



BRENT CRICKET DEVELOPMENT PLAN 2005 – 2010



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CHAPTER 1: Overview

1.1 Vision for Cricket in Brent

- 1.1.1 It is intended that by the year 2010, the number of people playing cricket in the borough will have increased. More people from minority ethnic groups, women and young people and those with a range of disabilities will be represented in the sport.
- 1.1.2 There will be a closer working relationship between schools and clubs. More schools will feed young people into junior sections of clubs within Brent.
- 1.1.3 There will be a more stable cricket club structure within the borough, ensuring that coaches and volunteers are knowledgeable and club policies are in place.
- 1.1.4 To work with Brent Council's Parks Service to upgrade and maintain pitch and ancillary facilities.

1.2. Background

- 1.2.1 One of the key themes arising as a result of a challenge day held in November 2002 was the lack of overall coordination and planning for the development of sport in Brent.

A 'Development Framework for Sport' was approved in February 2003 which identified key action points to tackle some of the major weaknesses that needed to be addressed if there was to be a secure foundation on which to develop sport in Brent.

- 1.2.2 The consequential production of 'A Strategy for Sport and Physical Activity in Brent 2004 – 2009' identified cricket as one of the borough's eight priority sports against the following criteria:

- Sports which are part of the regional sports initiatives
- Sports which have good facility provision in the borough
- Focus sports for Brent schools
- Sports which have successful clubs or no club structures in Brent
- Sports which are played by Brent's diverse communities
- Sport England priority sports

The Strategy for Sport and Physical Activity acknowledges that the Council is just one of the many providers of sports opportunities in the Borough and the Council's role must be to facilitate the support provision and to provide a basic infrastructure that can support effective and sustainable development of sports opportunities across the relevant sectors.

Based on the research, consultation and headline findings the strategy establishes key themes which will form the strategic focus for all providers of sport. The themes take into account the benefits that sport can make to achieving wider social and economic objectives as well as improving the quality of life of Brent's residents. The themes are outlined as follows:

- Promoting the health benefits of an active lifestyle
- Increasing awareness of sports opportunities
- Ensuring sports facilities are fit for purpose
- Reducing barriers to participation and ensuring equity in sport
- Supporting and developing local sports clubs
- Increasing sports opportunities for young people

In addition, the strategy identifies a number of key groups which have been identified as having low levels of participation in sport. The target groups are:

- Young people
- Older People
- Black and Ethnic Minority groups
- Disabled People
- Women and Girls

1.2.3 Development plans for 8 different focus sports were initiated in 2005, with cricket and tennis plans being the first. The main features being a vision for the future of cricket in Brent, key aims and objectives and an implementation plan with priorities for the successful development of the sport for the next 5 years. The methodology relating to the preparation of the plan comprised of a review of existing strategies for cricket development (both locally and nationally), current activities and a consultation exercise involving key stakeholders in the sport.

1.3. Aims of the Cricket Development plan

The main aims of the cricket development plan are:

- To increase participation in the sport of cricket in Brent
- To provide opportunities for young people generally and in particular women and girls to participate at both recreational and competitive levels.
- To encourage more people from minority ethnic groups and those who are not traditionally linked to cricket to become involved
- To encourage more Brent cricket clubs and teams to form school links
- To encourage more Brent cricket clubs and teams to play competitive cricket in a league structure
- To increase the number of people with cricket teaching skills and a recognised qualification

1.4. How was the plan prepared?

1.4.1 The methodology relating to the preparation of the Cricket Development Plan is as follows.

1.4.2 The plan was prepared through the analysis of existing research completed by the London Borough of Brent, Sport England and The England and Wales Cricket Board. Several strategies including 'A Strategy for Sport and Physical in Brent 2004 – 2009, Brent Playing Pitch Strategy 2003- 2008 and A Best Value Review were analysed as a local perspective. The England and Wales Cricket National Strategy and the Middlesex County Cricket Board Development Plan were used as a national and regional viewpoint.

The opportunities for playing cricket within Brent were evaluated in accordance with the ECB's National Strategy for grassroots development.

Review of cricket development in Brent

1.4.3 Consultation was carried out by sending questionnaires to 60 primary and 14 secondary schools in the Borough. This questionnaire covered areas including the facilities schools had to practice and play cricket, cricket activity (both curricular and extra curricular), school and clubs links, what issues the schools felt restricted cricket development within the schools and coach education needs.

Questionnaires were also sent to 24 cricket clubs currently or previously based in Brent. The questionnaire covered such areas as facilities used, level of competition offered, club-school links, teams within the club, restrictions to cricket development and coach education needs.

Individual meetings were also held with key partners including a representative from Wembley Cricket Club, South Hampstead Cricket Club, Brent Parks Service, Middlesex Cricket Board and PDM's from both North and South of the borough's Schools Sports Co-ordinator Partnerships.

Key Partners (PDM's, PE Advisor, LAP, MCB, Wembley Cricket Club, United Cricket Club, South Hampstead Cricket Club and Brent Parks Service) who are involved in the development of cricket within Brent were invited to attend a steering group meeting. The group has a wide range of representatives from different cricketing backgrounds. The first meeting was held to establish areas that should be covered within the plan, including women and girls' development, primary and secondary school development, school-club links, coach/umpire development and facility upgrade and maintenance.

As a benchmarking exercise, the group first identified the stages at which cricket in Brent had reached in relation to where we would ideally like to be within the next five years. The group then planned out key milestones needed to achieve this over the next five years.

1.4.5 Targets for future achievement

Following the review of cricket development within the borough, current initiatives and partnership working, consideration was given to a set of realistic aims and objectives for cricket development over the next five years.

1.4.6 Implementation of the plan

An action plan was produced, comprising of the strategic aims and objectives, proposed actions, time scales for implementation, lead and partner responsibilities and expected outcomes. After a consultation with the steering group recommendations were made and a revised action plan agreed.

1.5. Main Findings

1.5.1 Cricket – the national and regional scene

Cricket is the second most popular outdoor team sport in the UK after football in terms of participation and one of England's top international sports. It attracts widespread television coverage and commands lucrative broadcasting and sponsorship deals. The England and Wales Cricket Board's (ECB) latest participation figures estimate that there are approximately 450,000 regular club players aged over 16 years olds and 210,000 under 16 club players.

The ECB also state that Kwik cricket is proving increasingly popular with 2.1 million children playing the game within schools and clubs nationwide, with 434,000 of these being girls.

With the introduction of four Women's Club Development Officers, women's cricket has become one of the fastest growing sectors of the game with nearly 200 women's clubs now established nationwide, with 600,000 girls and women currently playing cricket.

1.5.2 Cricket in Brent

There are currently 40 crickets teams within Brent based at 17 clubs, of these, 9 teams are of junior age. There are no adult female cricket teams at the present time within Brent; however this will change when the current girl's teams progress through to the appropriate adult age groups.

CHAPTER 2 SPORT MANAGEMENT, STRUCTURE AND ADMINISTRATION WITHIN ENGLAND

2.1 Department of Culture, Media and Sport (DCMS)

2.1.2 As recommended in 'Game Plan', 10 priority sports were identified and plans were developed with each sport in 2004. The strategy aims to provide a coordinated platform for delivery, establishing a framework for sport for partners at all levels – local, regional and national.

The Government, led by the DCMS, aims to provide better sporting opportunities at every level. To achieve this, the Government is investing £2 billion of public and National Lottery money in sport by 2006.

2.2 Sport England

Sport England is the strategic lead for delivering the Governments sporting objectives in England; they are responsible for distributing both Lottery and Exchequer funds to sport.

Their vision is to make England an active and successful sporting nation. Their mission is to work with others to create opportunities to get involved in sport, to stay in sport and to excel and succeed in sport at every level.

And their role is;

- To be the strategic lead for sport in England
- To make focused investments through partners
- To provide advice, support and knowledge to partners and customers
- To influence the decision-makers and public opinion on sport

2.2.1 One of Sport England main objectives is Sport Equity. This refers to equality of access to sport, recognising inequalities and taking steps to redress them by changing culture and structure of sports to ensure it becomes equally accessible to everyone.

2.2.2 In 2004, as a result of the publication of 'Game Plan' Sport England produced 'The London Plan for Sport 2004 – 2008. This plan seeks to increase overall participation rates by an average of 1% per year, increase participation by under represented groups and provide structures required for individuals to fulfil their sporting ambition and ability.

2.2.3 Sport England named cricket as one of the 10 England priority sports, and has invested significantly in cricket over the years (£12 million in cricket during the financial year 2004-05). Sport England sees the

development of cricket from grassroots to elite as critical to achieving increased national participation and international success.

Cricket is involved in the following Sport England initiatives;

- County Sports Partnerships – working with 33 partnerships
- Awards for All – with funding of £5,596,354 for various projects
- Step into Sport – currently implementing their voluntary strategy
- Racial Equity – achieved the preliminary standard and now working towards intermediate (cricket is the first sport to have achieved the intermediate standard)
- Club Development Programme – receiving £9.4 million over three years to fund capital projects and facilities.

2.3 Sports Development Continuum

The Sports Development Continuum is now a well known model helping to outline the sporting stages of an individual. These stages are:

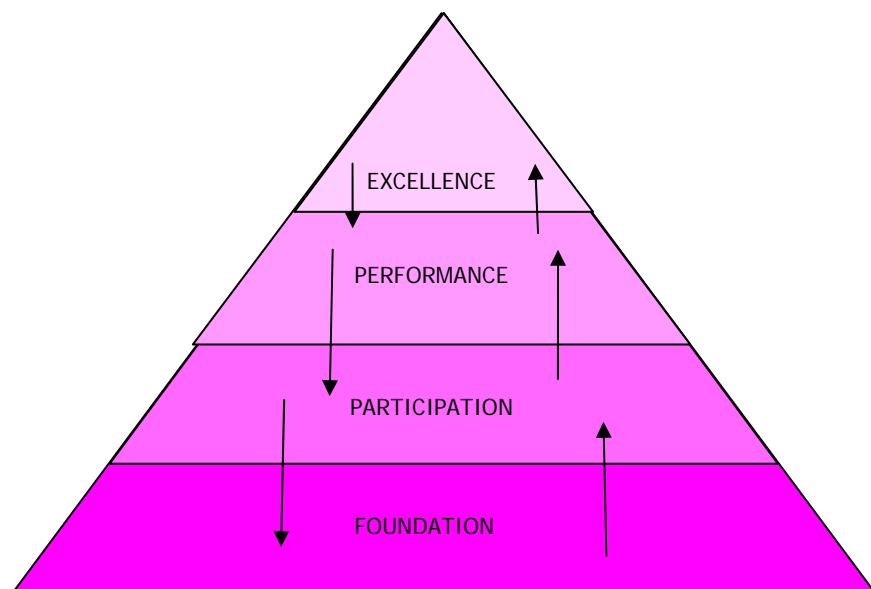
Foundation – early development of basic skills

Participation – playing sport mainly for ‘fun’

Performance – playing sport at a competitive club or county level

Excellence – playing and competing at the highest level

The sports development continuum is a dynamic process, with people moving in both directions at all ages of life. Consequently, it is important that sporting structures are in place to meet people’s needs wherever they are within the continuum.



2.4 National and County Governing Bodies

2.4.1 England and Wales Cricket Board (ECB)

The England and Wales Cricket Board is the governing body of cricket in England and Wales and was established in 1997. The Board took over the responsibilities carried out for the previous 30 years by the Test and County Cricket Board (TCCB), the National Cricket Association (NCA) and the Cricket Council.

The ECB have responsibility to deliver aims and objectives across all sections of cricket. It's vision for cricket is:

“To ensure that England becomes and remains the most successful and respected cricket nation in the world, and to encourage the widest possible participation and interest in the game throughout England and Wales.”

The ECB's Guiding Principles are:

- The pursuit of excellence
- Coaching and training of world class quality
- Social inclusiveness
- Equality of opportunity
- Contribution to communities
- Best business practice
- The best deal for supporters
- Good conduct on and off the field
- International co-operation

2.4.2 ECB Structure

The ECB provides a substantial amount of money per year to the Cricket Foundation which is the grant aiding arm of the ECB. The Cricket Foundation in turn funds the cricket development activities of the 38 first-class and non-first class counties, all of whom are represented on the ECB, together with a representative of Middlesex County Cricket Board (MCCB).

County Boards exist in each of the 38 counties to organise, promote and coach cricket at every level within the county boundary, from schools and junior sections of clubs through to the professional game.

The First Class Forum (FCF) - comprising all 18 First Class Counties and MCC considers financial administration, the playing programme and conditions of domestic and international cricket.

The Recreational Assembly (RA) - covers school, club, league and inter- county cricket in the non-first class game.

2.4.3 Middlesex County Cricket Board (MCB)

Cricket determined many years ago that the county of Middlesex was to be defined as 17 London Boroughs, Brent is included within this boundary.

The MCCB aims to promote the game of cricket at all levels through the partnership of professional and recreational cricketing bodies. Middlesex Cricket Board has 3 County Cricket Development Officers. One focuses on Youth and Coach Development, one covers the development of women cricketers and the other development officer has responsibility for Community Development.

The strategic objectives of the MCB are;

- To act as the governing body for recreational cricket in Middlesex.
- To co-ordinate the work of all the differing individual cricketing agencies in Middlesex ensuring that adequate channels of communication are in place and that the best possible use is made of the resources available.
- To implement in Middlesex, the various aspects on National and Regional and Local Development plans.
- To represent Middlesex in the formulation and implementation of National and Regional cricketing policies.
- To introduce the game of cricket as widely as possible from primary school age upwards throughout Middlesex, ensuring that personnel, facilities and youth cricket structures are in place to enable young cricketers to enjoy the game and fulfil their cricketing potential.
- To ensure that equity is incorporated across all aspects of the Board's development. Sport equity is about fairness in sport, equality of access, recognising inequalities and taking steps to address them. It is about changing the culture and structure of sport to ensure it becomes equally accessible to everyone in society.

The Middlesex County Cricket Board have recently recruited a community cricket coach who will be working within Brent and two other London Boroughs, their remit is to visit primary and secondary schools within these boroughs to coach cricket.

Middlesex Cricket Board – Development Plan (2003 – 2008)

The Middlesex Cricket Board wrote a development plan in 2003 and focussed on 5 areas of development. The plan was broken down into:

- Cricket Clubs
- Focus Clubs
- Facilities
- Coaching in Schools
- Future Plans

The future plans for the next 3 years covered the areas of:

- Schools/Club Cluster Partnerships
- Coaching Visits
- Teacher Training
- Coach Training
- Competitions
- Facilities
- Talent Assessment
- County Area Squad development

The MCB Development Plan identified that there are 3 focus clubs within the London Borough of Brent where cricket development is currently supported or where significant opportunities exist. These clubs are Wembley Cricket Club, South Hampstead Cricket Club and United Sports Cricket Club. These clubs will initially be the 'focus' of development efforts and available support offered by Middlesex Cricket Board.

2.5 Partners and Potential Partners

2.5.1 Active Sports

The Active Sports programme for cricket represents an important vehicle through which the England and Wales Cricket Board (ECB) aims to deliver, in partnership with local authorities.

Active Sports Cricket focuses on 10-14 year olds with opportunities for boys, girls and people with disabilities. It will also seek to encourage young people from Black, Asian and other ethnic minority communities and will make cricket more accessible to young people from families on low incomes. The programme will broaden the appeal of cricket to a greater number of young people, provide increased access to high-quality coaching and competition, bring more young people into club membership and widen opportunities for potentially talented young players.

2.5.2 London Community Cricket Association (LCCA)

The LCCA is a charity that deals mainly with integrating children with special needs into the world of Cricket, forging links with the community and allowing disadvantaged children from across London the chance to enjoy competitive sport. It employs directors involved within facility and

programme development. There are currently three development coaches specialising in children in deprived areas, young people with disabilities and the visually impaired.

From 2005 the LCCA's programmes will come under the new banner of 'Opportunities through Cricket'

The 'Opportunities through Cricket' programmes work in the following two areas;

- **Disability** This includes the Special Needs Schools Programme, the Youth Blind Cricket Programme, The England Blind Cricket Team, the Summer Holiday Cricket Camps and the new County disability youth competitions
- **Urban** The includes the Housing Estates Programme, the Urban Coaches Programme, The Inner City World Cup and Tapeball Cricket

The work completed by the LCCA is delivered by their committee and they do not currently provide activities in Brent. However the development plan highlights that there is potential to develop a partnership in the future.

2.5.3 British Association for Cricketers with Disabilities (BACD)

The organisation works on a voluntary basis and funding is provided by one main sponsor and charitable fund raising events. The aims and objectives of the organisation are to provide opportunities for people with disabilities to participate in cricket where they can learn the skills of the game and are able to enjoy the sport as well as have the opportunity to play competitively.

The BACD have four separate categories of disability with which they work. These are the blind, the deaf, and people with physical disabilities and those with learning difficulties.

The BACD do not currently provide activities within Brent, but the plan highlights the potential to develop partnership working in the future.

2.6 Schools

2.6.1 In October 2002 Central Government launched the PE, School Sport and Club Links (PESSCL) Strategy to ensure that 'all children, whatever their circumstances or abilities should be able to participate in and enjoy physical education through sport'. The PESSCL strategy is being driven through the following programmes in Brent:

- School Sport Co-ordinator Partnerships
- Gifted and Talented Programmes

- Step into Sport
- Professional Development
- School/Club Links

2.6.2 Primary schools

The National Curriculum for Physical Education (Key Stages 1 and 2) requires the teaching of striking, catching and throwing skills as essential elements for introducing mini-striking games. Cricket, or more usually the adapted form of the game, 'Kwik Cricket', is ideally placed to meet these requirements.

34 out of the 60 primary schools within Brent returned a completed questionnaire. The analysis highlighted that 20 primary schools offer cricket during curriculum time, 14 offer cricket during extra curriculum time and 14 schools currently offer no cricket provision.

2.6.3 Secondary Schools

The National Curriculum for Key Stage 3 (11-14 yrs) identifies striking / fielding games plus understanding and observing rules and tactics as a means of developing techniques. This offers opportunities to re-establish cricket in secondary schools.

8 of the 14 secondary schools within the borough returned their completed questionnaires. The analysis highlighted that 8 schools offer cricket during curriculum time and 7 offer cricket during extra curriculum time.

2.7 Clubs and Teams

The role of clubs is crucial to the health of cricket in a county and local authority arena. Those with junior sections or colt teams provide almost the only pathway to further development for juniors who want to play outside schools. The bigger clubs provide the stepping stone from participation to performance play.

An audit completed by Middlesex Cricket Board in April 2003 listed 205 member clubs within Middlesex. When comparing the number of clubs with junior sections between counties, Surrey has 37% (affiliated to the ECB) while Middlesex has 36%. In Brent only 17% of known clubs have junior sections (3 clubs in all).

2.7.1 Women's Club Cricket

There are 11 Women's cricket clubs in Middlesex. This is a growing sector of the sport and an increasing focus for development work. Although there are no women's teams in Brent, part of Wembley CC focus is on girl's cricket development and they have an affiliated girl's colt section.

2.8 Local Authority

Sport has a role to play in relation to improving the quality of life of Brent's residents. In this context cricket can make a significant contribution to achieving a number of broad policy objectives on which both central and local government is focussing. These include social inclusion, regeneration programmes, community safety and crime reduction, lifelong learning, community cohesion, health improvement and environmental issues.

Brent Council's Corporate Strategy

Brent Council's Corporate Strategy has five priorities for action:

- Promoting the quality of life and the green agenda
- Supporting children and young people
- Regeneration and priority neighbourhoods
- Tackling crime and community safety
- Achieving service excellence

In Brent sports development is delivered by the Sport Development Team which includes a Sports Development Manager and 3 Sports Development Officers.

CHAPTER 3 CRICKET IN BRENT – CURRENT SITUATION

3.1 Cricket in Brent

There are currently 10 cricket clubs affiliated to the MCB playing within Brent. A review of pitch bookings in 2005 of Brent Parks Service reveals there are an additional 4 clubs using facilities within Brent that are not affiliated.

Wembley CC and South Hampstead CC are currently affiliated to the Middlesex Colts Association and although there are no adult female cricket teams at the present time within Brent, Wembley CC do have a Girls Colt section affiliated to the MCB.

3.2 Cricket Facilities

In 2003 Brent's Parks Service commissioned consultants to complete a Playing Pitch Strategy which would run through to 2008. The strategy included an analysis of the supply of pitches, the condition of local authority owned playing pitches and their ancillary facilities, the current and future demand for pitches and the adequacy of supply to meet this demand. This development plan will take into account the findings of this strategy and consultations completed since.

Outdoor

- 3.2.1 Brent Council owns and maintains 9 cricket pitches on 6 sites. There will also be a cricket pitch at John Billam Sports Ground within the near future.

Council owned cricket pitches

Facility	Number of Pitches
Gibbons Recreation Ground	1
Northwick Park	3
Preston Park	1
Vale Farm Sports Ground	5

Privately Owned facilities

Facility	Owned by
Milverton Road	South Hampstead CC
Maybank Avenue	LNER (disbanded in 2005)

Clubs playing at different venues

Club	Venue
Queensbury	Preston Park
United Sports CC	Vale Farm
Wembley	Vale Farm (leased)
LNER(disbanded in 2005)	Maybank Avenue
Suraj CC	Vale Farm
Old Manorians	Vale Farm
South Hampstead CC	Milverton Road
Littleton CC	Northwick Park

The Playing Pitch condition survey, part of the Brent Playing Pitch Strategy 2003 – 2008, highlighted that all pitches suffered from poor drainage and the pitches at Vale Farm, Preston Park and Tendertden Sports Ground were all below average as a playing pitch.

Brent Parks Service will be making improvements to the drainage at Gibbons Recreation Ground, Northwick Park and John Billam Sports Ground.

There are 4 educational sites that have pitches in the borough; however none permit community use of their pitches. There are no future plans for these schools to offer community cricket use.

Two of the pitches at Vale Farm are leased by the Council to Wembley Cricket Club. The cricket pitches at Milverton Road and Maybank Avenue are owned by club themselves. LNER disbanded in 2005.

The Middlesex Cricket Board Development Plan 2003 - 08 highlighted several areas of concern with regards to the diminishing levels of cricket within the Borough. Facilities present the greatest threat to club cricket in Brent. It has been highlighted that considerably more effort will need to be applied in the next 3 years if cricket playing opportunities are not to contract still further. A great percentage of grounds are owned or controlled by local authorities or companies and both have been guilty of 'losing' cricket grounds over the last 10 years. One example presented was that of Vale Farm having 11 cricket squares in 1991 and only having 5 today.

A further problem is often the relatively poor quality of maintenance, particularly on Local Authority grounds, which mean pitches become unsuitable (if not dangerous), clubs do not want to hire them, and then they fall into disuse. To try to compensate for this, clubs travel outside of the borough in the hope of finding better-quality grounds and facilities.

A further point made by those clubs attending the steering group highlighted that vandalism was a big problem within the borough. Several club facilities are vandalised on a regular basis. This and the unauthorised use of the cricket squares by people playing other sports for example golf and football, means that the quality of squares and wickets are very poor and even though clubs try to maintain the square and field they are not able to stop people from using the facility when they are not present.

3.2.2 Indoor

There are currently indoor cricket nets in 4 venues in Brent that are available for community use. These are the newly completed Capital City Academy and Bridge Park Community Leisure Centre which has recently replaced their nets. Kingsbury High School and JFS also have indoor cricket nets however the cost of hire for these facilities prevent clubs from taking advantage as they feel the cost is too high to use on a regular basis.

Venue	Cost(per hour) to hire
Capital City Academy	£40 - £50 for a minimum of 10 weeks
JFS	£42 - £60
Kingsbury High School	£45
Bridge Park Community Leisure Centre	£30
Oakington Manor Primary	£30

School	
Willesden Sports Centre	£53

3.2.3 Cricket Pavillions

The majority of sites have team changing rooms, showering/toilet facilities and clubhouses with catering facilities as well as car parking provision. Preston Park and Northwick Park had disabled access available.

Gibbons Recreation Ground has no showering facilities, clubhouse or car parking provision.

Several clubs have stated that they do not have equipment such as a scoreboard, hut, sightscreens or outdoor nets.

Problems stated with Ancilliary Facilities

Name of Club	Name of Ground	Problems with Facility
Queensbury	Preston Park	Team changing rooms, showers, toilets, clubhouse – all very poor, bar/catering - poor
United Sports	Vale Farm	Team changing rooms, showers, toilets, clubhouse all very poor
Wembley	Vale Farm (leased)	Outdoor nets – very poor
LNER – club disbanded in 2005	Maybank Avenue	Toilets – poor
Suraj CC	Vale Farm	Showers, toilets, clubhouse all very poor Team changing rooms, bar/catering – poor
Old Manorians	Vale Farm	Tea room – very poor

Wembley Cricket Club are currently in the process of replacing their existing changing rooms with a new 2 team changing area and umpires room. The new facilities will comply to DDA requirements and will provide separate showers and toilets which can be used by both male and females which is not currently the case.

The second development is for new cricket nets facilities which are needed for the increasing junior section and as provision of appropriate practice facilities for senior members.

Cricket Clubs have highlighted a list of priorities they would like to see improved at each of their venues. These include;

Club	Ground	Improvement priority
Queensbury	Preston Park	Better pitch maintenance
United Sports	Vale Farm	Upgrade wicket
Wembley CC	Vale Farm	Relay square
LNER	Maybank Avenue	Improve outfield
Syraj CC	Vale Farm	Upgrade showers to include hot water
Old Manorians	Vale Farm	Upgrade changing facilities including showers & toilets
Littleton CC	Northwick Park	Provision of sightscreens
South Hampstead CC	Milverton Road	Upgrade pavilion, changing facilities, showers & toilets

3.3. Brent Council

Brent Council's main involvement in cricket has been the provision of partnership working with clubs, as well as the preparation of the borough team for the London Youth Games.

3.4 Middlesex Cricket Board

The MCB currently assists schools and clubs in the delivery of cricket by offering coach education and funding coaches to work in schools and at clubs within Brent.

3.5 Cricket Clubs

24 clubs (whose details were provided) within the borough were sent a club audit to gain information about current level of provision, membership and a profile of the clubs structure. 5 clubs within Brent were the only clubs to respond to this audit including the 3 main clubs Wembley Cricket Club, South Hampstead Cricket Club and United Sports Cricket Club.

All 3 clubs have opportunities for adult male and junior males. 2 of the clubs play at competitive levels up to regional level, with United Sports playing at a local level.

Wembley Cricket Club has provided coaching during the winter period at Bridge Park Community Leisure Centre for young people aged 6 -14 years as well as coaching sessions during the school holidays. An indoor tournament has been arranged by the club for primary and

secondary schools and the London Youth Games teams were managed by the club. Wembley Cricket Club have been active in making visits to local schools visiting 8 primary and 5 secondary schools and encouraging children to come back to the club for after school sessions.

United Sports Cricket Club held a ten week coaching course about 18 months ago for girls between 11 – 13 years old. The course was very successful. The children were enthusiastic and keen to learn. It is something that the club would be interested in developing in the future.

It has also been suggested that with encouragement and support South Hampstead Cricket Club and United Sports Cricket Club would do well in the expansion of their activities in schools.

The three focus club have highlighted similar issues when identifying factors which are currently restricting them to develop as a club. The general areas of restriction centred on lack of quality facilities (both indoor and outdoor), lack of funding, lack of coaching and volunteers. This Cricket Development Plan hopes to include, and improve the issues clubs have stated and work towards removing the restrictions to development.

Wembley Cricket Club

The club currently has 5 senior male teams (aged 17+), 5 junior male and 1 junior female team (8-19years) which equates to approximately 240 members.

The club currently have 10 qualified (6 level 1 and 4 level 2) coaches and a further 20 volunteers.

Wembley Cricket Club produced a five year development plan in 2004 which is divided into 4 separate categories covering:

- Senior Cricket
- Facilities and Equipment
- Junior Development and Coaching
- Club Administration

The plan stated that the club is committed to expanding an already thriving junior section by 20% over the next four years. This would be achieved with an increase in qualified coaches by at least one Level 1 coach each year, and a newly qualified Level 3.

Other commitments from the club are to continue to develop their girls section and expand on the work they have completed within Primary

and Secondary Schools within the borough, while recruitment for a Volunteer coordinator should occur within the next year(2006).

Wembley CC has also recently been granted money by the Chance to Shine organisation which intends to regenerate competitive cricket in schools. Wembley CC will visit both primary and secondary schools to provide cricket coaching to varying ages. At the time of the plan the work programme had not been finalised but the actions and targets will be monitored when the programme starts.

South Hampstead Cricket Club

The club currently runs 4 senior male teams (18+) and 3 junior male teams (8-17), equating to approximately 80 members.

The club currently has 10 volunteers involved in the running of the club.

South Hampstead Cricket Club produced a five year development plan in 2004 which is divided into 5 separate categories covering:

- Club and Committee structure
- Ground and playing facilities
- Teams and playing membership
- Colts and coaching
- Partners

The plan stated that the club will endeavour to increase their colts section within the next 4 years; however they would need to concentrate on improvements to their coaching and practice facilities in order to ensure that the quality of cricket offered is adequate. A focus on increasing the number of qualified coaches involved in the club and strengthening school-clubs links will ensure that development work can be undertaken.

The club recognises that as it is the only MCCL club in the south of Brent and its close proximity to Capital City Academy both offer a very good opportunity for the potential development of the club within the next few years. The recent appointment of a Club Development Officer ensures that the club are on track to achieving the ECB Club Accreditation Award which they hope to complete within the next year.

United Sports Club

The club currently runs 2 senior male teams (18+) and 1 junior male team (8-17), equating to approximately 35 members.

The club currently has 5 volunteers involved in the running of the club.

3.5.1 Clubs in the borough currently take part in the following leagues and competitions:

- Middlesex 1987 League
- Chess Valley Sunday Cricket League
- Ladbrokes Middlesex County Cricket League
- Trail Finders Middlesex Championship
- Middlesex Premier League
- Middlesex County Championships
- Middlesex Colts Cricket League
- Middlesex Sunday Cricket League

3.6 Schools and Colleges

MCB's Cricket Development Plan highlighted several areas of satisfactory development within Brent in recent years mainly centred on Kingsbury High School and Capital City Academy.

All Primary, Secondary and Special Needs Schools in the Borough were surveyed to assess the current level of curricular and extra curricular cricket provision, the barriers to participation and coach education needs. (Please see Appendix 1).

The response rate of the primary schools was 58% with 34 returns and 57% from Secondary schools with 8 returns.

The responses showed that 19 of the primary schools would be interested in developing links with secondary schools with the intention to use their facilities and cricket expertise, 14 schools would like to be involved in future cricket leagues.

The barriers to offering cricket within schools were listed as; inadequate facilities, lack of transport to venues and lack of knowledge of the game. Secondary schools identified a lack of suitable space to compete at a sufficient level as the main barrier.

There was however a large interest in attending coach education courses. Primary schools would be interested in approximately 100 of their staff attending Coaching Cricket for Primary Teachers, and 11 teachers attending the secondary schools equivalent. 34 teachers would like to attend NGB qualifications when held.

Kingsbury High School have recently run a successful ECB Level 1 course with a mixture of males and females passing. The pupils will then become involved in cricket programmes alongside a qualified coach.

3.7 Coach Education

3.7.1 United Kingdom Coach Certificate Scheme

The ECB recently announced that cricket has been chosen as one of six sports to lead the pioneering delivery of the United Kingdom Coaching Certificate (UKCC). The aim is to ensure consistency across all governing bodies from a Level 1 Introductory course up to a Level 5 Master Coach.

ECB Coaching Assistant (UKCC1) - Assist more qualified coaches delivering aspects of coaching sessions, normally under direct supervision

ECB Coach Award (UKCC2) - Prepare for, deliver and review coaching sessions

ECB Head Coach (UKCC3) – Plan, implement and revise annual coaching programme(s).

ECB Master Coach (UKCC4) - Design, implement and evaluate the process and outcome of long-term specialist coaching programmes.

ECB Coaching Fellowship - Generate, direct and manage the implementation of cutting edge coaching solutions and programmes.

The cricket UKCC Level 2 was introduced in November 2004 and is aimed at a level between the old ECB Level 1 and 2 qualifications.

It is principally the responsibility of the MCB to organise and run all coach education courses within Brent. The aim of this development plan is to ensure that there are several differing UKCC levels held in Brent over the next five years.

3.7.2 The ECB Teacher Training Programme

HOWZAT!

The ECB launched HOWZAT! in partnership with Channel 4 in November 2000 to promote cricket to children in schools.

Complying with government recommendations for Curriculum 2000, HOWZAT! enables teachers to deliver cricket to children across the education curriculum ensuring enhancement of teaching and learning, independent learning and assessment and the delivery of ICT through PE. It also meets four strands of the curriculum:

- Acquire and develop skills
- Select and apply those skills
- Evaluate and improve performance

- Knowledge and understanding of fitness and health

3.7.3 Primary School HOWZAT!

Designed for Key Stage 2 of the National Curriculum, HOWZAT! 1st Innings has two sections: 'Playing The Game' and 'In The Classroom'. 'Playing the Game' supports teachers in delivering aspects of the National Curriculum relating to Games Activities in Physical Education. 'In the Classroom' uses the fun of cricket to deliver an exciting range of exercises to support the Key Stage 2 Curriculum for English, Mathematics, Science, ICT, Design & Technology, History, Geography, Art & Design and the framework for PSHE.

Coaching Cricket for Primary Teachers

The aim of this course is to familiarise teachers with HOWZAT! and help them use it effectively in curricular and extra curricular time. The course is aimed at Teachers teaching at key stage 2, teachers responsible for cricket in schools or AOTT's who work at Key stage 2.

3.7.4 Secondary School HOWZAT!

HOWZAT! 2nd Innings is in CD-ROM format to reflect the increased technology used in Secondary School education. Providing much the same information as HOWZAT! 1st Innings, it is however targeted at Key Stages 3 & 4 and has been awarded the Teacher Training Agency (TTA) kite mark.

ECB Coaching Cricket for Secondary Teachers

This course is aimed at introducing cricket to pre-service teachers and show how basic skills can be taught.

A total of 25,000 HOWZAT! 1st Innings packs have been produced to cover the 19,893 Primary Schools in England and Wales, and 5,000 HOWZAT! 2nd Innings packs have been produced in CD-ROM form to cover the 3,940 Secondary Schools. It is the intention of this development plan that schools within Brent are aware of the HOWZAT! publications, have received and are trained on its contents.

CHAPTER 4 RESOURCES AVAILABLE FOR CRICKET DEVELOPMENT

4.1 Resources

The following internal resources, in terms of staff and funding are available:

- 4.1.1 The Sports Development Team – the team has 3 team members who can organise and coordinate the work of the plan. They can help to

develop school – club links and encourage clubs to offer competitive opportunities. The team can also offer support and guidance to help clubs/school wanting to apply for funding.

- 4.1.2 Voluntary Sector Community Grants Scheme – Voluntary organisations and clubs can apply for grants for projects that meet certain criteria.
- 4.1.2 Parks Service – Responsible for the maintenance of the Borough's Parks including cricket pitches/wickets. The current grounds maintenance budget is not sufficient to maintain cricket squares to a high standard and will need to be increased if they are to be renewed and upgraded. The Parks Service also have a Parks Warden Service which provides some security for sports facilities which would otherwise be more susceptible to vandalism. The Parks service has received and will continue to submit growth bids for capital (and revenue) funding to improve and upgrade facilities and will continue to do so in line with the actions arising from this development plan and within the action plan of the Brent Playing Pitch strategy. The Parks service will continue to lobby for Section 106 monies to be made available to improve sports facilities, including cricket wickets, pitches and ancillary accommodation.
- 4.1.3 Awards for All – Sport England's funding is available to community organisations, schools and sports clubs. Applications can be made by individual groups with the assistance and support of the local authority. Grants of up to £5,000 are available for applications which can be used for coaching fees, facility hire or equipment.
- 4.1.4 The Lord Taverners is accredited by The England and Wales Cricket Board (ECB) as the official National Charity for recreational cricket. The ECB administer all of grants and equipment bags provided that the receiving organisation encourages youth participation at the grass routes level.
- 4.1.5 The Cricket Foundation is fully registered as a charitable trust. The main aim of the charity is to encourage participation in youth cricket and funds such areas as coaching courses, equipment, organising cricket competitions and tournaments.
- 4.1.6 Middlesex Centenary Trust provides funds for pitch upgrades and artificial pitches.
- 4.1.7 The Big Lottery Fund – is a new organisation who came about a result of the Community Fund and NOF merging together, and will distribute half of the money for good causes from the National Lottery. The fund centres around programmes that will improve the quality of life and continue to focus on young people, education, health and environment.

- 4.1.8 There are a number of funding programmes linked to regeneration for which funding has been made available to Brent. Sports related projects have already been identified as priorities and funded within these areas although there is more that could be achieved. Improvements in joint working between the public, commercial and voluntary sector is likely to increase the possibility of securing funding for the development of sport and physical activity within the borough as a means of addressing the wider priorities.
- 4.1.9 London Community Investment Fund will be distributed by the London Regional Sports Board on a £2 million per annum basis. Projects for this funding will be assessed against set criteria that help achieve the priorities set out within the London Plan for Sport and Physical Activity.

CHAPTER 5 CRICKET DEVELOPMENT IN BRENT – IT'S STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

5.1 Strengths

- 32% of primary schools in Brent receive curriculum coaching
- Two School Sport Co-ordinator programmes operate in the north and south of borough. Through the programme secondary school PE specialists are released from timetable to assist cluster primary schools to raise the teaching standard of primary teachers to build their confidence in PE teaching
- Middlesex County Cricket Board has three full time County Development workers, one focuses on Youth and Coach Development, one covers the development of women cricketers and the other development officer has responsibility for Community Development.
- Brent is committed to coach/volunteer development and training
- Brent has recruited a full time PE Advisory teacher
- Involvement in the Active Sports programme
- Commitment and Support from cricket clubs, leisure providers, schools, Sports Service and Parks Service to implement the development plan
- The focus clubs are keen to develop club/school links
- Brent is committed to the development of sport in the borough and has produced a Strategy for Sport which highlights cricket as a priority sport
- The development of a steering group, who are representative of cricket within the borough, will drive the plan forward and monitor progress
- The London Youth Games provides opportunities for many young people to compete at a good standard, whilst gaining experience of playing in a representative level

- Brent's Parks Service are committed to upgrading their cricket pitches within the confines of the resources available to them
- Wembley Cricket Club are pro-active in developing junior and girls opportunities and coaching within schools

5.2 Weaknesses

- Brent does not have adequate grass public cricket pitches and ancillary facilities including nets, artificial wickets, indoor facilities, of a sufficiently high standard to develop cricket at participation and performance levels in the Borough.
- Only 17%(3) of cricket clubs in the borough have junior sections
- There is only one cricket club in the Borough with one girls team, there are no cricket clubs specifically for women or girls
- There are not enough links between clubs and schools within the borough providing exit routes
- There are currently no opportunities in the borough for people with disabilities
- There are few teachers with National Governing Body qualifications in cricket in schools
- There is a great need for volunteer support, development and coach education

5.3 Opportunities

- The formation of a cricket development steering group who will be responsible for overseeing the delivery of the Development Plan and to promote and co-ordinate cricket development in Brent
- Capital set aside by Parks Service for the upgrading of cricket pitches and ancillary facilities in parks
- Coach education opportunities both within schools and clubs
- Sports UK courses
- The expansion of cricket coaching in primary and secondary schools within both curricular and extra curricular times
- Cricket competition and leagues
- Club-schools links
- The support of Middlesex County Cricket
- Expansion of The Move It project
- Funding through the Cricket Foundation for additional coaching in schools
- Coaching programmes held during school holiday periods
- Promotion of clubs

5.4 Threats

- Resources
- A lack of qualified coaches
- A lack of active volunteers/referees/officials

- Clubs moving out of the borough to use better facilities
- Lack of specific indoor facilities available to practice
- Lack of competitive opportunities at junior level
- Teaching staff have limited time and facilities to devote to cricket
- Poor quality pitches, wickets and ancillary facilities

CHAPTER 6 STRATEGIC AIMS AND PRIORITIES

6.1 Cricket Development Plan – Target Groups

6.1.1 The principle of the Cricket Development Plan is to encourage more Brent people to play cricket in the borough. The Cricket Development Plan provides a framework within which human and financial resources for increasing opportunities to play cricket are identified, managed and monitored in a coordinated way. It is intended that the cricket plan runs for a 5 year period, it will be necessary to monitor progress annually to ensure that actions are being achieved.

6.1.2 Young People (5 – 18)

The plan sets out ways in which opportunities for playing cricket will be increased for young people in Brent. This includes for proposals for extending the cricket played in schools during curriculum and extra curriculum time at Foundation Level. This section also includes proposals to increase the number of Brent schools taking part in cricket competitions and leagues in various age categories. A progression route will be extended with the intention of more clubs offering young people the opportunity to progress from coaching sessions to playing competitive cricket at Participation Level.

6.1.3 Women and Girls

It is intended that the opportunities for women and girls to participate in cricket will be increased through the development of extra curricular cricket coaching and an annual girls competition.

6.1.4 Black and Ethnic Minorities

Minority communities that will be targeted are the Afro-Caribbean population and people from South East Asia who have a strong cricket playing culture and who may face certain barriers to participation. Consultations will be carried out with these populations to identify barriers to participation and ways in which they can be overcome.

6.1.5 Disabled People

Coaching sessions and taster days will be held to encourage people with disabilities the opportunity to participate in cricket. It is then intended to identify exit routes into clubs for those who wish to continue onto participation level.

6.2 Strategic Aims of the Cricket Development Plan

The aims, objectives, partners, timescales and actions are set out in a development plan. The aims and objectives are detailed below.

6.2.1 Aim

- Development of strategic priorities for cricket development in Brent

Objective

- Produce a 5 year Cricket Development Plan for the London Borough of Brent

6.2.2 Aim

- Development of facilities so that they are 'fit for purpose'

Objective

- Examine existing indoor and outdoor facilities to determine future potential use
- Prioritise upgrading of existing cricket specific ancillary sports facilities

6.2.3 Aim

- To provide opportunities for juniors to be introduced to the game and to establish pathways that will allow youngsters to progress from Foundation level through to Participation level and establish exit routes for competitive play

Objective

- To increase the number of schools offering cricket participation opportunities
- To encourage schools - clubs links
- Engage in London Active Partnership Programme
- Develop and run junior coaching opportunities during school holiday periods

6.2.4 Aim

- To provide opportunities for women and girls to participate in cricket and establish exit routes for competitive play

Objective

- Increase the number of women's and girls participating in the sport

6.2.5 Aim

- To encourage greater cricket participation by the black and ethnic minority population in Brent and to play competitive cricket at both junior and senior level

Objective

- Discuss any barriers to participation with black and ethnic populations and try to find suitable solutions

6.2.6 Aim

- To provide people with disabilities the opportunities to be introduced to cricket and to establish pathways that allow progression

Objective

- To organise a cricket taster day for people with disabilities

6.2.7 Aim

- To encourage Brent based clubs to play competitive cricket and to provide exit routes for those wishing to continue participation

Objective

- To identify clubs who wish to play higher levels

6.2.8 Aim

- To encourage clubs to become sustainable and increase membership

Objective

- To assist clubs to promote themselves and recruit new members
- To assist the club to become affiliated members
- To assist clubs in achieving ClubMark accreditation

6.2.9 Aim

- To increase the number of individuals who have teaching skills or recognised coaching qualifications in cricket

Objective

- Organise a programme of coaching courses for teachers, AOTT, coaches, young people
- Send out Coach profile form to all coaches to complete. Input data on spreadsheet
- Provide placements for newly qualified coaches

6.2.10 Aim

- To increase the number of individuals attending volunteer workshops

Objective

- Hold Volunteer workshops within Brent for those individuals involved with clubs
- Hold Volunteer workshops within Brent to recruit more volunteers into clubs

6.2.11 Aim

- To market and promote the opportunities to participate in cricket in the borough

Objective

- To raise the profile of the Cricket Development Programme in the borough

6.2.12 Aim

- To maximise funding opportunities for the development of cricket in the borough

Objective

- Identify possible funding opportunities to ensure implementation of the strategy

6.2.13 Aim

- To monitor the progress of the Cricket Development Plan Objective
- To ensure that outcomes are identified and correlated with the objectives of the plan. To assess the effectiveness of the plan to enable review to take place and adjustments made where necessary

CHAPTER 7 IMPLEMENTATION, MONITORING AND REVIEW

7.1 Introduction

7.1.1 The Cricket Development Plan will be delivered through a partnership between all the critical stakeholders. The partnership will comprise of Council departments as well as schools, cricket clubs and the relevant governing bodies.

It is also proposed that the London Borough of Brent will provide the overall co-ordination of the plan through the Cricket Development Plan. This group will monitor the progress of the plan and revise the aims and objectives as required.

7.2 Management Groups for the Implementation and Monitoring

7.2.1 Cricket Development Group

The Cricket Development group is made up of representatives from the main cricket stakeholders in the Borough of Brent. The group will comprise representatives as follows:

- Cricket clubs (3)
- PDM's (2)
- PE Advisor (1)
- Schools (1)
- MCB Development Officer (1)
- Sports Development (1)
- LAP (1)
- Parks (1)

7.2.2 The actual delivery of the plan's objectives will be carried out by the different agencies and Council departments according to their respective roles. They will report regularly to the management groups.

7.2.3 The Cricket Steering Group will regularly monitor the progress of the cricket development plan and review it on an annual basis. Each review will compare achievements against actions, taking account of changed circumstances and potential new opportunities. An annual review will

allow for any slippage to be recognised and actions to be re-timetabled accordingly.

The steering group will also act as a source of information and expertise on internal and external sources of funding for cricket development in the borough. The individuals represented on the steering group will be able to report to the group and benefit.

7.3 Role of Partners

7.3.1 The roles of each of the main partners responsible for the delivery of the strategy are briefly summarised below:

The Sports Development Team

The Sports Development Team will liaise with the various governing bodies who will provide curriculum coaching for primary and secondary schools. The team will also be responsible for co-ordinating the schools competition and the Borough's team for the London Youth Games.

The department will seek to help clubs and schools apply for lottery funding to aid with their development work.

Parks

The Parks Service will provide appropriate management services of any upgrading work taking place in the parks.

Clubs

Brent based clubs can provide junior coaching sessions for schools on site and also developing competitive junior teams and establishing competitive teams for women and girl's.

CRICKET DEVELOPMENT PLAN ACTION PLAN

STRATEGIC AIM	STRATEGIC OBJECTIVE	ACTION	LEAD	PARTNERS	DATES	PI's/MEASURES	PROGRESS TO DATE
Development of strategic priorities for cricket development in Brent	Produce a 5 year Cricket Development Plan for the London Borough of Brent	Invite key people to become part of the Cricket Development Steering Group to ensure implementation and development of an action plan	SDT	Parks, SSSCo, PDM, Middx CCB, Clubs, PE Advisor	Jan-05	Form Cricket Steering Group which meets 3 times a year	
		Identify and audit current provision, facilities, participation, resources and partner agencies	SDT	Parks, Schools, Clubs	Jan-05	Audit of facilities and provision completed	
		Distribute Cricket Development Plan for consultation prior to implementation	SDT	SSCo, PDM, Middx CCB, Clubs, LAP, PE Advisor, Parks	Mar-05	Cricket Development Plan written and distributed to key partners	
Development of facilities so that they are 'fit for purpose'	Examine existing indoor and outdoor facilities to determine the quality of provision. Identify those parks highlighted as potential for the development of new pitches	To carry out site analysis of priority sites as identified in Brent's Playing Pitch Strategy and progress made on those actions arising	SDT	Ensure improvements are made to the listed priorities highlighted by clubs	Ongoing	Site analysis of priority indoor and outdoor sites completed in Brent's Playing Pitch Strategy	Gibbons Recreation Ground - drainage installed, artificial wicket on site. Northwick Park & John Billam withdrawn for draining sites. New cricket table to be installed at Willesden Sports Centre in March 2007

STRATEGIC AIM	STRATEGIC OBJECTIVE	ACTION	LEAD	PARTNERS	DATES	PI's/MEASURES	PROGRESS TO DATE
	Prioritise upgrading of existing cricket specific ancillary sports facilities	Work with cricket providers to identify potential ancillary facilities in need of improvements	SDT	Clubs, MCC, SSCo	2008	Improving parks ancillary sports facilities produced with an action plan for work to be carried out	Improvements made to Preston Park pavilion. New pavilion at North Wembley for Vale Farm users
		Address priorities highlighted by clubs regarding maintenance and equipment	SDT	Parks, clubs	2006		New nets at Wembley CC
		Improve schools access to pitches for practice and competition matches, during curricular and extra curricular times	SDT	PDM, SSCo, Schools, SDT	2008	Increase awareness of schools of facilities and booking systems by producing a leaflet and distributing to all schools. Parks to identify a process that enables schools greater access to use parks facilities	
To provide opportunities for juniors to be introduced to the game and to establish pathways that will allow youngsters to progress from Foundation level through to Participation level and establish exit routes for competitive play	To increase the number of schools offering cricket participation opportunities	Audit of both current curricular and extra curricular school provision	SDT	PDM, SSCo, Schools	Jan-05	Audit distributed and completed	

STRATEGIC AIM	STRATEGIC OBJECTIVE	ACTION	LEAD	PARTNERS	DATES	PI's/MEASURES	PROGRESS TO DATE
		Identify local coaches/clubs/teachers able to assist with cricket coaching in schools	SDT	PDM, SS Co, Schools, LAP, Middx CCB	May-05	Coaches identified and a list distributed	
		Schools to receive curricular and extra curricular coaching by NGB qualified coaches	SDT	PDM, SS Co, Schools, Middx CCB, Clubs	Ongoing	An additional 5 Secondary and 10 Primary Schools to receive coaching each year	Wembley CC engaged in ECB 'Chance to Shine' programme - curriculum and after school coaching in 2 secondary & 4 primary schools. Participated in 'Move It' project. Running after schools girls' cricket clubs at 4 secondary schools. Total of 40 hours of coaching per week at schools in summer. 32% primary schools receiving curriculum time coaching
		Encourage schools to offer extra curricular and/or curricular schools activity	SCHOOLS	SS Co, PDM, Middx CCB, Clubs	2009	2 Secondary Schools and 4 Primary Schools each year	
		Ensure schools link with the community sports coach and also link with clubs	PDM	SS Co, PDM, Middx CCB, Clubs	2007	Ensure the CSC has a structured workload, identifying schools to work with and achieving actions identified within the action plan	MCB has new development officer, should be spending 50% time in Brent
		Expand inter schools competition	SCHOOLS	SS Co, PDM, Clubs, Middx CCB, SDT	2008	5 Secondary schools and 8 Primary Schools each year	

STRATEGIC AIM	STRATEGIC OBJECTIVE	ACTION	LEAD	PARTNERS	DATES	PI's/MEASURES	PROGRESS TO DATE
	To encourage schools - clubs links	Encourage clubs in the borough to provide junior coaching in schools	CLUBS	SDT, Schools	2008	3 clubs to provide junior coaching to 3 new schools each year	
		Provide taster sessions/club open days	CLUBS	SDT, Schools, Middx CCB	Ongoing	3 taster session per year at 3 different clubs	
		Link clubs to schools within catchment area	CLUBS	SDT, Schools	2008	3 cricket clubs to buddy up with Primary and Secondary Schools, 3 each year	
		Stage an annual cricket festival in Brent	SDT	Parks, Schools, Clubs, Middx CCB	2008	8 Secondary Schools and 12 Primary Schools per year	
		Clubs to provide competitive junior teams	CLUBS	SSCo, PDM, Clubs, Middx CCB, SDT	Ongoing	3 new junior teams	
	Develop and run junior coaching opportunities during school holiday periods	Run coaching sessions in parks	SDT	Parks, Clubs, Middx CCB	Ongoing	Encourage 3 clubs to hold 1 holiday programme each during summer holiday period each year attracting a minimum of 15 people.	Summer holiday coaching programme held at Vale Farm with Wembley CC. 42 young people attended
		Run kwik cricket sessions during holiday periods in leisure centres	LC	SDT, PDM	Ongoing	Encourage Leisure Centres to hold 1 holiday programme during summer holiday period each year attracting a minimum of 15 people. Encourage junior cricket activity sessions at all	

STRATEGIC AIM	STRATEGIC OBJECTIVE	ACTION	LEAD	PARTNERS	DATES	PI's/MEASURES	PROGRESS TO DATE
						centres	
		Clubs to hold kwik cricket days	CLUBS	SDT, Schools, SSSCo, PDM, Middx CCB	Ongoing	3 clubs to hold kwik cricket days	
To provide opportunities for women and girls to participate in cricket and establish exit routes for competitive play	Increase the number of women's and girls participating in the sport	Audit of current club provision for women's and girls participation	SDT	Clubs, Middx CCB	Jan-05	Audit distributed and completed	
		To organise a 'women only' activity session	SDT	Parks, Clubs, Middx CCB	2008	Run a 6 week course with a minimum of 15 participants	
		Identify potential exit routes for women and girls who wish to continue participation	SDT	Clubs, Middx CCB	Sep-05		
		To set up competitive cricket in the Borough for females at both senior and junior level	SDT	Clubs, Middx CCB	2009	Work with clubs to develop 3 senior and 3 junior females teams within clubs	
		To provide curriculum or extra curriculum coaching to secondary schools for girls	Schools	SDT, Clubs, Middx CCB	Ongoing	Additional 5 Secondary and 10 Primary Schools to receive coaching	Running after schools cricket clubs at 4 secondary schools

STRATEGIC AIM	STRATEGIC OBJECTIVE	ACTION	LEAD	PARTNERS	DATES	PI's/MEASURES	PROGRESS TO DATE
		To organise an annual competition for Secondary School girls	SDT	Parks, Schools, Clubs, Middx CCB	2008	4 Secondary schools each year	
To encourage greater cricket participation by the black and ethnic minority population in Brent and to play competitive cricket at both junior and senior level	Discuss any barriers to participation with black and ethnic populations and try to find suitable solutions	Consultation to be carried out with different community groups	SDT	Clubs, Parks, LLB	Ongoing	Consultation to be carried out and completed, key actions to be agreed and addressed	
		To work with black and ethnic minority community organisations to develop more cricket participation opportunities	SDT	Clubs, LLB	2010	Increase participation within BME by 20%	
To provide people with disabilities the opportunities to be introduced to cricket and to establish pathways that allow progression	To organise a cricket taster day for people with disabilities	Run an introduction to cricket taster session for people with disabilities	SDT	Middx CCB, Clubs, Schools, LSF	2006	1 taster day organised each year for people with disabilities at a special school with at least 20 participants	
		Run a cricket coaching programme for people with disabilities	SDT	Middx CCB, Clubs, Schools, LSF, BACD	2007	1 programme set up with 10 participants attending each year	
		Assist clubs to develop in order to offer opportunities for people with disabilities	SDT	LSF, LCCA, Clubs, Middx CCB	2006		Provide club personnel with the opportunity to attend training courses, provide advice & info on how to recruit & offer appropriate opportunities

STRATEGIC AIM	STRATEGIC OBJECTIVE	ACTION	LEAD	PARTNERS	DATES	PI's/MEASURES	PROGRESS TO DATE
		Identify exit routes for participants who wish to continue playing	SDT	Middx CCB, Clubs, LSF, Schools	Ongoing	Information regarding clubs which welcome people with disabilities, facilities etc to be promoted at sessions, on website. Clubs to be given support to include people with disabilities, ie training courses, equipment etc	
To encourage Brent based clubs to play competitive cricket and to provide exit routes for those wishing to continue participation	To identify clubs who wish to play higher levels	Hold meeting with clubs to discuss possibility of joining leagues, competitions	CCB	Clubs	2008	Regular meetings held with clubs, Middx CCB to establish the level of competition/league the club would like to enter.	South Hampstead colts section have started playing competitively
		Encourage clubs to send their players to county/national trials where appropriate	CCB	Clubs, SDT	2005		Ensure clubs receive info regarding trials/selection on a county/national level
		Encourage clubs to enter county/national competition	CCB	Clubs, Schools, SDT	Ongoing		Ensure clubs receive info regarding competitions on a county/national level

STRATEGIC AIM	STRATEGIC OBJECTIVE	ACTION	LEAD	PARTNERS	DATES	PI's/MEASURES	PROGRESS TO DATE
To encourage clubs to become sustainable & increase membership	To assist clubs to promote themselves and recruit new members	Help the club to produce marketing material promoting their activities to attract new members	SDT	Clubs, Schools, Middx CCB, community groups	Ongoing	Clubs to register with Sports Service & put all info on website. Cricket info leaflet to be produced to distribute at all sessions. Newsletter produced	Wembley CC have increased Colts section by 20% in last 3 years and now run 13 junior male teams. South Hampstead junior section has increased and improved
	To assist the club to become affiliated members	Meet with clubs to encourage them to become NGB affiliated	Middx CCB	SDT	2005	All clubs to be affiliated to the MCB	
	To assist clubs in achieving ClubMark accreditation	Meet with clubs to assist with providing the necessary documents to enable them to meet the criteria to gain Club Mark status	SDT	Clubs, Middx CCB	2008	3 clubs to achieve Club Mark	
		Organise a programme of club development workshops within Brent	SDT	Clubs, Sport England, Middx CCB	2006	3 workshops to be held in Brent each year	
To increase the number of individuals who have teaching skills or recognised coaching qualifications in cricket	Organise a programme of coaching courses for teachers, AOTT, coaches, young people	Meet with PE Advisory teacher in arranging courses. Produce directory /prospectus of courses available. Promote & advertise courses to the community, clubs, schools, partner agencies etc	PE Advisory Teacher	SDT, Middx CCB	2005	3 cricket coaching courses to be held each academic year. Opportunities for people to access other courses that are being held outside of the borough. 2 Level 1 courses and 1 Level 2 each year.	Wembley CC has 13 qualified coaches. 4 are ECB level 2. South Hampstead have 4 qualified coaches

STRATEGIC AIM	STRATEGIC OBJECTIVE	ACTION	LEAD	PARTNERS	DATES	PI's/MEASURES	PROGRESS TO DATE
		Ensure all Primary & Secondary schools have a copy of the Primary & Secondary HOWZAT resources & have been trained how to deliver it	SDT	PDM, Schools	2006		Contact schools to ensure that they have received a copy & training
	Organise a programme of coaching courses for coaches, potential coaches, teachers & young people	Produce a directory of courses available. Promote & advertise courses to clubs, schools, community groups & partner organisations	SDT	SSCo, PDM, Middx CCB, Clubs, PE Adviser	2006		10 attendees on level 1 course, 5 attendees on level 2, 2 attendees on level 3 each year. Opportunities for people to access other courses that are held outside the borough
	Ensure info regarding qualified coaches is available within the borough	Set up and maintain coaches database.	SDT	Clubs, Coaches	2005	Coach database maintained and updated when necessary	
	Provide placements for newly qualified coaches	Liaise with clubs, schools, youth groups, community organisations with regards to placements. Produce log book for coaches to record voluntary hours	SDT	Clubs, Schools, Middx CCB, community groups	2006	Log book produced. All qualified coaches are found placements to complete their voluntary hours	
		Promote importance of the need to get coaches CRB checked	SDT	Coaches, Clubs, LAP, Sport England and Sport Coach UK	2006	3 workshops held within Brent with a minimum attendance of 10 at each	

STRATEGIC AIM	STRATEGIC OBJECTIVE	ACTION	LEAD	PARTNERS	DATES	PI's/MEASURES	PROGRESS TO DATE
To increase the number of individuals attending volunteer workshops	Hold Volunteer workshops within Brent for those individuals involved with clubs	Organise workshops, publicise and encourage attendance by clubs	SDT	Clubs, Middx CCB	2006	3 workshops held within Brent	
		Publicise workshops held by Sport England, Sport Coach UK and Middx CC	SDT	Clubs, LAP, Schools	2006	Send all information out to clubs, schools	
To market & promote the opportunities to participate in cricket in the borough	To raise the profile of the Cricket Development Programme in the borough	Promote all cricket activities on the council website	SDT	Clubs, Middx CCB, Schools	Ongoing	Info regarding cricket activity to be on website all year round & to be updated monthly	
		Produce a cricket directory listing all facilities, holiday programmes etc	SDT	Clubs, Middx CCB, Schools	Apr-06	Leaflet produced each year listing all cricket provision	
		Produce leaflets/posters to ensure that the programmes are being promoted at the right level and are appropriate for the intended target group	SDT	Clubs, Parks, Middx CCB, Schools	Ongoing	Leaflets produced in the appropriate language using positive images	
		Liaise with media with regards to tournaments, events, holiday/coaching programmes	SDT	Clubs, Parks, Schools	Ongoing	Monthly meeting with Communications team to keep updated on cricket activities	
		Promote cricket activity/development in the Sports Service newsletter	SDT	Middx CCB, Clubs, Parks, Schools	Ongoing	Newsletter produced twice a year	

STRATEGIC AIM	STRATEGIC OBJECTIVE	ACTION	LEAD	PARTNERS	DATES	PI's/MEASURES	PROGRESS TO DATE
		Promote the Cricket World Cup in 2007 within the borough to try to encourage greater participation	SDT	Clubs, Parks, Middx CCB, Schools	Jun-05	Produce information about the World Cup and opportunities available in Brent to play cricket	
Funding	Identify possible funding opportunities to ensure implementation of the strategy	Apply for available funding	SDT	Parks, Middx CCB, SSCo	Ongoing	3 successful applications for funding each year	
Monitoring and Evaluation	To ensure that outcomes are identified and correlated with the objectives of the plan. To assess the effectiveness of the plan to enable review to take place and adjustments made where necessary	Programme monitoring - Registers of attendance Participant details Feedback forms Audit of programmes to identify progress made Targets and action points evaluated from monitoring information	SDT	Parks, Clubs, Middx CCB, Schools	Ongoing	Plan reviewed annually & changes made where appropriate.	

