

Isle of Man Cricket Association

Sheshaght Chriggad Ellan Vannin



STRATEGIC DEVELOPMENT PLAN

2006-2008

Contents:	Page No
Introduction	2-3
Vision	4
Objectives & strategy	5-9
Conclusion & strategy review	10

Isle of Man Cricket Association

1. Introduction

Cricket in the Isle of Man has been played under the auspices of the Isle of Man Cricket Association, IOMCA (formerly IOM Cricket Club) since 1930.

Until 2003 the Association was affiliated to the Lancashire Cricket Board.

In 2003 the Association attained affiliate status to the International Cricket Council (ICC).

There are 13 affiliated member clubs of the Association

Grounds & Facilities

Only one club, Ronaldsway, plays on its own ground, using land owned by the company of which the club is part.

Cronkbourne has a long-term agreement to use their ground at Tromode, and St Johns holds a lease to their ground at Mullen y Cloie. Both clubs have developed reasonable facilities at these grounds, but much remains to be done to bring them up to acceptable international standard.

The remaining 10 clubs rent or lease grounds from schools, local authorities or other landowners. Consequently, the standard of pitches and facilities varies considerably, as the ongoing maintenance and development of facilities is often not within the control of the clubs themselves. The main problems are at the school grounds that are utilised such as Peel and Ramsey, although Ramsey have planning permission being sought for a clubhouse on the school grounds.

From a practice and training perspective a multi lane grass net facility is available for hire at King Williams College, weather permitting.

Cronkbourne CC have recently taken delivery of a two lane all weather practice net that provides an excellent, if restricted, practice facility.

There are no other cricket specific outdoor facilities on the island.

Leagues & competitions

There are 315 senior and 240 junior players registered with the Association.

13 clubs enter 23 teams in evening 20 overs-a-side senior league competitions (Cain & Forrester Cups), 7 in senior weekend league competition (Karran Cup).

All clubs participate in the Islands premier knockout competition, the Tinker Cup.

In addition, there is a knockout cup for B teams-Blincoe Cup and all clubs can enter an annual six-a-side competition played for the Clampitt Trophy.

Junior leagues & competitions

6 clubs currently enter junior competitions, 5 clubs compete at under 15 level, 6 at under 13 level and 6 at under 11 level.

Isle of Man Cricket Association

2. Current Position (continued)

Coaching

There are 28 level 1 coaches, of which some 15 are active with the Association, clubs or schools and 5 level 2 coaches, all of whom are actively involved.

The Association in conjunction with Cronkbourne CC employed their own Level 3 qualified coach and Development Officer for the summers of 2002 & 2003, This was discontinued due to lack of funding on the part of the Association. Cronkbourne CC have however continued to engage a Development Officer on their own and have agreed terms with a coach for season 2006.

In 2004 an Association of Cricket Coaches was established and this body has been active in organising and running many development initiatives.

In particular they have run the Lloyds TSB Have a Go programme in primary schools where coaches have circulated the islands primary schools teaching and running Kwik Cricket sessions. As a consequence many schools are now have the ability to run their own sessions and organise teams to participate in the annual Lloyds TSB primary schools cricket day.



The sponsors have once more committed for 2006.

The Coaches Association also ran the 2005 International Youth cricket festival, which proved to be an extremely successful event and a first of its kind for the island.

Umpires

There are 2 fully qualified ACU umpires active in Manx cricket. 10 umpires are qualified to intermediate level, whilst 3 currently unqualified umpires are due to take their intermediate exams. A further 6 umpires are unqualified all of which are members of the IOM Umpires and Scorers Association. The majority of the 21 umpires officiate at Island league and cup competitions and umpires are appointed to stand at all Island representative matches.

An umpire exists on Island who is now qualified to deliver tuition up to ACU&S intermediate level and the IOMCA are encouraging courses to be delivered to increase the number of umpires. A course is to take place early 2006.

Isle of Man Cricket Association

3. Vision

The primary vision of the Association is relatively simple. It is:-

To attain ICC Associate Status and compete regularly and successfully in competitions at this level.

The attainment of this will depend upon ongoing and sustainable sports development and key to this will be maintaining a vision that will: -

- ✚ Strengthen the administration and support structure of the sport
- ✚ Increase awareness of and participation in the sport of cricket
- ✚ Significantly increase our income & achieve financial stability.



Lloyds TSB Have a Go day



Manx U/15 Centurion v Greece 2005



IOMCA U/15 squad heading for Italy 2005



Lloyds TSB Have a Go day

Isle of Man Cricket Association

4. Objectives & strategy

✚ Strengthen the administration and support structure of the sport.

- ✓ Reorganise the management and administration of the sport along significantly more professional and contemporary lines.

It has long been recognised that the current constitution of the IOMCA has become obsolete and consequently the manner in which the sport is managed has become increasingly inappropriate to its current situation. Consequently steps are already underway to establish a more contemporary management structure one of whose first tasks will be recodification and rationalisation of the rules and regulations of the IOMCA.

It is also intended that the new roles identified in the management structure will attract more willing and enthusiastic participants in the running of the sport. This will be in place for 2006.

- ✓ Achieve Key Sports status and develop a good working relationship the partnership with IOM Sports Council.

It has become apparent that the volume of tasks which fulfilment of the vision would bring will easily outweigh the capacity of amateur volunteers. The experience of 2002/03 proved conclusively the value of engaging a full time Development Officer. Key Sports status provides the means and resources by which such a post could be sustained and accordingly is deemed a prime objective. In addition Sports Council have ready access to resources and expertise, which may prove increasingly in demand as the sport evolves.

- ✓ Engage a full time Development Officer for 6 months of the year.

As above.

- ✓ Develop and have secure and ongoing access two international standard cricket grounds.

The ability to stage and manage significant cricket events hinges on the IOMCA having access to facilities of adequate standard. At present only two grounds have the potential to meet these criteria and although the Clubs have lease agreements in place guaranteeing their own access the IOMCA has no equivalent agreement with the Clubs concerned. The securing of such agreement as well as entering into partnership with the Clubs to improve their facilities is critical to the ongoing development of the sport.

Isle of Man Cricket Association

4 Objectives & strategy (continued)

- ✓ Improve the quality and amenities and accommodation facilities available at other grounds.

Generally speaking the facilities available at most grounds ranges from acceptable to poor. The establishment of minimum facility standards at all grounds is for health and safety reasons alone of critical importance, particularly so as the age profile of participants continues reduce. Closer liaison with the Department of Education must be attained to allow improvements in these grounds to be completed.

- ✓ Secure access to one outdoor site where international standard training and practice facilities are regularly accessible.

As per above access to appropriate facilities must be ensured.

- ✓ Secure indoor training facility and office for operational base for the IOMCA.

This is a longer term objective, but nonetheless extremely important. The popularity of the NSC as a venue for all sports has meant that winter cricket training is increasingly scarce. In order to continue to develop and service the increasing demand, which is already being, experienced it is important that year round facilities are secured and made accessible to all IOMCA members.

- ✓ Increase the number of active coaches and cricket assistants.

The approach to date has been on encouraging existing or former players to enrol for their ECB coaching certificate. However as more juniors are introduced to the sport it is important that parents and friends are engaged with a view to encouraging them to get involved and form the next generation of coaches, both at clubs and at primary and secondary schools, on the island. In this respect delivery of the ICC Introduction to Cricket course shall be a priority, two coaches qualified to run this already existing on the island.

- ✓ Increase the number & quality of qualified umpires

As well as increasing the number of potential umpires efforts should be undertaken to improve the quality of officiating. This will involve more qualified umpires together with more regular assessment and grading of such. The creation of an umpiring elite shall be sought with those so identified being encouraged to involve themselves with the ECC umpiring panel as a defined route now exists within the ICC to allow officials to progress to the higher echelons of their trade.

Isle of Man Cricket Association

4. Objectives & strategy (continued)

✚ Increase awareness of and participation in the sport of cricket

- ✓ Compete at ECC Level at all age groups from Under 13 through to Under 19 level.

One of the underlying advantages of ICC membership are the opportunities it presents for all the sports participants, in particular juniors, to compete regularly at international level against opponents of similar skill levels. This not only raises the profile and enhances the attractiveness of the sport, but also provides cultural and foreign travel experiences for all involved. To date competition at U/15 and senior levels only has been achieved and standards very much need improved to ensure more regular participation. It is a matter of some encouragement however that the U15's won their first tournament. However one of the key criteria to be met to achieve Associate membership is to compete regularly at U/19 level and therefore this objective assumes critical status.

- ✓ Host one ECC tournament in 2007

This would prove an invaluable experience in raising the profile of the sport on the island and throughout the British Isles. It would provide an excellent PR opportunity and attract much greater media attention than local events can ever aspire to.

A paper is to be put together to give to the ICC offering the Island as a venue for 2007

- ✓ Increase the volume and quality of weekend cricket.

Traditionally excessive emphasis has been placed on the short form game as it has been seen as a purely social sport on the Island. Whilst it is still important to allow this side of the sport to also flourish a distinction has to be made, so as not to impede the players that aspire to quality. However to compete internationally and to provide the forum where appropriate skills can be encouraged to flourish it is of paramount importance that the focus at the top level of the game moves towards the longer one day format. Accordingly all clubs shall be encouraged to play more weekend cricket.

Isle of Man Cricket Association

4. Objectives & strategy (continued)

- ✓ Develop route for most talented performers to receive specialist training and encouragement to ensure they achieve their full potential.

Membership of the ICC has brought many opportunities for exceptional and talented performers to continue to develop on a higher stage. Already some juniors and coaches have had the opportunity to attend ICC sponsored events for nominated individuals. However there is no structured program as yet in place for talented performers and accordingly the establishment of such is an issue of paramount importance so that talented players of relevant age groups can be identified and given the opportunity to develop accordingly.

Isle of Man Cricket Association

4. Objectives & strategy (continued)

✚ Significantly increase our income & achieve financial stability.

- ✓ Develop a package which is commercially attractive to current & prospective corporate partners.

The sustainability of the strategy depends upon the ready availability of adequate resources. Funding and financing needs to assume a much higher profile within the IOMCA and accordingly the sourcing of income and budgeting expenditure demand high priority within the organisation. The establishment of firm corporate partnerships is instrumental in securing sponsorship opportunities and accordingly significantly more sophisticated packages require be developing and made available to attract the relevant bodies.

- ✓ Research other income sources.

As above a more structured approach needs to be adopted as regards potential sources of income, be they internal or external, corporate or private sector. This will be a key task of the new sponsorship and fund raising officer.



IOMCA senior squad Belgium 2005

Isle of Man Cricket Association

5. Conclusion & strategy review

The sport has enjoyed a surge in popularity over the last couple of years which has proved a daunting challenge to manage properly.

However the emergence of active junior sections at several Clubs around the island has enabled cricket to start to service this demand as well as providing an additional range of helpers and assistants by way of enthusiastic parents.

The task now confronting the sport is to retain this support base by engaging with these parents and providing them with the relevant training and support in order they in turn become coaches, helpers or administrators. In many instances this has already begun.

The opportunities that now exist for those who participate in the sport have never been greater. The attainment of ICC Affiliate status has created many more opportunities for those involved in all areas of the sport and it is important that all current and prospective participants have a clear and attainable pathway to fulfil all their potential within the sport.

Consequently as we progress with the development of cricket on the Island, and nationally within the ICC framework, it is intended that the reorganisation of the management of the IOMCA together with more opportunities to increase our participation, training excellence, and national success will encourage officers and allow them the opportunity to focus on the key issues facing the Association.

This document identifies some, but undoubtedly not all, of the tasks, which must be undertaken on this journey. However it should be regarded as a living document as being reviewed on a regular basis will allow strategies to be included, achievements to be measured and fresh objectives identified as and when the opportunity arises. Accordingly the Development Committee will be charged with reviewing this document on an annual basis to allow achievements for the year to be quantified and further opportunities and strategies to be included for the following year. This report shall then be circulated amongst the membership on annual basis with opportunity for issues arising to be put before the AGM to ensure that all members agree with the ethos of it and support it fully.

The objective is to ensure that those opportunities that now exist within the sport of cricket are understood, grasped and fully exploited to the advantage of everyone in the Isle of Man who harbours an interest in the sport.

But overall mantra remains of providing everyone who chooses to participate at whatever level and in whatever aspect, with a sport that is enjoyable, fulfilling and most of all, successful.