



Norfolk County Plan 2021-2025

Norfolk Cricket Board exists to
INSPIRE, LEAD and **INFLUENCE**
the growth, quality and
accessibility of cricket in Norfolk.





History & Background

NORFOLK



NORFOLK
CRICKET BOARD

Population = 903,680 (2018)

Male = 443,981

Female = 459,699

0-15 Years = 16.9% (19.2%)

16-64 Years = 58.8 % (62.6%)

65+ Years = 24.3% (18.2%)

White = 96.5% (85.4%)

Asian = 1.5% (7.8%)

Other = 2% (6.8%)

Area = 2,074 sq mi (5372 sq km)

Size = 4th Biggest county

Districts = 7





History & Background

NORFOLK

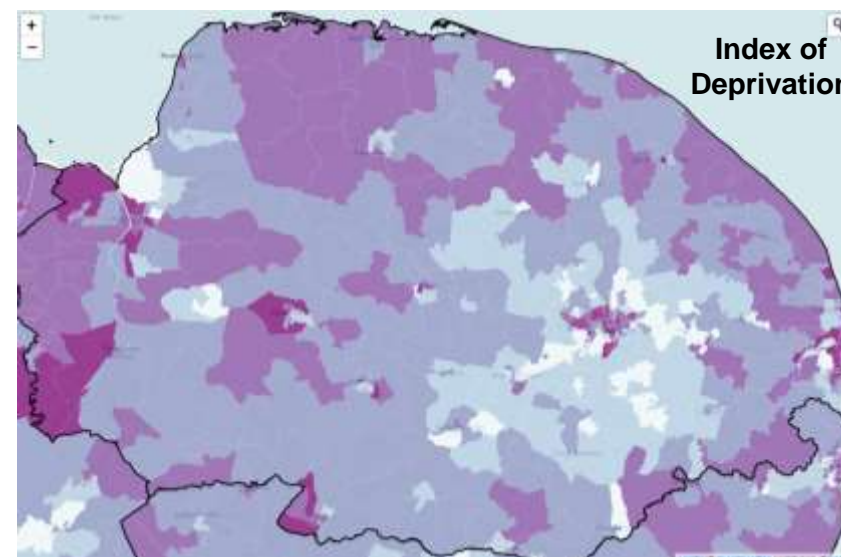


Deprived Areas = 4 Main Areas

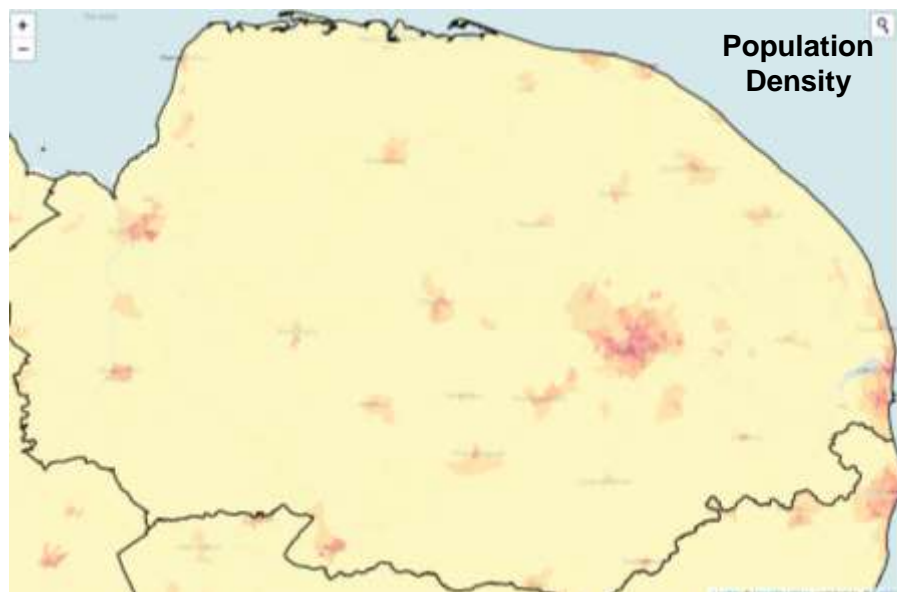
Norwich, Great Yarmouth, Kings Lynn and Thetford

Norwich

- Highest proportion of BAME in county (10.8%)
- Highest proportion of females 16-45 (24.3%)
- Highest population density across county (3597 sq km)
- Lowest supply of grass pitches across the county



Currently more than 120,000 people in Norfolk live in areas categorised as the most deprived 20% in England. Mainly located in the urban areas of Norwich, Great Yarmouth, Thetford and King's Lynn together with some identified pockets of deprivation in rural areas, coastal villages and market towns



Urban = 38% (76%)

Rural = 62% (24%)

Norfolk over-indexes vs national average

Interested in sport = 692k (77%)

'Sport Family' = 225k (25%)

Interested in cricket = 171k (19%)



Governance

NORFOLK

Current Board Constitution

- 12 Directors – newly constituted Board in 2022 (7 Male, 5 Female)

NCB Chair
Jane Hannah



NCB Director
Dave Bowker



NCB Director
Ian Doy



NCB Director
Mike Hanby



NCB Director
Paul Hooton



NCB Director
Stuart Bartram



NCB Director
Liz Plater



NCB Director
Lewis Denmark



NCB Director
Mark Scott



NCB Director
Alison Henshaw



NCB Director
Jackie Thornton



NCB Director
Professor Helena Gillespie





NCB Safeguarding NORFOLK



**Board Lead
Safeguarding**

Liz Plater



**County Safeguarding
Officer**

Mark Campbell



**Deputy County
Safeguarding Officer**

Kevin Denmark



Our County Plan is underpinned by Safeguarding.



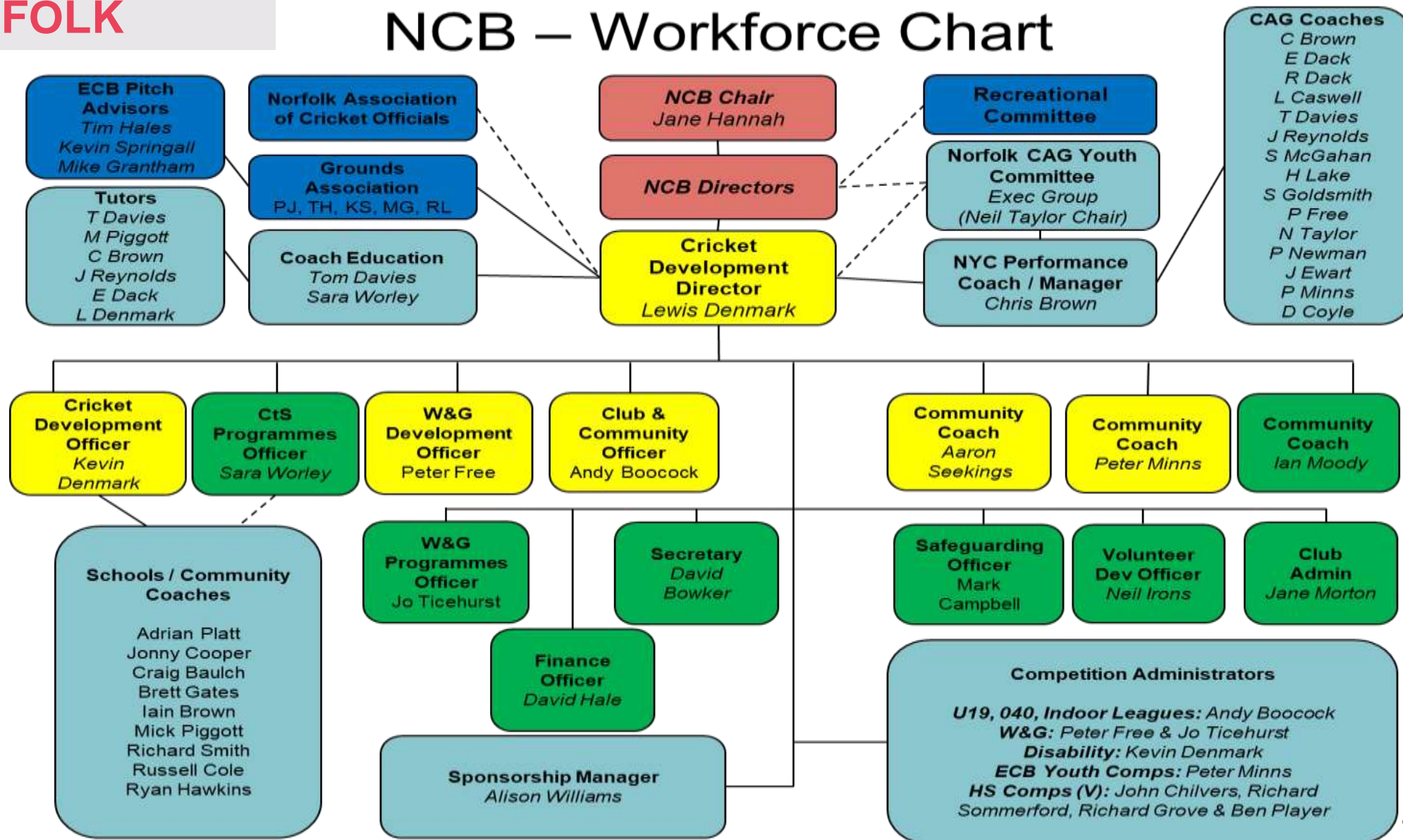
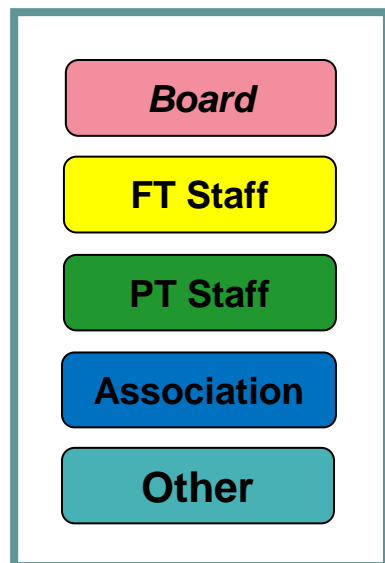
NCB Operational Structure

NORFOLK



NORFOLK
CRICKET BOARD

NCB – Workforce Chart





Recent History & Track Record

NORFOLK

A strong track record of delivery across Norfolk

Club Support & Development	Recreational League Cricket	Competitions	Disability Cricket	Women & Girls Cricket	Safeguarding
					
					



Recent History & Track Record

NORFOLK



**Positive relationship with
ECB & East Region**



**Year on year growth of
All Stars Cricket**



CHANCE TO SHINE
Spreading the power of cricket

**Strong delivery record of
Chance to Shine**



**Year on year growth of Over
40's Social League Cricket**

Norfolk Cricket Board helps to deliver:

- Increase in participation in recreational cricket
- Club support to maintain sustainability/development
- Programmes to increase the number of volunteers
- A comprehensive schools programme
- ECB National Programmes
- A disability cricket programme
- A wide range of competitions
- Informal cricket opportunities
- Focus on women and girls cricket
- A strong talent ID pathway for boys/girls
- Club Support and Volunteers development



History & Background

NORFOLK / COUNTY CLUB

County-Age-Group Programme

- Positive relationship to Norfolk CCC
- Track history of producing Norfolk CCC players
- Boys teams U10 through to U18's
- Girls teams at U11, U13, U15 and U18
- Winter coaching programme
- Summer match play and training programme
- Pathway links to Sunrisers / Nottinghamshire CCC

Our Pathway Programme / EPP (2007-2022)

- 16 FCC Academy Players
- 6 Bunbury Players
- 5 Super 4's Players
- 4 EDP Players
- 3 England U19 Players
- 3 First-Class Players
- 1 International Player



NORFOLK
CRICKET BOARD





Our Vision & Values

NORFOLK



NORFOLK
CRICKET BOARD

Norfolk Cricket Board exists to **INSPIRE, LEAD** and **INFLUENCE** the growth, quality and accessibility of cricket in Norfolk.

‘Working collaboratively we aim to grow the game and increase participation across all areas of cricket by 2025’

INTEGRITY

ACCOUNTABILITY

COLLABORATIVE



Insight (2019 to 2022)

Norfolk



**Internal Staff
and Board**



**Clubs
(Seminar / Survey)**

Associations

**Norfolk ACO
Norfolk Coaches Ass
Norfolk Grounds Ass**



**Active Norfolk
(Active Partnership)**



**ECB
Insight Pack
Mapping Tools
Heat Maps
Player Surveys**

S – Governance, Number of clubs inc junior sections, School delivery, Workforce, Officials, CAG Programme
W – BAME Community (South Asian), Casual engagement
O – Women & Girls, volunteers, more activity, Norwich (Eaton Park, South Asian)
T – Funding, Geography, Clubs/Leagues, Loss of volunteers, Cost of Living



Our Plan **NORFOLK**

We will align our own local strategy to the main ECB Inspiring Generations strategy



TRANSFORM
WOMEN'S &
GIRLS' CRICKET

Transform Women & Girls Cricket

Build on existing programmes and inspire more women and girls to engage in cricket



ENGAGE
CHILDREN &
YOUNG PEOPLE

Engage Children & Young People

Encourage more young people to engage with cricket on a regular basis across all aspects of the game



GROW AND
NURTURE
THE CORE

Optimise Club Support

Deliver an innovative and proactive club development programme to create a thriving club network across Norfolk



SUPPORT
OUR
COMMUNITIES

Grow the Cricket Workforce

Support our cricket community in Norfolk to grow the number of volunteers and create a new wave of officials and community coaches



MAKE
CRICKET
ACCESSIBLE

Retain and Increase Participation

Broaden cricket's appeal in Norfolk through new accessible and existing playing opportunities that improves the cricket experience in Norfolk

Underpinned by Good Governance, Strong Finance, Great Communication & Digital Engagement, Network Partnerships, Safeguarding and EDI.



Priorities & Objectives

NORFOLK



Transform Women & Girls Cricket

Build on existing programmes and inspire more women and girls to engage in cricket



Where we are now

Women & Girls Cricket (2022)

- 26 Active Women & Girls Clubs that played competitive fixtures
- 9 Women's Hardball Clubs
- 11 Girls Hardball Clubs (New NCB League in 2022)
- 22 Clubs entering Women's Softball League
- 15 High Schools (U13/U15) in Lady Taverners
- 50 Primary Schools Girls Kwik-Cricket Competition
- 7500 children engaged in Chance to Shine (50%)
- Girls CAG Teams at U11, U13, U15 & U18 and a County Ladies Team



NCB Staff

NCB Women & Girls Development Officer – Peter Free
NCB Programmes Officer – Jo Ticehurst
NCB Club & Community Officer – Ian Moody
NCB Performance Lead Manager/Coach – Chris Brown

Including support from CDD, Other Staff & Casual Coaches





Priorities & Objectives

NORFOLK

Transform Women & Girls Cricket

Build on existing programmes and inspire more women and girls to engage in cricket



What we will do

- Increase opportunities for women & girls to play cricket in Norfolk
- Support cricket clubs to setup women & girls sections (National Programmes / Club Development / Facilities)
- Provide opportunities for female coaches, officials and volunteers (Coach Education, National Programmes, etc)
- Provide a quality pathway programme open to all girls. (Working closely with Sunrisers)
- Reach out to community groups and sports clubs to promote/provide cricket for girls

Measure

- Number of Women & Girls Clubs
- Number of Women & Girls Cricket Offers / Opportunities
- Number of Women & Girls Players, Coaches, Officials & Volunteers
- Success of Girls CAG teams and transition to Sunrisers

2 Year KPIs

- 20 Clubs that provide Women & Girls cricket for their members (Hardball / Softball)
- We will provide more opportunities and create a clear pathway for Women & Girls. (We will setup a new Women's Softball League and work with junior leagues to run more junior girls leagues)
- Deliver a successful Girls Secondary School Programme (Including Lady Taverners each year)
- Run a minimum of 1 female only coaching course each year and support female representation across Cricket
- Provide an outstanding Girls CAG programme and develop talented cricketers across Norfolk



Priorities & Objectives

NORFOLK



Engage Children & Young People

Encourage more young people to engage with cricket on a regular basis across all aspects of the game



Where we are now

Youth Club Cricket (2022)

- 54 Clubs with junior sections
- 170 Junior Hardball Teams
- 61 Softball Teams
- Hardball Leagues (U9 – U19)
- Softball Leagues (U9 & U11)
- 882 All Stars Participants
- 436 Dynamos Participants

Schools 2022

- 80 C2S Primary Schools (380)
- 9220 Unique Participants
- 96 Schools Mixed Kwik-Cricket
- 50 Schools Girls Kwik-Cricket
- 16 Schools Lady Taverners Competitions
- 58 Teams in HS Competitions

County-Age-Group Programme

- Boys teams U10 through to U18's
- Girls teams at U11, U13, U15 & U18
- Winter coaching programme
- Summer match play and training programme
- Pathway links to Sunrisers / Nottinghamshire CCC

NCB Staff

NCB Club & Community Officer – Andy Boocock
NCB Cricket Development Officer – Kevin Denmark
NCB Community Coach – Peter Minns
NCB Performance Lead Manager/Coach – Chris Brown

Including support from CDD, Other Staff & Casual Coaches





Priorities & Objectives

NORFOLK

Engage Children & Young People

Encourage more young people to engage with cricket on a regular basis across all aspects of the game



What we will do

- Support clubs to deliver ECB National Programmes across Norfolk to drive junior participation
- Run a comprehensive Schools programme across Norfolk. (Chance to Shine / Kwik-Cricket / High School Competitions)
- Deliver a comprehensive disability cricket programme in Norfolk. (Working with Lords Taverners, Special Olympics & ECB)
- Deliver a quality County-Age-Group programme that enhances player development
- Work with stakeholders to provide a compelling recreational playing offer for all junior cricketers age 5 and over
- Ensure Safeguarding standards are met and promote safe activity for all junior cricketers

Measure

- National Programmes Sign-Ups
- Junior club teams and number of players
- School Delivery & Competition
- Success of CAG teams and players invited to FCC / Sunrisers programmes
- Number of opportunities for disability cricketers

2 Year KPIs

- Return All Stars Cricket to 2019 Levels (750) and launch Dynamos to 400 Participants
- Work with leagues/stakeholders to provide a comprehensive playing offer that meets the needs of clubs/players
- Work with Chance to Shine and partners to increase schools engagement. Target to work with 50% of all primary schools by 2024.
- Provide an outstanding CAG programme and develop talented cricketers to progress into the elite game
- Provide clubs with dedicated support to achieve Clubmark and compliance on SHMS. (All compliant by 2022)
- Setup champion disability clubs. (minimum of 1 in 2021 and another in 2022)



Priorities & Objectives

NORFOLK



Optimise Club Support

Deliver an innovative and proactive club development programme to create a thriving club network across Norfolk



Where we are now

Affiliated Clubs = 96 (2022)
ECB Clubmark Clubs = 36 (2022)
Saturday Leagues = 3 (Inc EAPL)
Sunday Leagues = 1

Clubs in Saturday Leagues = 84 (2022)
Teams in Saturday Leagues = 160 (2022)
Teams in Sunday Leagues = 30 (2022)

Grass Club Pitches = 105 Grass Pitches
Education Pitches = 54 Pitches/NTP's
NTP's Norwich = 8 Sites in Norwich

NCB Staff

NCB Cricket Development Director – Lewis Denmark
NCB Cricket Development Officer – Kevin Denmark
NCB Club & Community Officer – Andy Boocock
NCB Volunteer Development Officer – Neil Irons
NCB Women & Girls Development Officer – Peter Free
Including support from Other Staff





Priorities & Objectives

NORFOLK

Optimise Club Support

Deliver an innovative and proactive club development programme to create a thriving club network across Norfolk



What we will do

- Provide proactive club development through a dedicated workforce (*Club Support, Youth Cricket, Senior Cricket, Disability Cricket, Volunteers, Funding, Facilities, Grounds, Clubmark, Safeguarding*)
- Deliver Club Seminars / Webinars / Surveys on key topics (Including satisfaction surveys)
- Targeted funding/facilities investment (*County Grant Scheme & External Funds/Grants*)
- *Help clubs to return safely to cricket following the Coronavirus.*

Measure

- Increased staff hours dedicated to supporting clubs
- Number of sustainable Clubs
- Grants / Funding
- Clubmark Accredited Clubs / SHMS Compliant Clubs
- Club satisfaction levels to annual survey

2 Year KPIs

- Each affiliated club allocated an NCB member of staff for ongoing club support throughout the year
- Maintain the current number of affiliated cricket clubs in Norfolk
- Support club funding and facilities projects on an ongoing basis (*ECB Grants delivered annually*)
- Ensure all NCB affiliated cricket clubs meet minimum safeguarding standards in line with ECB guidelines. (*Clubmark clubs and full compliance on ECB Safe Hands Management System*)
- Lose no cricket clubs due to the Coronavirus (*Help support them all to safely return*)



Priorities & Objectives

NORFOLK



Grow The Cricket Workforce

Support our cricket community in Norfolk to grow the number of volunteers and create a new wave of officials and community coaches



Where we are now

Norfolk ACO / NACO

- ACO Members = 98 (92 Umpires, 6 Scorers)
- NACO Members = 114
- *Active Umpires = 64 (20 Non-Active)*
- *Scorers = 19 / Life Members = 11*

Norfolk Coaches Association

- Number of CA Coaches = 135
- Coach Education courses run annually to meet the needs of candidates each year
- 175 Trained All Stars Activators since 2017

Norfolk Grounds Association

- 126 contacts on NCB Grounds Association list
- 2 Ground seminars delivered each year (Pre/Post Season)
- Successful Grounds Association club support programme that runs each year to support clubs. (15/20 per year)

NCB Staff

NCB Cricket Development Director – Lewis Denmark
NCB National Programmes – Andy Boocock
NCB Volunteer Development Officer – Neil Irons
NCB Coach Education Admin – Sara Worley

Including support from Other Staff
Working closely with NACO, CA and GA Pitch Advisors





Priorities & Objectives

NORFOLK

Grow The Cricket Workforce

Support our cricket community in Norfolk to grow the number of volunteers and create a new wave of officials and community coaches



What we will do

- Support the national message to create a more diverse volunteering workforce across Norfolk
- Provide ongoing support/ideas which will help clubs to grow the number of volunteers at their club
- Administration, support and delivery of ECB Coaching Courses. (Including female ONLY and NP Activator Courses)
- Support and promotion with NACO (Norfolk Association of Cricket Officials) to help facilitate growth of officials in Norfolk.
- Work with the Norfolk Grounds Association to provide support/help to groundskeepers in Norfolk.
- Use National Programmes to support the growth of Volunteers, Coaches and Officials in Norfolk. (All Stars / Dynamos)

Measure

- Number of volunteers (Club audits, ECB CA Membership, Coaching Qualifications and ACO/NACO Membership)
- Number of female and BAME volunteers, coaches and officials

2 Year KPIs

- Increased numbers of volunteers through annual club audits of all affiliated clubs
- Deliver a quality Coach Education programme across Norfolk each year and grow the number of coaches across Norfolk. *(2 Year target is to increase the number of CA coaches to 150)*
- Work with the local officials association (NACO) to grow the number of qualified cricket officials. This includes exploring a young officials programme in schools. Providing more opportunities for females. *(Explore associate membership)*
- Successful delivery of the annual grounds programme delivered by Pitch Advisors. (Provide 2 FREE seminars on an annual basis)
- Work with the Friends of Norfolk Youth Cricket to provide Coaching Grants for prospective coaches



Priorities & Objectives

NORFOLK

Retain and Increase Participation

Broaden cricket's appeal in Norfolk through new accessible and existing playing opportunities that improves the cricket experience in Norfolk



Where we are now (2022)

All Stars Cricket = 882 Participants
Dynamos Cricket = 436 Participants
Women's Softball Clubs = 22 Teams
U19 Club T20 = 12 Teams
Over 40's Cricket = 18 Teams
Junior Indoor Leagues = 16 Teams
Mixed Indoor Leagues = 26 Teams
Female Indoor Leagues = 7 Teams

Walking Cricket = 35 People Registered
CTS Street Cricket = 2 Programmes

Clubs in Saturday Leagues = 84 (2022)
Teams in Saturday Leagues = 160 (2022)
Teams in Sunday Leagues = 30 (2022)

NCB Staff

NCB Club & Community Officer – Andy Boocock
NCB Programmes Officer – Jo Ticehurst
NCB Community Coach – Peter Minns

Including support from CDD, Other Staff & Casual Coaches





Priorities & Objectives

NORFOLK

Retain and Increase Participation

Broaden cricket's appeal in Norfolk through new accessible and existing playing opportunities that improves the cricket experience in Norfolk



What we will do

- Work with leagues/organisations to ensure they offer a programme that meets the needs of cricketers across Norfolk.
- Offer formal and informal versions of cricket throughout the year to increase participation including indoor cricket, over 40's cricket, friendly alliance cricket, corporate cricket (businesses and organisations) and Norfolk Senior Teams
- Work with Non-Turf Pitch hosts in Norwich to facilitate formal/informal opportunities for cricket.
- Explore options to work and engage with the BAME community. (Working closely with Active Norfolk)

Measure

- Feedback from clubs, players, officials and volunteers about participation in recreational cricket in Norfolk
- Number of players playing the game in Norfolk (Club Audits)
- Number of people participating in informal offers outside of the traditional club environment
- NTP Usage

2 Year KPIs

- Provide a comprehensive offer for cricket across Norfolk for all ages/abilities through traditional and non-traditional cricket environments.
 - *Maintain the number of clubs, teams and players playing Saturday league cricket. (Currently 84)*
 - *Increase the amount of formal and informal casual play offers across Norfolk.*
- Increase the usage of the Non-Turf Pitches in the Norwich area by working with local parks, councils and Active Norfolk



Project Norwich

NORFOLK

Norwich (Norfolk Insight)

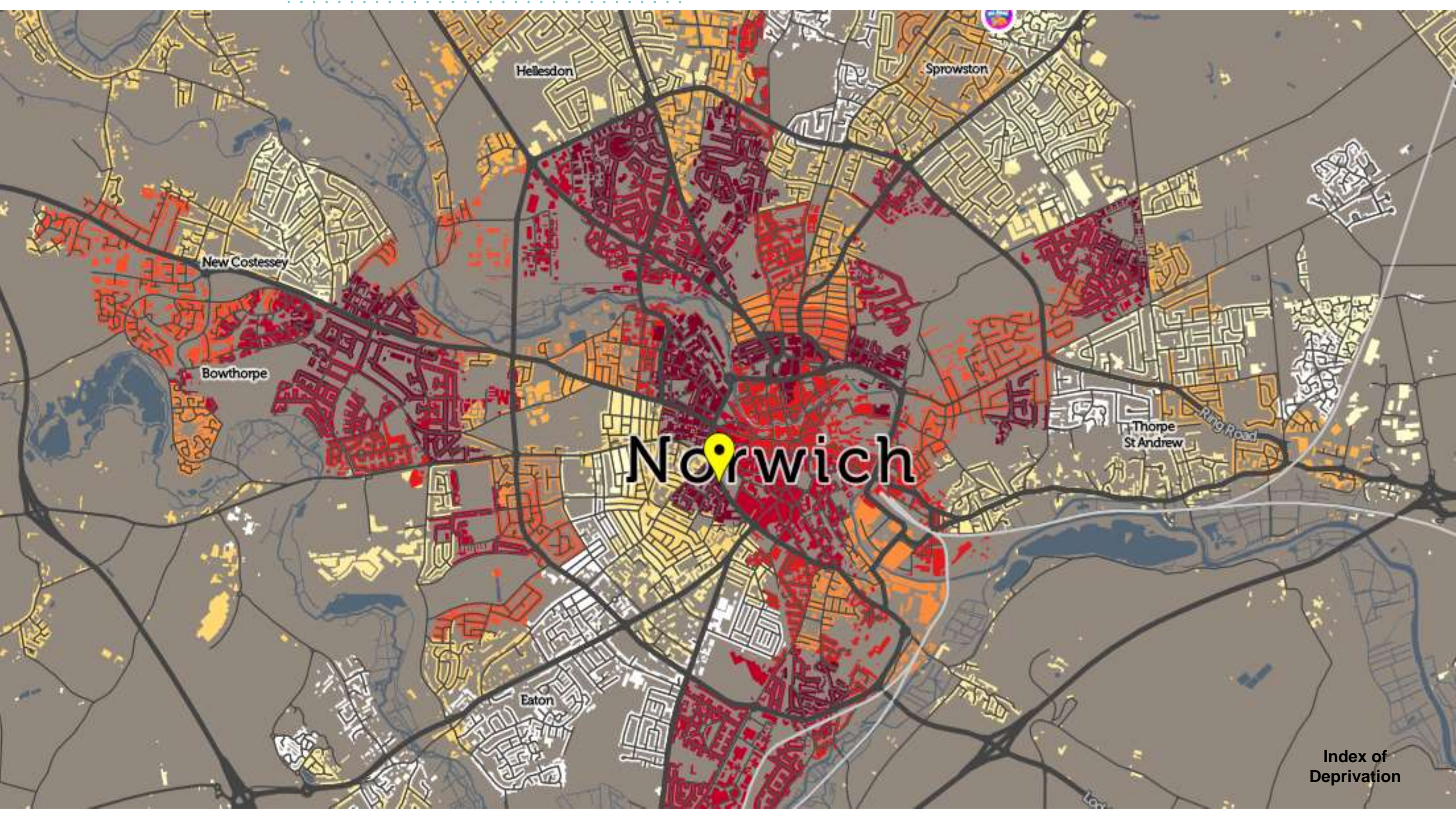
- Population 140,573 (2019) Male = 49.6% Female 50.4%
- Age (0-15 = 16.9%) (16-64 = 68%) (65+ = 15.1%)
- Ethnicity (White 90.8%) (BAME = 9.2% with Asian 4.4%)
- 22% Children low income families / Fuel Poverty 11.1% (Higher than NA)
- No cricket clubs in Norwich with inner ring road (NTP Project in 2018)

Norwich Education

- Norwich South = 37 Primary & 17 Secondary
- Norwich North = 31 Primary & 7 Secondary
- City College = 10,000 Students
- University of East Anglia = 16,872 Students

Partners / Stakeholders





Hellesdon

Sprowston

New Costessey

Bowthorpe

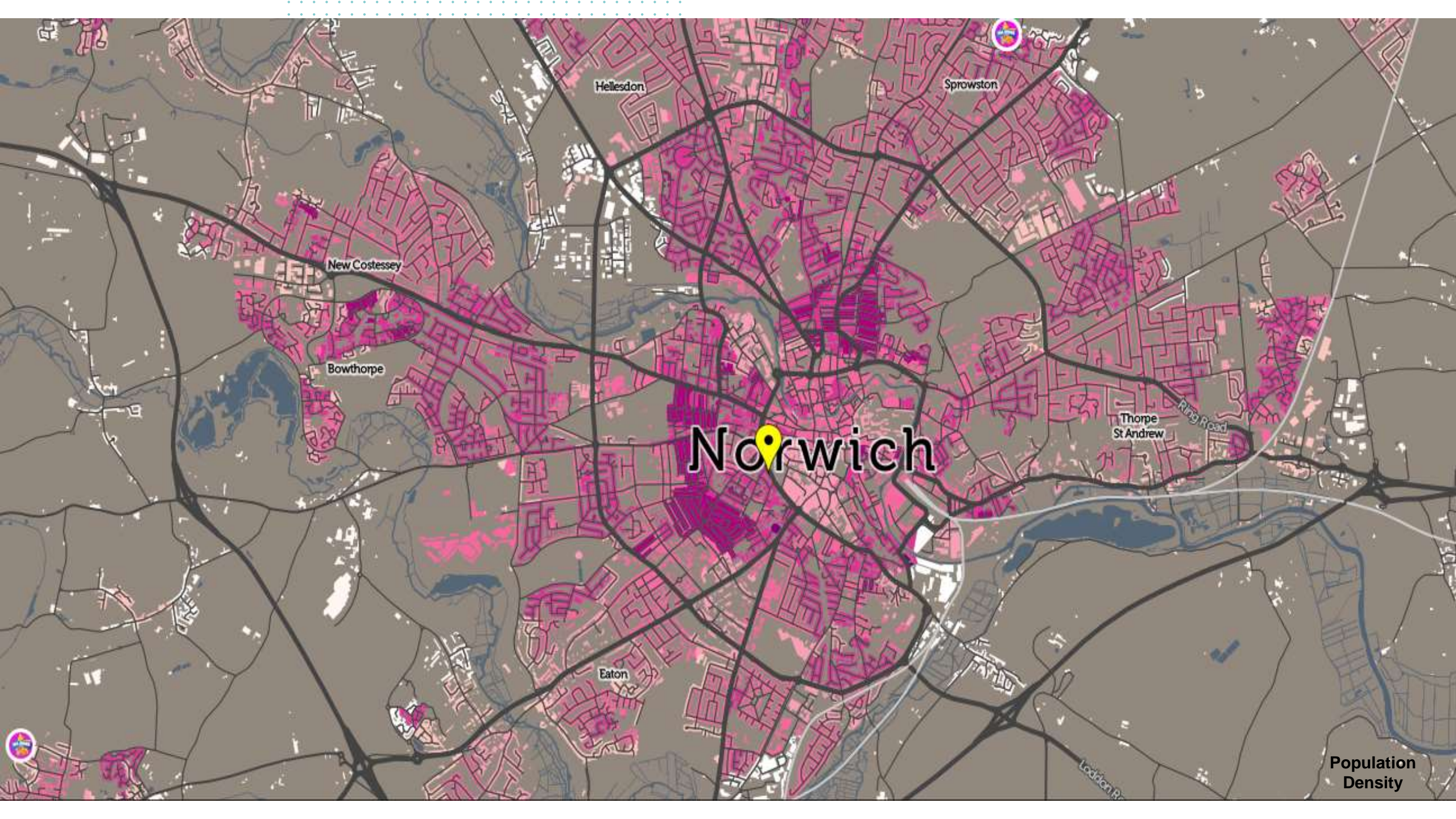
Norwich

Thorpe
St Andrew

Ring Road

Eaton

Index of
Deprivation



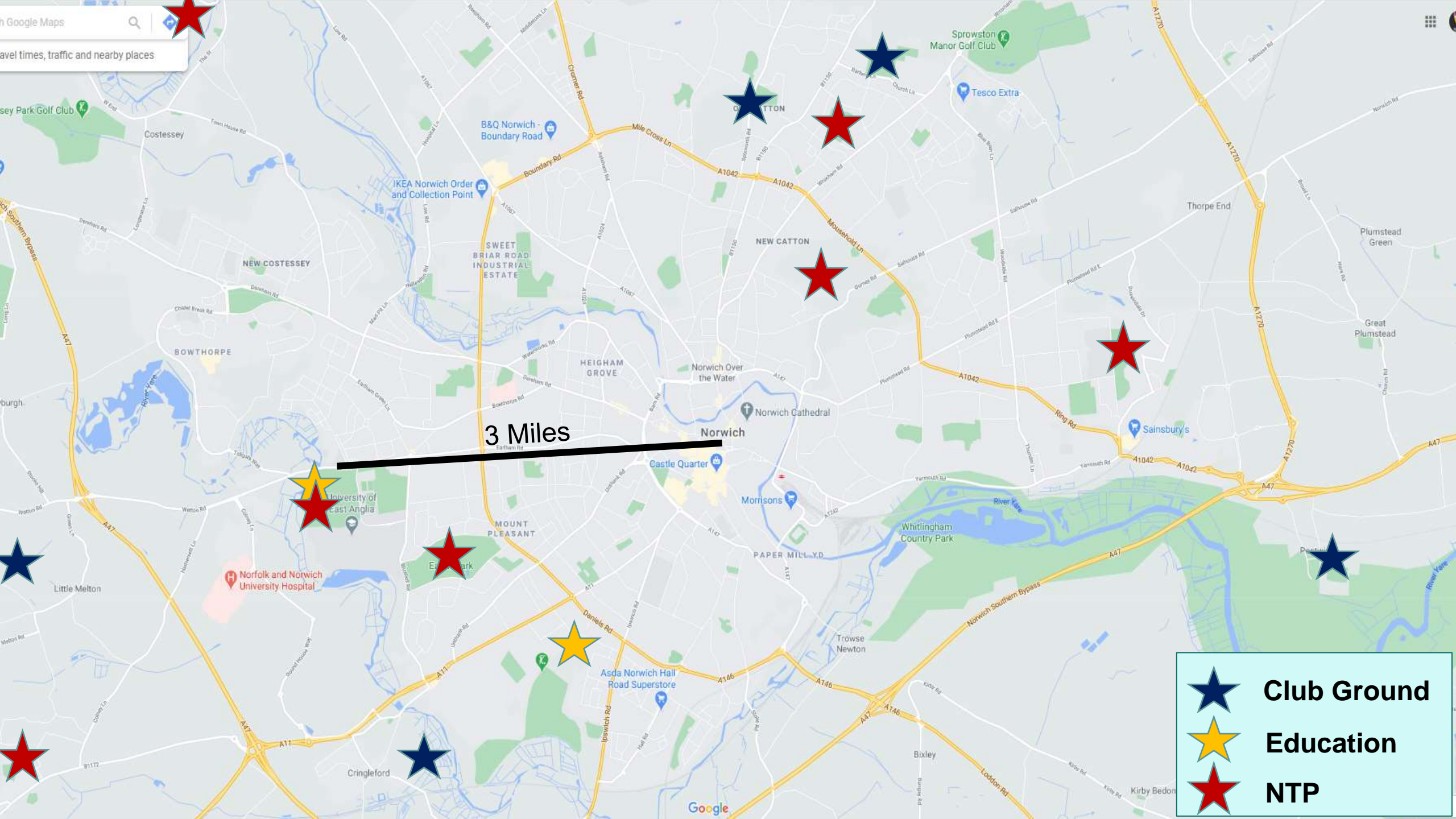
Norwich

Population
Density



Norwich

South Asian
Heatmap



3 Miles

	Club Ground
	Education
	NTP



Priority Area - Norwich

NORFOLK

What we will do

- Work with Norwich City Council and park authorities to increase NTP usage
- Provide opportunities for children in deprived areas to access cricket (Work with parks/schools to explore National Programmes)
- Investigation work with Active Norfolk and other stakeholders to improve the provision for BAME cricketers in Norwich. (South Asian specific target – 1 club in Norwich currently)
- Explore options with UEA and N&N University Hospital to provide cricket opportunities that meet demand. (Research based)
- Investigate the possibility of setting up community hubs in Norwich

Measure

- Usage of NTPs across Norwich Sites (annual audit)
- Cricket offers / opportunities provided in Norwich
- Numbers of participants
- Representation of specific groups (Junior, Women & Girls and BAME community)

2 Year KPIs

- Double usage of NTPs across Norwich Sites
- Setup community hub that provides playing opportunities to meet specific needs
- Setup/provide a cricket opportunity to engage with South Asian community.
- Use #Funds4Runs to help setup activity in 2021 summer



Partners & Key Stakeholders

NORFOLK



We have an extensive network of partners and supporters who will help us to deliver this countywide plan in Norfolk

Our partners are wide ranging across numerous different sectors



Our Sponsors





Next Steps

NORFOLK

Operations

Regular meetings will be had with staff to ensure operational plans are put in place to deliver the plan

Governance

The Board will continue working towards implementing the ECB CPA Governance Standards

Deliver The Plan

INSPIRE, LEAD and INFLUENCE the growth, quality and accessibility of cricket in Norfolk

Ongoing Review / Monitoring / Consultation

The Board will continue to monitor the plan on an ongoing basis and review progress every 6 months including consultation with ECB through the Partnership Review Process.



NORFOLK
CRICKET BOARD