



**CRICKET  
LEINSTER**

# STRATEGIC PLAN

2019-2021

Final Draft



## Contents

1	CONTENTS
3	OUR VISION
5	STRATEGIC PILLARS
7	CLUBS
9	CRICKET FOR ALL
13	HIGH PERFORMANCE
15	GROWTH
19	2021 TARGETS
23	GOVERNANCE
25	SPIRIT OF CRICKET



“

Clubs are without doubt the lifeblood of our game here across the island of Ireland. I strongly believe there is nothing more important for the long-term health of cricket in Leinster than vibrant clubs and the communities they build around them for our great sport.



**Ed Joyce**

”



## OUR VISION

**Supporting and working with our clubs to grow the game sustainably throughout all 12 counties in Leinster.**



# STRATEGIC PILLARS

## 1. CLUBS *Community*

Support facilities, grounds, infrastructure, coaching, development growth for clubs. Cricket Leinster support programmes made available

Champion the club game at all levels and cricket types

Provide effective and joined-up competition structures across Men's, Women's and Youth cricket

Establish strong 'feeder' system between schools and all Cricket Leinster clubs with youth structures

Continue to put our clubs at the heart of every strategic decision

5

## 2. CRICKET FOR ALL *Participation*

Ensure cricket is open to all communities in Leinster

Provide leadership in Irish sport in equality, opportunity and integration

Offer multiple entry points into cricket in Leinster for players, officials and fans of all abilities, all backgrounds

Major focus on growth in Girls/Women's cricket

Remedy issue of large drop out rates in youth sport that affects cricket

Create strong culture in Cricket Leinster comps for the enjoyment of all in the right spirit

## 3. HIGH PERFORMANCE *Excellence*

Professionalize all aspects of Leinster Lightning operation

Promote importance of Club Cricket as pathway to further honours

Build on success of elite Leinster youth structures and ensure transparent meritocracy/selection

Identify multiple pathways for youth players to feed into Bolts/Lightning/Super 3 Squads

Create coaching structures and opportunities to support clubs and develop cricketers at all levels/abilities to achieve success

## 4. GROWTH *Innovation*

Build portfolio of brands and sectors involved in commercial partnerships with Cricket Leinster

Promote all levels of Cricket Leinster club competitions better to reward, recognise and inspire all cricketers

Provide best-in-class digital marketing to optimize commercial Leinster Lightning opportunities & build fan-base

Commercialise Leinster Lightning T20 cricket as a fan- focussed product

Build on current council relationships to more of the 12 counties in Leinster

6



# 1. CLUBS

## Community

### PROACTIVE EXPERTISE

Provide proactive centralised expertise to clubs by Cricket Leinster for i) grounds and facilities; providing guidance in the preparation and maintenance of grass wickets, artificial wickets, outfielders, practise nets. ii) coach education iii) club governance & structures iv) Cricket Leinster development officers support of clubs within their geographic region.

### ACCREDITATION SUPPORT

Support programme established which provides assistance to developing clubs to achieve basic minimum standards required to allow for the club's participation in Cricket Leinster competitions and thereafter to attain the Cricket Leinster Club Accreditation Mark.

### CLEAR CRITERIA

Clear criteria in-place, and adhered to, for club's participation in Cricket Leinster competitions.

### STRONG FORMATS

Strong competitions structures and formats that evolve to keep pace with what is best for player requirements and club developments.

2021 TARGET

50%

increase in youth sections



2021 TARGET

100%

of clubs to have a connection to a feeder school

### CLUB FOCUSED

Our clubs are recognised as the hub of our sport and are central to the long-term sustainable development of the game in Leinster & all strategic goals for Cricket Leinster.

### FEEDER SYSTEM

Establish 'feeder' development system between schools/club cricket ensuring underage club cricket is growing sustainably. Development officers working closely with clubs.

### OPPORTUNITIES

Provide joined up thinking between all competitions & fixtures across OCC, Women's and Youth Cricket to ensure regular opportunities/play at all levels.



## 2. CRICKET FOR ALL

### *Participation*

#### 20X20

Dedicated Club Liaison/Coaching capacity in-place supporting clubs in establishing and developing Women's and Girl's cricket.

#### GET INVOLVED

Variety of game formats provided by Cricket Leinster for playing the game, especially a range of 'try it out' concepts targeted at encouraging people to sample cricket, whatever their gender, race, ability or age. Look at possibility of formalised corporate/taverners/indoor Cricket Leinster competitions.

#### INCLUSIVE CULTURE

Strong cricket culture, and focus on fun and enjoyment developed across Leinster ensuring the game is as accessible as possible to a wide audience across the province.

#### NEW PATHWAYS

Tackle specific issue of youth drop-off within cricket by offering new pathways for non-elite youth cricketers to retain playing numbers through teen years.

2021 TARGET

# 25%

*reduction of youth drop-out numbers*

2021 TARGET

# 20%

*growth in participation*

#### CHANGE PERCEPTIONS

Foster and develop strong, broad based schools and club programmes which are seen as part of the fabric of the community/society that helps dispel any legacy perceptions of cricket in Leinster as an 'elite sport'.

#### SPIRIT OF CRICKET

Create a culture of good discipline across all Cricket Leinster competitions which places great importance of the Spirit of Cricket and good conduct and behaviour of players.

#### ALL ABILITIES

Expand and develop our partnership with Lord's Taverners through table cricket and other ability formats.









# 3. HIGH PERFORMANCE

## Excellence

### FIRST-CLASS

Professionalise all aspects of Leinster Lightning; players, coaching staff, marketing of team, Lightning 'Bolts' side, club-links, facilities and pathways.

### CLEAR PATHWAY

Further promotion and exposure provided for primacy of Leinster club competitions, protecting pathway from club cricket to national honours.

### NEW HOME

Establish a home of Leinster cricket with a mature hosting partnership in place for all senior and under-age representative fixtures.

### SUSTAINABLE GROWTH

Continue growth and success of Leinster elite youth programmes and expand upon successful district programmes for boys and girls.

2021 TARGET

50+

level 1 coaches  
trained up



2021 TARGET

100,000+

viewers of live stream for a T20 Festival

### OVERSEAS LINKS

Build upon success of overseas school exchange programme to offer further overseas opportunities for elite youth Leinster cricketers.

### TRANSPARENT SELECTION

Ensure meritocratic selection policies and pathways for Leinster youth squads.

### COACHING PATHWAYS

Create coaching structures that give prospective coaches new opportunities within these pathways and clubs further coaching support.



# 4. GROWTH

## Innovation

### BENEFICIAL PARTNERSHIPS

Put in place long-term strategic partnerships with key sponsors and external stakeholders to generate positive financial results for the benefit of our clubs.

### DIGITAL FIRST

Redevelop Cricket Leinster website to power all aspects of Cricket Leinster's governance to be 'Digital first', provide effective communications to cricket community and beyond.

### CLUB CENTRIC

Identify and implement strategic investment projects that will have largest impact and return on investment for the wider cricket community.

### FAN CENTRIC

Best in class digital offering engaging with new audiences and growing fanbase.

### MARQUEE EVENTS

Grow the Lightning brand especially through medium of Twenty20 cricket to offer a regular product for fans to attend, including Leinster Lightning v overseas franchise matches.

2021 TARGET

30%

growth in traffic across digital assets

2021 TARGET

50%

of sponsorship revenue to be ring-fenced for clubs

### COMMUNITY SUPPORT

Identify CSR Partnerships of tangible benefit to cricket's growth and reach within Leinster.

### GLOBAL REACH

Capitalize on the growing profile of Irish cricket as a Test Nation to exploit potential commercial opportunities for cricket in Leinster.

### COMMERCIAL SUPPORT

Offer support packages to our clubs to expand their commercial potential.





“

Every step in my cricketing journey from picking up a bat for the first time through to captaining Ireland at a World Cup can be traced back to my club. The clubs are what keep the game alive in Leinster and it's crucial that we support our clubs to help breed the next generation of cricketers.



**Laura Delany**

”



# 2021 TARGETS

## 1. CLUBS

### *Community*

Increase in regional clubs so everyone in Leinster is within 50km of cricket club  
Establish Club/School 'feeder' links to all Cricket Leinster clubs with youth sections  
Targeted youth participation programme in-place driving youth sections increase by 50% to 30 clubs across the province  
Women's Cricket participation grows to 50% more teams (22 to 30+) & 50% more participating clubs (12 to 18)  
Greater than 80% satisfaction achieved in annual club surveys

## 2. CRICKET FOR ALL

### *Participation*

Appointment of Women's and Girl's dedicated Cricket Development Officer  
Registered playing numbers increased overall by 20%  
Matched funding programmes in place in the majority of local authority areas in Leinster.  
25% reduction in i) lapsed cricketers dropping out ii) youth drop-out numbers  
Introduction of new formats offered in competitions by Cricket Leinster  
33% reduction in disciplinary report cases in Cricket Leinster competitions

## 3. HIGH PERFORMANCE

### *Excellence*

Hosting of annual T20 Festival with 500 plus attendees and 100,000+ viewers of live stream  
Lightning and Bolts squads professionalised further with additional staffing and resources  
Lightning brand significant growth and commercialised to cost positive to Cricket Leinster  
50+ Level 1 Coaches trained up each year, 10+ Level 2 Coaches.  
Growth of District level youth competitions expanded to girls cricket and other counties

## 4. GROWTH

### *Innovation*

Generate sponsorship revenue in excess of €250k per annum with 50% ring-fenced for clubs  
Financial surpluses achieved annually and prudent buffer maintained  
Leinster Lightning annual matches v overseas opposition franchises/counties  
30% growth in engagement, reach and traffic across Cricket Leinster Digital assets  
Corporate social responsibility partnership with tangible impact on cricket in-place  
Cricket Leinster Competitions coverage expanded across Mainstream Media and Cricket Leinster Digital assets







# GOVERNANCE

*Underpinning all 4 strategic pillars are transparent and accountable best practice governance that will put the best interest of all 42 clubs and the wider cricketing community first.*

## INCLUSION

Develop a Culture and Diversity Strategy which impacts all four strategic pillars of the Cricket Leinster Strategic Plan.

## SAFEGUARDING

Establish the Cricket Leinster Child Safeguarding and Inclusion Committee to oversee Cricket Leinster approach and mitigate any risk in Cricket Leinster competitions and affiliated clubs.



## PARTNERING

Foster closer relationships with all 3 partner associations, 1) LCUSA 2) Coaches Association 3) Grounds Association for benefit of all parties.

## RELATIONSHIPS

Develop a proactive and effective relationship with Cricket Ireland which is beneficial to both parties and leads to acceptable outcomes for Cricket Leinster.

## VOLUNTEERING

Sustain strong volunteer ethos, with targeted recruitment for specific skills.

## DIVERSITY

Ensure equality and diversity is represented at all levels in Cricket Leinster.





# SPIRIT OF CRICKET

Cricket Leinster recognises the unique spirit that guides our sport, we understand that we are just the guardians of the game for the next generation of cricket lovers.

The Spirit of Cricket applies equally on a global level and a local level. Globally it brings people and communities from all backgrounds, genders, ages, abilities, colours and creeds together. Locally it's just the same and here in Leinster, we play the sport with our own special Irish brand of the Spirit of Cricket that has helped create the thriving community we are all a part of.

That Spirit should be one of respect, fairness, inclusivity and joy for our great game, it applies equally at every level from the Leprechaun Cup, to Men's Division 16, to Women's Division 1, right the way through to our elite Leinster Lightning representative team.

Enjoy your cricket.







**CRICKET  
LEINSTER**

13 Sandyford Office Park  
Blackthorn Avenue  
Sandyford Industrial Estate  
Dublin D18PY90

[www.cricketleinster.ie](http://www.cricketleinster.ie)  
[admin@cricketleinster.ie](mailto:admin@cricketleinster.ie)  
(01) 293 4864

FB: /cricketleinster  
TWTR: @cricketleinster  
INSTA: /cricketleinster