

Date: GMCA Meeting: 27 September 2019  
Subject: Cricket in Greater Manchester  
Report of: Andy Burnham, Mayor of Greater Manchester

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#### **PURPOSE OF REPORT**

This report provides GMCA with an overview of the proposed Cricket Strategy for Greater Manchester, the action plan that sits beneath it, and funding requirements.

#### **RECOMMENDATIONS:**

The GMCA is asked to:

1. Note the discussions taking place between cricketing organisations, districts and the Combined Authority.
2. Review the scope of the action plan set out below, and what will be achieved by the proposed GM wide partnership with ECB.
3. Approve the request for £600k of funding over three years to support the actions outlined in paragraph 4.3, to be sourced from retained business rates, subject to an agreement between three districts and the ECB to develop three Urban Cricket Centres across Greater Manchester.
4. Delegate authority to the Combined Authority Monitoring Officer and Treasurer to complete all necessary legal agreements.

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Risk Management – N/A

Legal Considerations – N/A

Financial Consequences – Revenue – see paragraph 4

Financial Consequences – Capital – see paragraph 4

Number of attachments included in the report: N/A

Response from Overview & Scrutiny Committee:

- Overall, the Greater Manchester Economy, Business Growth and Skills Overview and Scrutiny Committee welcomed the report.
- The Committee stressed that it was important for any new initiatives and facilities to link into existing local clubs and programmes. It would be important for local authorities to take a lead role here.
- It would be important that when developing propositions for the Urban Cricket Centres, districts are mindful of the need for the centres to be sustainable financially. It was also felt to be important that business cases should stress how the Centres will engage people across GM and generate benefits across the city-region.
- It would be desirable for programmes to extend to all girls and women, not specific sub-groups, where possible.

**BACKGROUND PAPERS: N/A**

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 The Combined Authority has been approached by the England and Wales Cricket Board (ECB), Lancashire Cricket Club and other cricketing bodies to agree a long-term partnership to develop the sport in Greater Manchester and use it as a tool to deliver our long-term ambitions for the city region.
- 1.2 This year is a particularly significant one for cricket in Greater Manchester, with an Ashes Test Match, England's success in the Cricket World Cup and preparation for the launch of the new 100 ball format.
- 1.3 The ECB, Lancashire Cricket Club, Chance to Shine (a cricketing charity), Cheshire Cricket Board and GreaterSport have proposed a partnership and action plan that would use cricket to improve young people's lives and create stronger, healthier communities in Greater Manchester.
- 1.4 By working in long-term partnership, they are seeking to leverage the expertise, resources and influence of their organisations and local government to deliver outcomes that will make Greater Manchester a better place to grow up and get on, whilst ensuring cricket flourishes in our communities for the next generation. GreaterSport, the city region's sport partnership, will link the proposal to wider sports development work across the conurbation.
- 1.5 Discussions have been taking place between sports development officers from districts, the GMCA, ECB, Lancashire Cricket Club and Greater Sport to develop the action plan, which is set out in greater detail in the remainder of this report.

## 2. ACTION PLAN

- 2.1 The action plan 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.
- 2.2 Over the three years of the partnership, the partners are proposing to use cricket to:

**Strengthen our communities by...**

  - Installing 100 new Non-Turf Pitches to reduce inequality in access to sports facilities
  - Building 3 Urban Cricket Centres that will become sporting and social community hubs

- Delivering 14 new Chance to Shine Street projects to provide the opportunity for disadvantaged youngsters to play sport
- Growing the South Asian Female Activators programme to engage socially isolated women in volunteering

#### **Equip our young people for life by...**

- Delivering Chance to Shine to 200 new Primary Schools to teach young children physical and social skills through cricket
- Growing the Healthy Hearts schools programme to teach children the importance of healthy lifestyles
- Delivering Chance to Shine in 20 new Secondary Schools to improve resilience and leadership skills in teenage girls
- Delivering a suite of employability programmes, including 30 “Volunteer It Yourself” projects at cricket clubs, to support young NEETs through education, training and into employment

#### **Celebrate the city region’s sporting innovation by...**

- Providing 5,000 tickets per year as part of Our Pass to mobilise the next generation into sport
- Piloting and launching “The Hundred” clubs and schools programme to give people the opportunity to play a new, exciting format of cricket

### **3. URBAN CRICKET CENTRES**

- 3.1 Urban Cricket Centres are a new concept in community sports provision and the flagship initiative within the proposed partnership.
- 3.2 The principle behind an urban cricket centre is to repurpose an existing site into a cricket focussed community centre with indoor cricket facilities alongside further spaces that can be used for sport, education, community organisations, health services and any other community service. To ensure the centre’s versatility is utilised to best effect, they will be linked to the broader One Public Estate programme in their locality.
- 3.3 Detailed modelling and supply-demand analysis conducted by the ECB indicates that each centre will be used by over 2,500 people each year across sport and other activities, including people heavily involved in volunteering roles. They will bring communities together and be catalysts for local, community led activities.
- 3.4 The first urban cricket centre in the UK opened on 26<sup>th</sup> June this year in Waltham Forest, East London and the scheme is being rolled out nationwide, with two further pilots under development across the country.
- 3.5 The partners are looking to accelerate the roll out of these centres in the city region by committing to building three centres in Greater Manchester districts over the next three

years, using assessments of demographic patterns and inactivity levels to identify the most suitable sites.

- 3.6 Each centre will be unique, depending on the site, requirements of the local community and ambition of the local authority.
- 3.7 Development of an Urban Cricket Centre would require partnerships between local authorities, the ECB and other local partners on:
- Identification of suitable sites (e.g. regenerating former industrial sites)
  - Financial investment in the build
  - Identification and support of local community-run projects to be delivered in the centre
- 3.8 Following a meeting of sports development officers on 16<sup>th</sup> July, six districts have expressed an interest in hosting an Urban Cricket Centre. These are:
- Bolton
  - Bury
  - Manchester
  - Oldham
  - Rochdale
  - Trafford
- 3.9 Given more than three Greater Manchester districts have now expressed an interest in hosting an Urban Cricket Centre, the ECB will shortly conduct an exercise to identify the optimum three sites across those districts. If more than three sites provide a compelling case for investment, there may be an opportunity for further discussions about additional centres in the city region.
- 3.10 The ECB will work with these districts, and others that express an interest, to understand potential opportunities within their localities and the level of district financial contribution that would need to accompany any ECB investment.

#### **4. FUNDING**

- 4.1 In order to justify the disproportionate investment in the city region from the ECB, compared with other parts of the UK, the action plan as developed would require a financial contribution from Greater Manchester. Whilst options can be scaled as financial considerations require, the current programme would require a £600,000 contribution (over three years) from the GMCA, with an additional financial contribution towards the three Urban Cricket Centres from host districts. Together, this funding commitment would unlock over £3 million investment from the cricketing organisations.
- 4.2 It is proposed that the GMCA contribution towards the action plan is sourced from retained business rates. Funding for centres from individual local authorities is likely to vary depending on the proposed site and ambition for each facility. Districts interested in

hosting a centre would need to work with the ECB and other partners to develop a business case, including longer term funding.

4.3 The GMCA contribution towards the strategy will go towards the following actions, on a match-funded basis with the cricketing organisations:

- Delivering 14 new Chance to Shine Street projects to provide the opportunity for disadvantaged youngsters to play sport
- Delivering Chance to Shine to 200 new Primary Schools to teach young children physical and social skills through cricket
- Growing the Healthy Hearts schools programme to teach children the importance of healthy lifestyles
- Delivering Chance to Shine in 20 new Secondary Schools to improve resilience and leadership skills in teenage girls
- Delivering a suite of employability programmes, including 30 “Volunteer It Yourself” projects at cricket clubs, to support young NEETs through education, training and into employment

4.4 Whilst the actions listed above will be funded on the basis of a 50-50 split between cricket and the GMCA, it should be noted that four of the ten actions within the plan will be funded in their entirety by the cricketing bodies. These are:

- Installing 100 new Non-Turf Pitches across the conurbation
- Growing the existing South Asian Female Activators programme
- Provide 5,000 tickets per year to Our Pass
- Piloting and launching “The Hundred” clubs and schools programme

4.5 Districts engaging with the strategy will need to work with the ECB to agree the location and maintenance arrangements for the Non-Turf Pitches.

## **5. EVALUATION**

5.1 The cricket organisations have proposed a partnership with a local academic institution to deliver a full impact report on the outcomes and impact of the partnership, to be used as a case study for similar sport-local government partnerships across the country.

5.2 Funding for evaluation is included within the figure quoted above for delivery of the whole programme.

## **6. NEXT STEPS**

6.1 Detailed plans will now be developed to enable delivery of the programmes outlined above from Summer 2020.

- 6.2 The ECB will shortly start engaging more formally with districts that have expressed an interest in hosting an Urban Cricket Centre, regarding the potential required financial contribution and selection of the optimum sites for development of a centre.

