to 2015.

A major opportunity exists by resurrecting **Huyton Cricket Club**. Significant energy has gone into trying to move this project forward in the past two years. Matters became complicated when the ground was sold subject to planning permission being granted to a supermarket chain.

Following the demise of the cricket club, the ground was used by a local junior football group that sought to take advantage of the mitigation site offered for the loss of sports activity due to the construction of the proposed supermarket.

Due to the lack of cricket facilities and playing opportunities, Lancashire Foundation along with Sport England (Fiona Pudge) and the ECB Facilities Management Team (Sue Redfern) intervened during the planning application stage.

The outcome was that a group (Save Huyton Cricket Club) managed to obtain listed building status for the pavilion, which prevented any further planning for the supermarket group.

Our local Cricket Development Officer has been in contact with Huyton Council and has re-established our interest in reopening Huyton Cricket Club. They have indicated that they would fully support this proposition, however talks would need to commence at a more senior level within the Merseyside Combined Authorities.

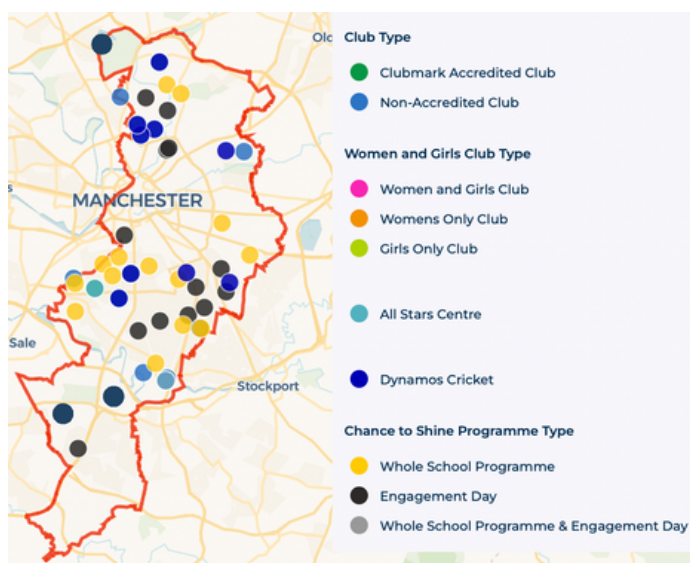
This will be the catalyst for a broader discussion with the combined authorities to address the need for cricket facilities across the wider Merseyside geographical area.



# Manchester

Inner City Manchester has identified challenges with 'places to play' on grass wickets. This situation has been exacerbated by the closure of established cricket grounds in the city area with Longsight, Burnage, and Cheetham Hill cricket clubs as examples.

This has a knock-on effect for our Chance To Shine primary school programs with the lack of clubs in the area meaning transition rates are almost non-existent.



There are also very limited opportunities to play cricket at a state secondary school in the area due to a lack of facilities and few cricket champions within the teaching staff.

To this end, we are in discussions with **Burnage Academy** (Boys) who have teamed up with **Levenshulme High School for Girls** to develop a cricket "academy" for state secondary school children. There are five local primary schools feeding into both schools where we are already running Chance To Shine Programs and we already operate street programs at Burnage Academy for Boys and Girls.

Our ultimate ambition in this space is to create our own secondary school's competition aligned to our current player pathway.

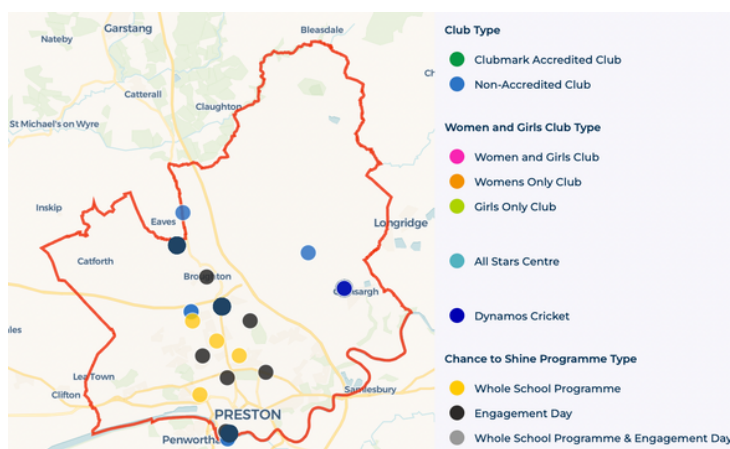
Other opportunities in and around Manchester that we are currently working on are:

- William Hulme School – open to investment into grass wickets school currently has an NTP (Non-Turf Pitch)
- Resurrect Newton Heath; Newton Heath has essentially folded in terms of playing cricket, facilities are still there and the trustees are still wanting cricket to take place on the ground. Andrew Flintoff's Field of Dreams part 2 is scheduled to be located there. Council is supportive about Newton Heath – identified one of their priorities within Manchester Active Plan
- Access into indoor facilities during winter is a challenge – Council discussing taking a lease from Manchester Met at Wythenshaw, we are supporting their discussions



# Preston

The City of Preston is a major priority area, underpinned by the ECB / Lancashire County Council's significant investment supporting the Lancashire Cricket second ground project, based at **Farington**, due for completion in 2025.



The project incorporates a First Class Cricket out-ground facility and a Regional Centre for Womens and Girls Cricket. It will consist of two ovals, one of which is designed for use by the recreational game along with the outdoor net facilities located within the ground's complex.

As part of the funding criteria, Lancashire Cricket Foundation has committed to 300 hours per year on community and recreational cricket activities.

In addition to Farington, we are looking at the possibility of reinstating and refurbishing cricket facilities at **Moor Park** in Preston.

There is significant demand from diverse communities in the city for facilities to play cricket in all formats throughout the week.

We are working with the City Council on delivering cricket based holiday activity programmes designed to keep children from Low Social Economic groups active and engaged during school holiday periods as well as exploring the possibility of working with Preston North End Football Club to work jointly promoting both sports across the schools and communities in the city.





