

Date: Friday 30th July 2021

Subject: Cricket in Greater Manchester

Report of: Andy Burnham, Mayor of Greater Manchester

PURPOSE OF REPORT

This report provides Leaders with an update on the progress of the Cricket Strategy for Greater Manchester and seeks views on a variation to the GMCA's original agreement for providing funding for the action plan that sits beneath it.

RECOMMENDATIONS:

The GMCA is asked to:

1. Note the progress report on the action plan within the Cricket Strategy.
2. Agree to vary the original terms of the grant to support activity within the Strategy, requiring the in-principle agreement of an Urban Cricket Centre in order to release the GMCA's funding for each year of the strategy, as described in Section 3 of the report.

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Impacts Questionnaire

Impact Indicator	Result	Justification/Mitigation	Guidance
Equality and Inclusion		Many of the actions within the Cricket Strategy are aimed at communities the Combined Authority and public services more widely often struggle to engage. The Urban Cricket Centres proposals aim to provide high quality facilities in areas that have historically lacked them.	See Equalities Impact Assessment Result
Health		The Cricket Strategy seeks to increase physical activity within the city region, improving residents' health and wellbeing.	
Resilience and Adaptation			
Housing			
Economy			
Mobility and Connectivity			
Carbon, Nature and Environment			See Carbon Assessment Result
Consumption and Production			

Contribution to achieving the Greater Manchester Carbon Neutral 2038 target.	The Strategy seeks to enhance residents' enjoyment of existing green spaces through the provision of new facilities and programmes.
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Carbon Assessment

Overall Score 

Buildings	Result	Justification/Mitigation
New Build residential		
Residential renovation or maintenance		
New Build Commercial/Industrial		
Transport		
Active travel and public transport		
Roads, Parking and Vehicle Access		
Access to amenities		
Vehicle procurement		
Land Use		
Land use		The Strategy seeks to enhance residents' enjoyment of existing green spaces through the provision of new facilities and programmes.

Colour-coded scoring definitions

	Grey: No associated carbon impacts expected for decision.
	High green: In the simple assessment the decision meets the highest standard in terms of practice and awareness.
	Low green: In the simple assessment the decision meets most of the associated best practice with a good level of awareness.
	Brown: In the simple assessment the decision only partially meets associated best practice and/or awareness is lacking, significant room for
	Black: In the simple assessment the decision does not meet best practice and/or there is insufficient awareness of carbon impacts.

Risk Management – N/A

Legal Considerations – The process of including these new conditions within a grant agreement with the cricketing partners will be carried out in consultation with the GMCA Solicitor.

Financial Consequences – Revenue – N/A

Financial Consequences – Capital – see Section 3

Number of attachments included in the report: N/A

BACKGROUND PAPERS:

Cricket in Greater Manchester, report to the Greater Manchester Combined Authority, September 2019

TRACKING/PROCESS		
Does this report relate to a major strategic decision, as set out in the GMCA Constitution		No
EXEMPTION FROM CALL IN		
Are there any aspects in this report which means it should be considered to be exempt from call in by the relevant Scrutiny Committee on the grounds of urgency?		No
GMTC	Overview & Scrutiny Committee	
N/A	Greater Manchester Economy, Business Growth and Skills Overview and Scrutiny Committee	

1. INTRODUCTION

- 1.1 In September 2019, following an approach from the England & Wales Cricket Board (ECB), Lancashire Cricket Club, Chance to Shine (a cricketing charity), Cheshire Cricket Board and GreaterSport, the Combined Authority agreed a partnership and action plan that would use cricket to improve young people's lives and create stronger, healthier communities in Greater Manchester.
- 1.2 As part of this partnership, Leaders agreed a contribution of £600,000 (over three years) from the GMCA, with an additional financial contribution from host districts towards three Urban Cricket Centres, a new concept in sporting and leisure provision. Together, this funding commitment would unlock over £3 million investment from the cricketing organisations.
- 1.3 The GMCA's funding would be used for the cricket programmes within the action plan, which are aimed at widening participation in communities that do not currently have access to high quality, supported sporting activities. These programmes are to be funded on the basis of a 50-50 split between the GMCA and the cricketing organisations.
- 1.4 Importantly, when the action plan was agreed, Leaders specified that the release of the GMCA's funding should be contingent on agreement to develop three urban centres in Greater Manchester.
- 1.5 The advent of the COVID-19 pandemic in March 2020 significantly delayed delivery of the agreed action plan, as communal sporting activities were prohibited, and local authority resources were redirected towards supporting communities through the crisis.
- 1.6 As a result, the programme of activities within the strategy is approximately 12 months behind schedule, however the cricketing organisations believe that many activities within the action plan could commence in September/October 2021, subject to a loosening of COVID-19 restrictions, in line with the Government's roadmap.
- 1.7 As the cricketing organisations begin to plan for September 2021, they are seeking greater clarity on when the agreed funding from the Combined Authority will be made available to them. Whilst one Urban Cricket Centre has now been agreed, they acknowledge that it is now unlikely that agreements for a further two centres will be signed in time for programmes to begin this summer. They have therefore approached the Combined Authority to understand its appetite to vary the conditions it placed on its funding of the partnership.

2. PROGRESS TO DATE

- 2.1 The action plan agreed in 2019 focuses on:

- a) Creating a network of community run cricket facilities that will provide access to cricket in urban, non-traditional settings; and
- b) Delivering a range of cricket programmes that are focused on providing wide ranging benefits to communities across Greater Manchester. Funding agreed by the GMCA is focussed on this second objective.

- 2.2 Key to the proposition agreed by the Combined Authority was the development of three Urban Cricket Centres, the flagship initiative within the proposed partnership.
- 2.3 As part of the action plan, it was envisaged that these centres would be funded jointly by the ECB and the local authorities within which the facilities were developed. Initial interest in developing an Urban Cricket Centre was expressed by Bolton, Bury, Manchester, Oldham, Rochdale, Salford and Trafford; the ECB has engaged with each of these local authorities to discuss the strategic case for a centre in their locality.
- 2.4 Conversations around the development of these facilities were progressing well prior to the COVID-19 pandemic and an in principle 'Permission to Proceed' is in place with Manchester City Council for an Urban Cricket Centre as part of its £26.2 million re-development of Abraham Moss library and leisure centre. Construction is likely to take place from October 2021 to February 2022, with completion likely to be in March/April 2022.
- 2.5 Following an initial expressions of interest process, the ECB is has entered into discussions shortly with Bury, Rochdale and Oldham councils, with a view to progressing urban centres in all three localities, plus Manchester, exceeding the original plan for just three centres. Approval for two of these centres could be given as soon as August/September this year, with openings expected in the second/third quarter of 2022.
- 2.6 Of the other expressions of interest in an Urban Centre received by the ECB, demographic modelling of Salford City Council's proposal in Walkden did not align with the Board's focus on the South Asian community and Trafford Council are focussing on a long-term redevelopment of Stretford Leisure Centre, which is likely to include a cricket facility developed in partnership with Lancashire County Cricket Club.
- 2.7 When the GMCA agreed its investment in the action plan, it agreed that this investment should be contingent on an agreement between three districts and the ECB to develop three Urban Cricket Centres across Greater Manchester. Whilst one centre has now been agreed in principle, other local authorities have not yet agreed to progress plans in their localities. Without this agreement, no GMCA funding will be released, unless Leaders decide to vary their initial decision.

- 2.3 The action plan, agreed in 2019, seeks to achieve its aims through 10 workstreams. Progress against each of these, and potential for commencement of activities in Summer 2021, is summarised below:

Workstream 1: Install 100 Non-Turf Pitches (NTPs):

- 12 NTPs installed in Bolton in 2019
- 14 NTPs installed in the City of Manchester in 2020/21
- 3 NTPs pending installation in the City of Manchester
- 23 NTP sites now identified and approved in Bury, Stockport, Rochdale and close to the application stage with installation likely to be July 2021
- NTP sites in Trafford identified and awaiting approval (part of the 23 referenced above) with installation likely to be Aug / Sept 2021
- Further discussions are ongoing with Tameside over suitable site locations
- The remaining LAs will be engaged in Q4 of 2021 for 2022 installation
- *Progress on this Workstream will continue irrespective of the early release of revenue funding from GMCA*

Workstream 2: Build 3 Urban Cricket Centres

- Summarised above.

Workstream 3: Deliver 14 new Chance to Shine Street Programmes:

- 5 projects already established with Chance to Shine funding in lieu of receipt of GMCA funding: youth projects in Ashton and Bolton; young adults projects in Manchester and Rochdale; and a girls' youth project in Manchester
- The remaining 9 projects (spanning all GM LAs) could be established in 2021 were GMCA funding made available.
- Given the development of the CTS Primary Schools Programme (Workstream 5) and the increased delivery hours per project, the cricketing partners are seeking agreement to reprofile the original proposals for Chance to Shine programmes (workstreams 3,5 and 7). The increase in delivery hours per project means that the funding for Workstream 5 would now cover 140 schools (fewer than the 20 originally proposed), although each school would be provided with an enhanced programme from the original model. Funding adjustments could be made across the three Workstreams referenced to enhance any one of them depending on the perceived importance of each Workstream to the GMCA.
- Progress on this Workstream relies entirely on the early release of revenue funding from GMCA.

Workstream 4: Deliver the ECB's South Asian Female Activators Programme in partnership with Greater Sport's Volunteer Inspire Programme

- 2019 saw 58 female South Asian activators engaged in Greater Manchester.
- 34 volunteers were signed up to the programme so far in 2020 (29 of whom are South Asian females)
- They will be supporting the sustainable delivery of some of the following programmes in partnership with Lancashire Cricket:
 - 16 Funds 4 Runs programmes
 - 7 (community) Dynamos programmes

- *Progress on this Workstream will continue irrespective of the early release of revenue funding from GMCA.*

Workstream 5: Deliver the Chance to Shine Primary Schools programme to 200 new primary schools

- Delivery would be possible from September 2021 were GMCA funding made available.
- It would be possible to engage circa 50 schools in 2021 and grow to engage the remaining 90 schools in 2022 (140 for the academic year 2021/22) across all LAs.
- Per Workstream 3, delivery of this workstream has been reprofiled.

Workstream 6: Grow the Healthy Hearts Programme to 200 new Primary Schools (linked to Workstream 5)

- Delivery would be possible from September 2021 were GMCA funding made available.
- It would be possible to engage circa 50 schools in 2021 and grow to engage the remaining 90 schools in 2022 (140 for the academic year 2021/22) across all LAs.
- The delivery of the programme will be linked to the CTS Primary Schools programme, the LCF Schools Affiliation programme as well as targeting schools from areas of deprivation to attend workshops at Emirates Old Trafford.

Workstream 7: 20 New Chance to Shine Girl's Secondary School Programmes

- Delivery would be possible from September 2021 were GMCA funding made available.
- It would be possible to engage circa 10 schools in 2021 and grow to engage the remaining 10 schools in 2022 (20 for the academic year 2021/22) across all LAs

Workstream 8: Deliver 30 "Volunteer It Yourself" programmes

- Delivery would be possible from September 2021 were GMCA funding be made available.
- It would be possible to engage circa 10 clubs in 2021 (post cricket season) and grow to engage the remaining 20 clubs in 2022 (pre cricket season) across all LAs

Workstream 9: Support for Our Pass

- 5,000 tickets agreed with GMCA to utilise through the Our Pass scheme and to be made available for the 2022 cricket season (delayed due to the extension of Government restrictions).
- *Progress on this Workstream will continue irrespective of the early release of revenue funding from GMCA.*

Workstream 10: Pilot and launch the "The Hundred" clubs and schools' programme

- This Workstream has been launched as 'Dynamos Cricket' by the ECB. Tied into the new 'The Hundred' competition the initiative is a follow on from the 'All Stars' programmes and will be a mix of activity and competition aimed at 8-11-

year-olds and delivered in 2021 in a variety of club and community settings across all GM districts.

- *Progress on this Workstream will continue irrespective of the early release of revenue funding from GMCA.*

3. VARIATION TO GRANT CONDITIONS

- 3.1 In order to provide the clarity requested by the cricketing organisations, and to enable delivery to commence as soon as possible, the Combined Authority is recommended to amend the terms of the grant originally agreed by the GMCA in September 2019.
- 3.2 In September 2019, the GMCA agreed that the release of Combined Authority funding for the full three years of the project should be contingent on three urban centres being agreed in principle with constituent authorities.
- 3.3 It is recommended that this arrangement is varied, instead requiring that one urban centre is agreed with a constituent authority for the first year's funding (£200,000), another for the second year (£200,000) and a third centre for the final year's funding (£200,000). As one centre has already been agreed in principle, this would allow activities to commence from September 2021 with the release of one third of the overall funding, with opportunity for the remaining centres to be agreed before 2022/23 and 2023/24 respectively.