

STRATEGY PLAN

2020 -2024

Rich Hudson
BCB Managing Director

Steve George
BCB Chairman

Ian Hodgson
BCCC Chairman



BUCKINGHAMSHIRE

60 miles North-South

90 Affiliated Clubs

45 Junior sections

6 Women & Girls sections

South Bucks = Cricket Heartland

Milton Keynes population > 260,000





We will support & deliver:

**MORE CRICKET. BETTER CRICKET.
ACROSS BUCKS.**

Inspiring a generation to say:

‘CRICKET IS THE GAME FOR ME’





We will provide

The opportunities for everyone to access cricket in a form and location that is accessible and meaningful for them

A clear pathway for every person to be able to reach their potential in cricket, given their desire and ability

Support for a lifelong love of the game that enables enjoyable, ongoing participation in physical activity and a wider community contribution



By 2024 we will deliver:

Over 3500 5-11 year olds playing All Stars & Dynamos Cricket in Clubs and Community Hubs

Over 3000 coaching hours delivered in over 250 Primary and Secondary Schools

20 Women & Girls Cricket sections in Clubs

3 Community Cricket Hubs providing all-year round access to the game in our Urban Centres

2+ County Age Group players joining First-Class/Regional Academies annually



KEY PRIORITIES

Engage Children & Young People

Transform Women & Girls Cricket

To grow the base

Creating a thriving Club Cricket network

Leading to enhanced

Pathways for all to reach their potential





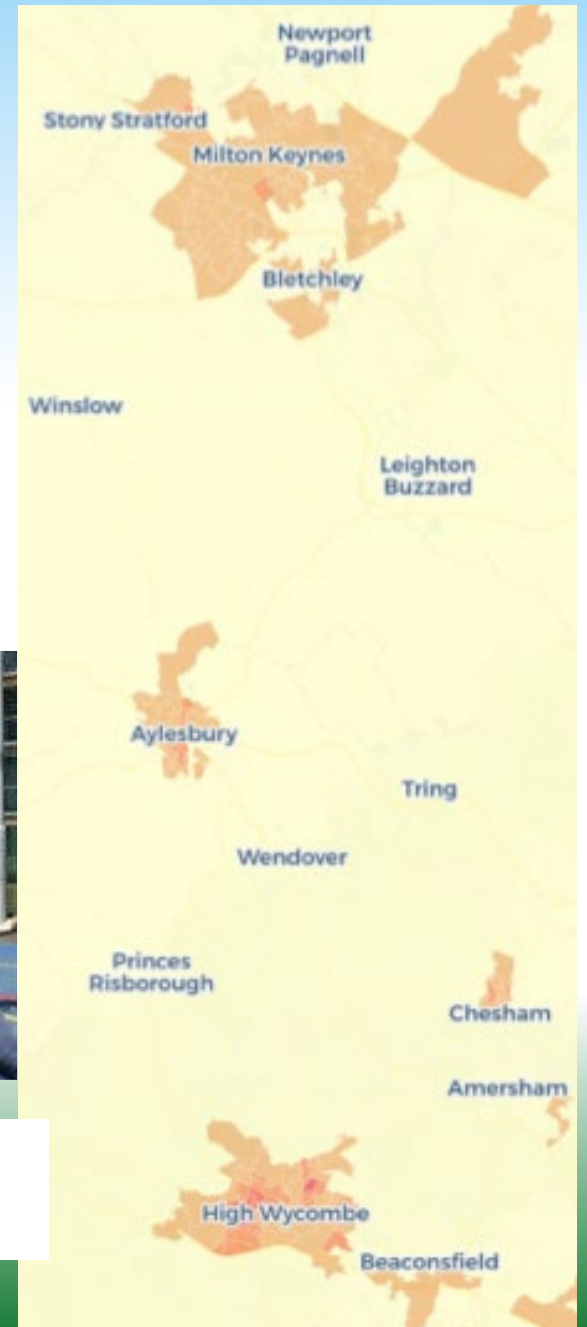
KEY PRIORITIES

Make Cricket Accessible

Support Our Communities



In Our Urban Areas





PARTNERS



SPORT MILTON KEYNES
The independent voice of Sport in Milton Keynes



est. 1878
NORTHAMPTONSHIRE
COUNTY CRICKET CLUB



CHILTERN SPORTS
CRICKET, HOCKEY AND TEAMWEAR CLOTHING SPECIALISTS





KP# I

Engage Children & Young People

To enable young people from all backgrounds to play the game and start a lifelong association with cricket

To reignite secondary schools' cricket so that teenagers continue to play and progress in the game





KP#1

Engage Children & Young People

SCHOOLS CRICKET

PRIMARY SCHOOLS COACHING
- CHANCE TO SHINE

SECONDARY SCHOOLS COACHING –
'URBAN SCHOOL MASTERCLASSES'

GIRLS SECONDARY SCHOOLS
COACHING

PRIMARY KWIK CRICKET
COMPETITIONS

SECONDARY SCHOOL
INCREDIBALL COMPETITIONS

LINK WITH BUCKS SCHOOLS
CRICKET ASSOCIATION

INDEPENDENT SCHOOL LINKS

TEACHER CPD

DISABILITY CRICKET

CLUBS JUNIOR CRICKET

ALL STARS 5-8yrs

DYNAMOS 9-11yrs

SOFTBALL FESTIVALS

BUCKS COMPETITIONS U11-U19

CLUB ACADEMY PROGRAMMES

COACH DEVELOPMENT

LINKS WITH SCHOOLS



KP#2 Transform Women & Girls Cricket

- To enable Women & Girls from all backgrounds to play the game and start a lifelong association with cricket
- Increase volunteering in Clubs and make Clubs great places for all the family





KP#2

Transform Women & Girls Cricket

By 2024, over 20 W&G Cricket setups providing cricket at a time and in the form that suits the participants

CLUB SUPPORT

'GET INTO CRICKET' OPPORTUNITIES

SOFTBALL FESTIVALS

HOLIDAY COACHING

W&G 'WORKFORCE' (COACHES,
OFFICIALS, GROUNDS MANAGER)

COACHING HUBS

LINKING WITH SCHOOLS OFFER

COMPETITIONS
(INDOOR & OUTDOOR)

HOME COUNTIES WOMEN'S LEAGUE



KP#2

Transform Women & Girls Cricket

■ Clubs

■ Urban
Community
Settings



2019



2024



KEY PRIORITIES #3

Creating a thriving Club Cricket network

For Clubs To be At The Heart Of Their Communities

- To have a thriving Club Cricket scene across the County with over 100 clubs and 55 junior sections
- Each Club connects with its community, provides a compelling participation offer and a welcoming and safe environment
- They understand and maximise their own USP in the cricketing landscape



Club Cricket Network

CLUB DEVELOPMENT PLANS	CLUBMARK	COACH COURSES & WORKSHOPS
UMPIRES & SCORERS COURSES & WORKSHOPS (ACO)	GROUNDSMEN COURSES & WORKSHOPS [GMA]	ALL STARS & DYNAMOS
BUCKS JUNIOR COMPETITIONS (BOYS U11-U19; GIRLS U11-U15)	WOMEN & GIRLS CRICKET	DISABILITY CRICKET
FUNDING & GRANTS	FACILITIES	SAFEGUARDING
VOLUNTEER RECRUITMENT, RETENTION & RECOGNITION (OSCAS & BUCKS CRICKET AWARDS)	CLUB ACADEMY PROGRAMMES & LINKS TO BUCKS PATHWAY	PLAY-CRICKET
BUCKS ADULT COMPETITIONS (e.g. T20, INDOOR LEAGUES)	WORKING WITH SATURDAY LEAGUES	



KP#3

More - Upskilled - Recognition of Volunteers, Coaches, Officials & Groundskeepers

Improve the retention of players and volunteers through ongoing development, support and recognition, with:

- Workshops
- Webinars
- Courses
- Conferences
- Pre-Season 'Expo'
- BCB Staff Support





KEY PRIORITIES #4

Pathways for boys & girls to reach their potential

BOYS PLAYER PATHWAY B11-B18

GIRLS PLAYER PATHWAY G11-19

BUCKS WOMEN'S TEAM

BUCKS COUNTY CRICKET CLUB
MEN'S 1ST XI & ACADEMY

BOYS FIRST-CLASS COUNTY
PARTNERSHIPS (NORTHANTS)

GIRLS REGIONAL CENTRE
PARTNERSHIPS (SOUTHERN VIPERS)

AUTUMN, WINTER & SUMMER
TRAINING PROGRAMMES

SUMMER MATCH PROGRAMMES
(INC. ECB CUP & FESTIVALS)

EMERGING PLAYERS PROGRAMME
(B&G 13-18)

SKILL SETS PROGRAMME

NOMINATIONS FESTIVALS

PARENT ENGAGEMENT

WELL-BEING & PERFORMANCE

STRENGTH & CONDITIONING

COACH DEVELOPMENT

SCHOOL LINKS

KIT & SPONSORSHIP





KP#4 Pathways for all to reach their potential

Progress

- Producing future professional cricketers through our Emerging Players Programmes and Academy Partnerships



- Bucks Men's and Women's 1st XIs that are the pinnacle of our recreational game



Bucks Cricket Pathway – Player Progression

Pathway	Player	Academy/RDC	Pro Debut	England Debut
Boys	Alex Hales (Gerrards Cross)		Nottinghamshire 2008	2011 T20
Boys	Tom Hampton (Gerrards Cross)	Middlesex	Gloucestershire 2015	
Boys	Tom Helm (Chesham)	Middlesex	Middlesex 2013	
Boys	Saif Zaib (High Wycombe)	Northants 2014	Northants 2014	
Boys	Adam King (Buckingham)	Northants 2015		
Boys	Brandon Allen (High Wycombe)	Gloucestershire 2016		
Boys	Conner Haddow (High Wycombe)	Northants 2016		
Boys	Dominic Goodman (Chesham)	Gloucestershire 2017		
Boys	Harry Petrie (Ballinger)	Hampshire 2018		
Boys	Farhaan Khan (Burnham)	Northants 2019		
Girls	Anna Nicholls		Yorkshire Diamonds 2017	
Girls	Tilly Mason (Ballinger)	Southern Vipers 2017		
Girls	Cara Duggan (Holmer Green)	Southern Vipers 2018		
Girls	Hannah Bates (Ballinger)	Surrey Stars 2018		
Girls	Ella Claridge	Loughborough Lightning 2018		
Girls	Bethan Miles	Surrey Stars 2019		
Girls	Hannah Davis	East Midlands RDC 2020		
Girls	Chloe Hill (Buckingham)		Central Sparks 2020	



KEY PRIORITIES #5

Urban Cricket

Milton Keynes (Population projection 2026: 323,146)

Aylesbury (Population projection 2026: 213,000)

High Wycombe (Population projection 2026: 165,000)

STREET CRICKET PROJECTS

COMPETITIONS
(TAPEBALL, T10, INDOOR)

COMMUNITY ENGAGEMENT

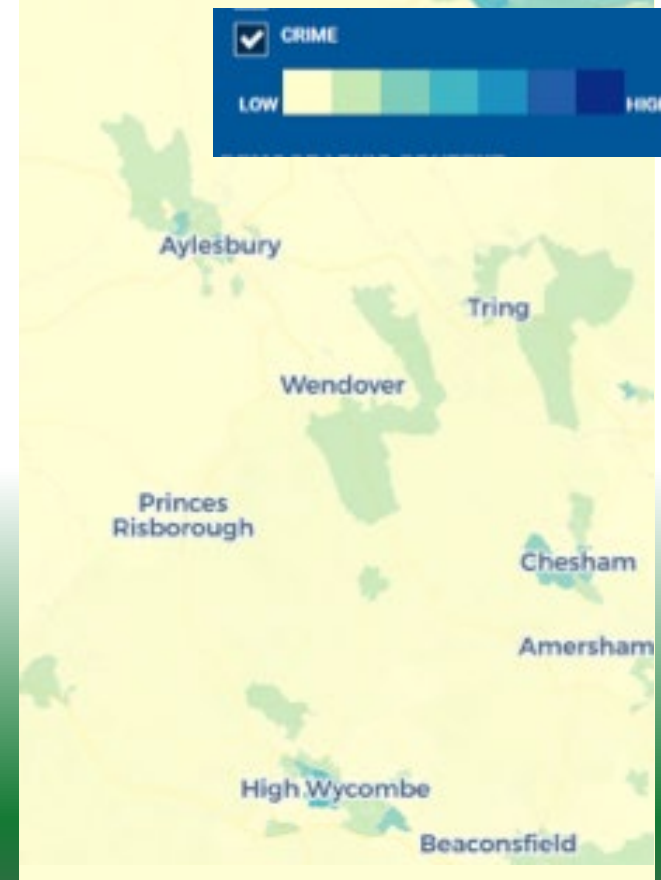
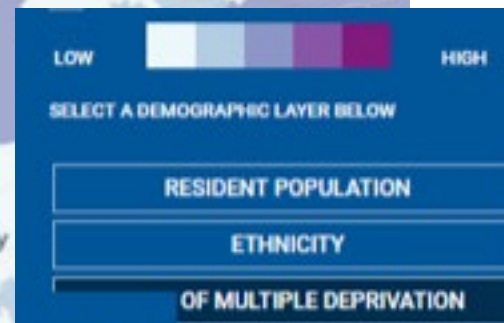
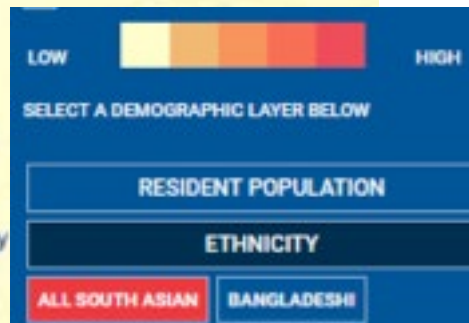
FACILITY DEVELOPMENT
Including a MK Cricket Centre

CLUB SUPPORT

COACHING HUBS



- Remove the barriers to playing cricket
- Engaging people from all backgrounds into the game and physical activity
- Supporting social cohesion, teamwork and the development of life skills through cricket





Physical Activity Need in Buckinghamshire

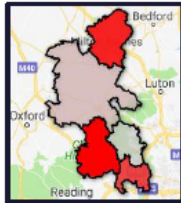
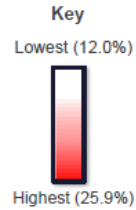
Milton Keynes is a key target area for key inspiring generations demographic groups - over-indexing on BAME, Women 16-45, 5-8s and Under 16s as a % of the population



KEY GROUPS BY LOCAL AUTHORITY AREA

Milton Keynes is a key local authority area for each of the 4 key demographic groups

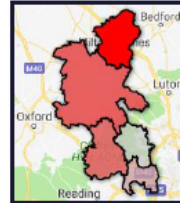
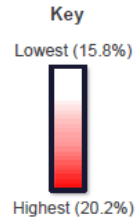
BAME as % of Population



LAA	%	(Vol.)
Wycombe	25.9%	45,292
Milton Keynes	24.2%	64,825
South Bucks	22.5%	15,725
Aylesbury Vale	14.1%	27,564
Chiltern	12.0%	11,460

Wycombe, Milton Keynes, and South Bucks all have the highest proportion of BAME residents

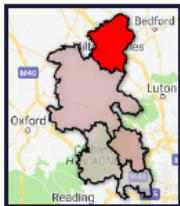
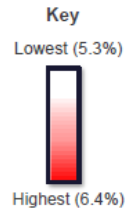
Women 16-45 as % of Population



LAA	%	(Vol.)
Milton Keynes	20.2%	54,127
Aylesbury Vale	18.6%	36,519
Wycombe	18.3%	32,022
South Bucks	16.8%	11,732
Chiltern	15.8%	15,072

Milton Keynes has the highest proportion of women aged 16-45 in Buckinghamshire

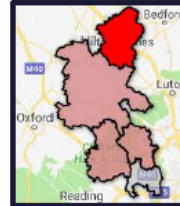
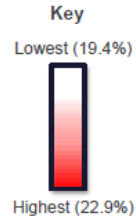
5 to 8s as % of Population



LAA	%	(Vol.)
Milton Keynes	6.4%	17,088
Chiltern	5.6%	5,361
Aylesbury Vale	5.5%	10,843
Wycombe	5.4%	9,471
South Bucks	5.3%	3,671

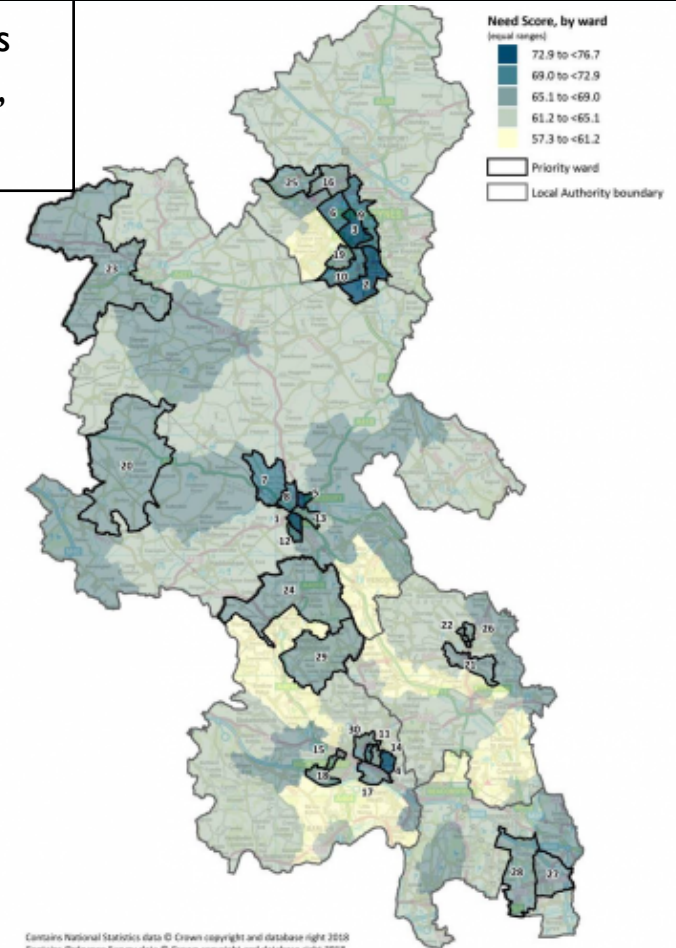
Milton Keynes has the highest proportion of 5 to 8s as a % of the population

Under 16s as % of Population



LAA	%	(Vol.)
Milton Keynes	22.9%	61,346
Wycombe	20.7%	36,217
Chiltern	20.7%	19,706
Aylesbury Vale	20.6%	40,404
South Bucks	19.4%	13,547

Milton Keynes has the highest proportion of Under 18s as a % of the population





DISABILITY CRICKET

3 x Pan-Disability Indoor Hubs

in MK, Aylesbury & High Wycombe:

- **Linked to Outdoor Clubs**
- **Schools – coaching, festivals and table-cricket**
- **Community Setting coaching**
- **Representative Super 9s team**



CRICKET FOR SOCIAL GOOD

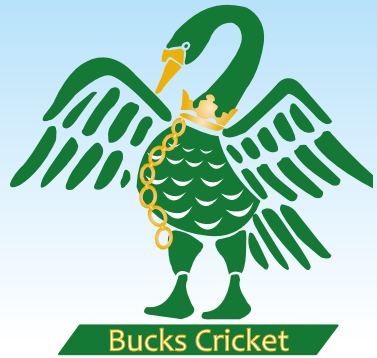
Urban Cricket

– Social Cohesion & Physical Activity

Well-Being & mental health workshops and activity programmes

Retention of young people in sport and volunteering within their community

For the ‘Spirit of Cricket’ to inspire people to its values of honesty, integrity, fair play and teamwork



BUCKS CRICKET

Connect people to us and to the game across the County

Create partnerships

To get more people supporting their community through being involved in Cricket in Bucks

Bucks Cricket Headquarters

Indoor Cricket Centre, Gym, Office, Outdoor Pitches

Communications & Marketing

Social media, newsletters and the website full of engaging and relevant content

Integrated Bucks Cricket organisation

5 individual organisations [BCB, BCCC, BYCT, ACO, BSCA] into a seamless governing body

Events, Fundraising & Sponsorship

Marquee events & matches

Generating the resources deliver our plan to inspire a generation to say 'Cricket is a Game for Me'



Sixteen Strategic Pillars:

1. Club Development
2. People – Volunteers, Coaches, Groundsmen, Officials
3. Women & Girls Cricket
4. Urban Cricket
5. Boys Pathways – Performance
6. Girls Pathways – Performance
7. Schools Cricket
8. Playing Journey & Competitions Offer
9. Disability Cricket
10. Facilities
11. Safeguarding
12. Spirit of Cricket & Well-Being
13. Communications & Marketing
14. Financial Sustainability
15. Governance
16. Partnerships



BUCKS CRICKET 2021

Board of Directors

Managing Director

Richard.Hudson@bucksb.org

Finance Director

Stuart.Beck@bucksb.org

Club Development Manager

Emma.Boswell@bucksb.org

Urban Cricket Manager

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Women & Girls Manager

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Cricket Development Coach

George.Morris@bucksb.org

Women & Girls Cricket Development Coach

Hannah.Mansell@bucksb.org

Operations Administrator

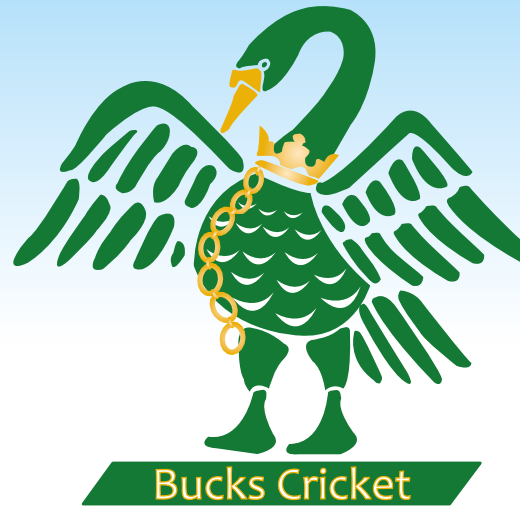
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Well-Being & Performance Coach

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County Welfare Officer

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