



# **Derbyshire Cricket Board 'Chance to Shine' strategy 2012 onwards**

Working together to bring cricket to the Community

Derbyshire Cricket Board's strategy to link the current 'DCB community programme and 'Chance to Shine to create opportunities for all to engage thus developing 'Cricket in the Community'.

**Greig.wright**



## Derbyshire Cricket Board Chance to Shine Strategy 2012 onwards

### Strategic Plan outline:

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## Consultation Process.

- *Background*

The changes initiated by 'chance to shine' in the delivery process means a different process for the engagement of clubs and schools into the programme.

To maximise opportunities and also align the programme to national and local priorities it was decided to consult with key partners to discuss the best way to achieve this. Representatives from the board, education, clubs and current staff were invited to give their views on how the programme would best work in Derbyshire and encourage all partners to work together to deliver a programme which can bring cricket to a larger audience, whilst still achieving key outcomes.

- *Partners*

Short timeframes meant partners had to have a broad knowledge in their field and also in the potential to links to other opportunities together.

Invitations were sent to certain CDG chairs, Partnership development managers, Sports development officers, club chairmen/secretaries and community coaches to meet, unfortunately a mutual date couldn't be decided so individual consultation had to take place and the information gathered and populated by the community development officer to devise the strategy.

- *Decision making process*

The proposal for the 'chance to shine' engagement process has been constructed by the community development officer and agreed by the club development manager and head of development all of whom are professional staff. Two of which are current directors of the 'Derbyshire cricket board ltd'.





## Engagement

- *Strategy*

The method of engagement will be through the Cricket development groups. A round of meetings is scheduled in November where clubs/partners will attend. All groups will be notified of the importance of their attendance and the tremendous opportunity the new delivery format brings.

The DCB are looking at this as an opportunity to encourage CDG's to work together and fulfil their role as a 'mini board'. The benefits of all key partners working together at a district level combining ideas, projects and funding will enable all opportunities to be linked and hopefully create cricketing communities.

- *Key partners*
  - Clubs
  - School sport partnerships
  - Local Authorities
  - CDG's
  - DCB/Chance to Shine

All of the above have representation on functional CDG's and have an input into cricket in some format and have a desire for cricket to grow in their district.

All partners working together will create real sustainability and exit routes will be clearly visible to all who participate.

Partners will also have some measurable outcomes from any financial contribution they make whilst still encouraging Cricket is played and enjoyed by all.

- *Impact*

The impact on cricket at a recreational level can be significant. The new delivery strategy means a large number of new schools can now be reached bringing cricket to people who have previously not had the opportunity to play and by engaging clubs in the community programme allow them access to DCB community coaches.

Key objectives here will be more children playing in schools and clubs, more competitive opportunities, higher levels of activity, healthier children, teacher education, sustainable schools and improved facilities.



- *Allocation*

The 'Chance to Shine' funding allocated to the Derbyshire Cricket Board in 2012 equates to 2750 hours total delivery available to the county of which 15% will be ring fenced for priority programmes within the DCB strategy, the aim is to link these back to clubs to create sustainable programmes.

The remaining hours will be split between District groups on a percentile share based around partner funding they generate. This will be mean if Clubs, SSP's, LA's, CDG's and any other key partners all work together it will give better coverage, create clear pathways and maximise partnership opportunities. Further details of this will be available to district groups soon.

## **Delivery**

- *Timeframes*

- Devise County strategy with financial plan (Greig Wright) Oct 2011.
- Deliver strategy to C2S (Greig Wright) Nov 7 2011
- C2S to agree strategy (Gary Lambert, Steve Peyman)
- Proposed roll out to CDG's and Key partners (Greig Wright and Adam Burgess) November round of CDG meetings.
- Review District plans (Greig Wright, Adam Burgess, Mick Glenn) Jan 2012
- Delivery commence (DCB community coaches) Jan 2012

- *Where*

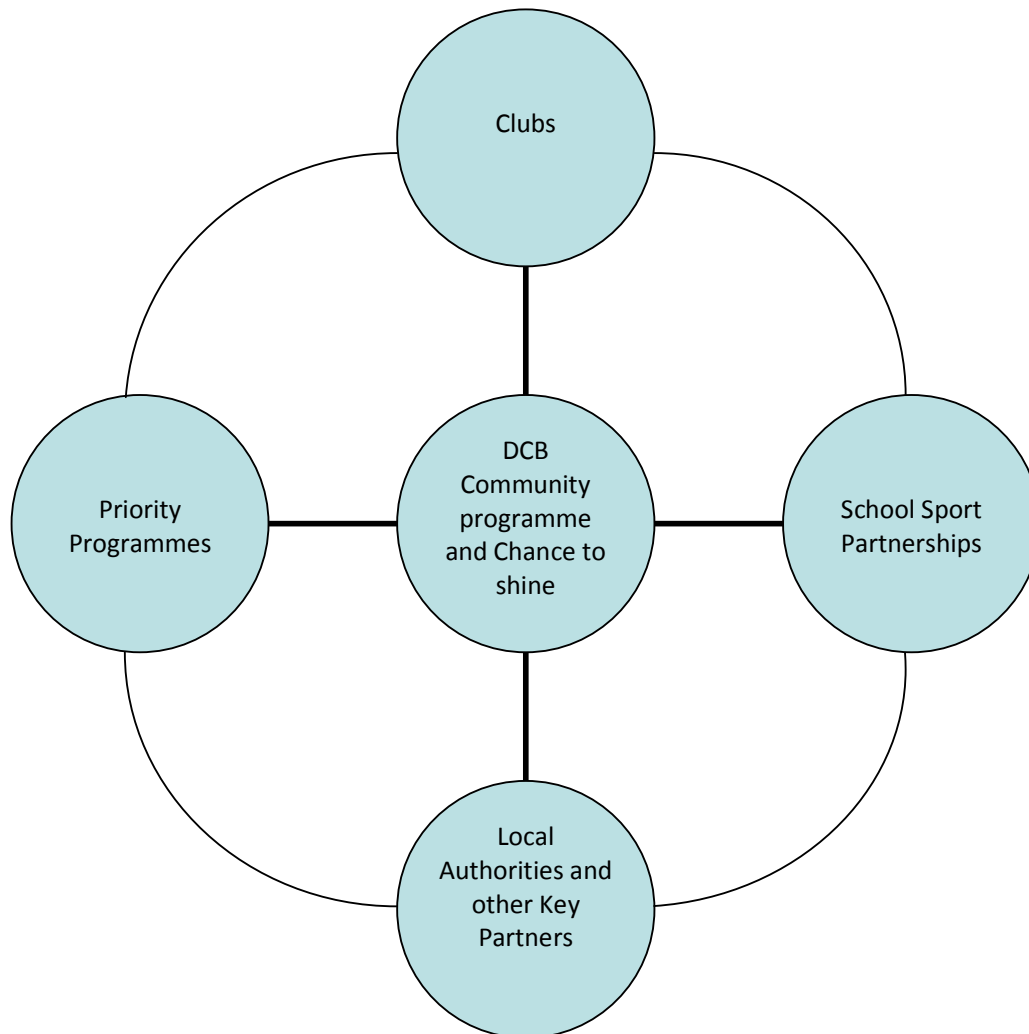
Delivery will be available to all clubs/schools depending on their own commitment to partnership funding. The flexibility here from engaging in the current DCB community programme which allows clubs to choose the service they require may result in further support (club/school links). Clubs will be required to have or be working towards clubmark to achieve full benefits.

Previous 'Chance to Shine' clubs will be eligible to re-engage in the programme.



The DCB have engaged with 81 schools through the previous 'Chance to Shine' delivery format (11-12 weeks). The shorter format (6 weeks) will give greater flexibility and more opportunities. It is the aim to engage with a minimum of 30 new schools per year (90 in total) over the 3 years which exceeds the 62 expected by 'Chance to Shine' by 30%.

The initial roll out will go through CDG's (7 in total) but the allocations will be split through local authorities (10 in total). This will maximise opportunities of working with all areas evenly and all LA's and SSP's will have equal opportunities.





- *Who*

The DCB have utilised community coaches for the delivery of their programmes for all district based and some club based programmes. The new delivery will be delivered solely by DCB employees.

Currently the DCB employ 2 full time community coaches with potential to employ more on 'summer contracts'. All delivery will be by DCB approved coaches and all will have the minimum qualifications required to deliver in their respective area of work.

Partners engaging through other programmes are welcome to input on their choice of coach and the DCB will work with them and the coaches to up skill them to their full potential and develop a stronger county workforce.

The organisation and evaluation of the programme will be by the DCB development officer 'community' assisted by the community coaches.

- *Key Aims/Objectives*

The programmes will all be based on 'Outcomes'. All partners are welcomed to inform the DCB of their desired outcomes in initial consultation of engagement within the programme or prior to commencement of delivery. The DCB will work with the partner to see if these outcomes are realistic and will then work to achieve them.

All partners will have different 'Outcomes' but by joining all of these together it will create joined up opportunities leading to 'cricket communities'.

## **Operational**

- *Key Contacts/Roles*

Strategy lead – Greig Wright

Implementation – Greig Wright/Adam Burgess

Community Coaches – Mathew Dowman (South Derbyshire, Erewash, Derby City)/Richard Wood (North East Derbyshire, High Peak, Dales, Amber Valley)

Monitoring/Evaluation – Adam Burgess

Finance – Jacqui Hendrick