



Wiltshire
Cricket

WILTSHIRE CRICKET ORGANISATIONAL STRUCTURE

Supported by the Wiltshire Cricket
Outcomes Framework



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OUTCOMES FRAMEWORK

During 2013, Wiltshire Cricket has developed an Outcomes framework. On the following page you will find this framework. The purpose of identifying Wiltshire Cricket's Outcomes was to understand exactly what it is that we are here to do at a headline level. As incredible as it may sound, County Cricket Boards have never previously outlined in this detail what it is that they are here to do. Instead we have been consumed with setting quantitative targets around things such as training coaches, umpires and scorers, running competitions and working with schools. Of course all of these core activities will continue to be delivered but we are now moving away from a world of quantitative targets and are instead focusing more on achieving quality across each of our desired outcomes.

Having produced the Outcomes framework earlier in the year a few things became very apparent very quickly, namely:

1. Our current structure in terms of professional and volunteer roles was not geared up to achieving all of the Outcomes
2. Linked to point 1 above, we probably spend too much time and resource in delivering certain outcomes, meaning other outcomes get neglected
3. Running a Cricket Board is admin heavy and therefore to allow the Wiltshire Cricket professional officers the necessary time to achieve quality across each of our outcomes (i.e. spend time actually developing Cricket) we needed to recruit administrative support
4. Having identified what our Outcomes are it is important to put in place measures against each of the Outcomes in order to ensure that we can track progress and assess impact in the future

As a result of points 1, 2 and 3 it was decided that Wiltshire Cricket Limited would conduct a review of its structure. This has also taken place during the course of 2013 and resulted in the introduction of new roles.



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OUTCOMES FRAMEWORK

Wiltshire Cricket will work with others to achieve a number of broad community objectives

People who are healthy and active through a lifelong involvement in sport

Communities that are cohesive and integrated

Good facilities and infrastructure for sport

Wiltshire Cricket will focus on creating a sustainable future for cricket by

Creating a safe and fair environment where everyone receives a positive experience

Attracting people to participate in sport with cricket as a sport of choice

Maintaining the importance of cricket in the community

Our services and activities will ensure we

Promote opportunity by providing access to all aspects of cricket, irrespective of age, gender, race or ability

Develop players, officials and volunteers to allow them to achieve their potential

Increase participation by recruiting and retaining players

Create successful representative and club teams

Sustain a well-resourced network of clubs



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INTRODUCTION OF NEW ROLES

PROFESSIONAL OFFICERS

Peter Sykes – Cricket Development Manager

Main areas of responsibility are:

- Strategic lead, ensuring successful delivery of Outcomes framework and successful delivery against all ECB funding areas (currently player retention and Disability cricket)
- Line Manager of Cricket Development Officer (Schools Cricket and Women and Girls) and Cricket Development Officer (Head of Performance)
- Supervisor for all Wiltshire Cricket Volunteer officers – see below
- Budget planning and management for all Wiltshire Cricket activity
- Lead contact for all Wiltshire Cricket associations (WGA, WACO, WCCL, WYCL, Seniors)
- Lead contact for all areas of club support, including Clubmark, Facilities, Funding + general enquiries
- Coach Education administration
- Performance programme administration (winter coaching programme, summer fixtures) – this role is supported by Cricket Development Officer (Head of Performance) and Volunteer Performance Administrator (see below)

Ali Goddard – Cricket Development Officer (Schools Cricket and Women and Girls)

Main areas of responsibility are:

- Women and Girls development lead, incorporating:
- Girls and womens club development (Chair of Wiltshire Womens Cricket Committee)
- Girls and womens performance programme lead (winter coaching programme, summer fixtures)
- Girls and womens competition lead
- Head of Schools Cricket, incorporating:
- Managing the Wiltshire Cricket Chance to Shine Primary school club programmes
- Managing Wiltshire Cricket's secondary school offer
- Delivery of teacher training and assemblies to support Chance to Shine programmes
- Line management of Community coach

Main changes to note:

- Ali now has overall responsibility for women and girls development (a role previously held by Lisa Keightley)
- Coach Education administration contact is now me, although Ali remains as Wiltshire's lead tutor and Field Based Trainer and so will work closely with regards to Coach Education planning



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INTRODUCTION OF NEW ROLES cont.

PROFESSIONAL OFFICERS

Alan Crouch – Cricket Development Officer (Head of Performance)

Main areas of responsibility are:

- Managing and delivering on the Wiltshire Emerging Players Programme
- County under 15 lead coach
- County Academy lead coach
- Lead contact for all District Head coaches
- Performance programme administration (winter coaching programme – facilities, timings, trials, coach appointments)
- Overall responsibility for coach development, across all Wiltshire Cricket programmes, incorporating:
- Appointing and supporting all coaches working on boys, girls and womens coaching programmes
- Attending and observing Chance to Shine coaching sessions in primary and secondary schools and putting in place coach development opportunities for those coaches
- Annual delivery of district coach development workshops

Main changes to note:

- Alan now has the role of providing district coach development workshops included in his job description
- Womens and girls coach development is now Alan's responsibility (a role previously held by Lisa Keightley)
- Chance to Shine mentoring and coach development is a new area of responsibility

TBC – Community Coach

Main areas of responsibility are:

- Implementing and delivering Wiltshire's Secondary school offer
- Club development, meeting with clubs to identify their needs within the secondary school age bracket and to establish links between schools and clubs
- County Sports Partnership engagement – work with Wiltshire and Swindon Sports to delivery CSP programmes and identify opportunities for funding to support secondary school provision
- Lead for Wiltshire Cricket Holiday camp programme



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VOLUNTEER OFFICERS

As mentioned on a previous page, it was recognised that in order to support the delivery of Wiltshire Cricket's Outcomes framework there was a need to bring on board administrative support. As a result, the following volunteer appointments have been made:

Alex Muse – Communications Officer (Website and Social media)

Alex joined Wiltshire Cricket as communications officer, looking after website and social media coverage, in October 2013. He is specifically responsible for uploading and managing the content on;

- The Wiltshire Cricket website
- Wiltshire Cricket's Facebook page
- Wiltshire Cricket's Twitter page

Through each of these platforms Alex is responsible for reviewing and reporting Wiltshire Cricket activity as well as promoting upcoming events. Alex also uses each of the online tools to run special features around things such as Clublife, Individual and team performances and any topical issues relevant to the world of cricket.

Alex's role is not restricted and so if you have any news or events that you think that Wiltshire Cricket would be interested in covering then please contact Alex as we are keen that as much cricket activity taking place throughout Wiltshire gets the coverage and recognition that it deserves.

Alex.muse@wiltshire.gov.uk or communications@wiltshirecricket.co.uk

Ashley Quinlan – Communications Officer (Written media)

Ashley joined Wiltshire Cricket as communications officer (written media) in October 2013. He is responsible for producing reports and news articles for submission to local media outlets with a view to improving the coverage of Wiltshire Cricket in local newspapers and magazines.



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VOLUNTEER OFFICERS cont.

Phil Russell – Club Affiliations Officer (Invoicing)

Phil joined the Wiltshire Cricket team as Club Affiliations Officer in October 2013 and shares the role with Heather Robinson (see below). Phil is specifically responsible for producing all affiliation documents, sending out club affiliation invoices and ensuring that all clubs pay their affiliation fees in time for the start of each playing season.

If clubs have any queries regarding their affiliation invoice or making payment then these queries should be directed to Phil directly.

piprussell@aol.com or info@wiltshirecricket.co.uk

Heather Robinson – Club Affiliations Officer (Club Database)

Heather works alongside Phil Russell as Club Affiliations officer, having joined Wiltshire Cricket in October 2013. At the time of Phil sending out club affiliation documents Phil will also send out club information forms to be completed and returned when affiliation payments are made. These club information forms are emailed through to info@wiltshirecricket.co.uk where Heather will pick up the email and transfer the information on to the club database. The club information forms contain requests for club officer contact details and therefore Heather's responsibility is to manage and maintain an up to date club database.

If clubs have any change of officers throughout the year then these changes should be emailed to Heather so that she can update the club database. The aim of this role is to ensure that Wiltshire Cricket uses correct contacts when sending out communications to the club network.

info@wiltshirecricket.co.uk

Helen Dolman – Annual Awards Evening Organiser

Helen joined the Wiltshire Cricket team in October 2013 as organiser of the Wiltshire Cricket annual awards evening. The awards evening encompasses awards for district and county players, presentations of Clubmark accreditation certificates and the OSCAs. In this role Helen deals with all of the planning and administration associated with running the awards evening. She also actively seeks guest speakers and sponsors to support the event.

In addition to making the awards evening run smoothly Helen also has the scope to introduce new ideas and features to the awards evening and so with that in mind if you have any ideas on how to improve the Wiltshire Cricket awards evening please don't hesitate to contact Helen.

Helen.dolman@gmail.com



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VOLUNTEER OFFICERS cont.

Amy Elliott – Performance Administrator

Amy was appointed to the position of Performance Administrator in October 2013. In this role she deals with all of the replies that are sent in for the county and district winter coaching programmes. This involves transferring contact information from the replies on to spreadsheets. Having completed this task Amy is then responsible for confirming receipt of the replies to players and parents and contacting coaches prior to the commencement of the winter coaching programme to inform them of the players that will be attending their programme and to hand over all registration details for each of the players.

Amy is not responsible for dealing with queries related to trials or payments for winter coaching programmes; these queries should still be directed through to Alan Crouch or Pete Sykes.

Amy.louise.elliott@hotmail.co.uk

Irene Gilchriest – Clubmark Nominated Officer

Irene joined the Wiltshire Cricket Clubmark Nominated Officer team in October 2013. Wiltshire has a growing number of clubs that are Clubmark accredited and given that the accreditation must be renewed every three years it means that having a full team of Clubmark officers is very important. The Clubmark nominated officer role involves working with clubs to complete their Clubmark evidence files during the winter and then attending club coaching sessions during the summer to conduct Clubmark site visits. Irene will be working with approximately 4 clubs per year in this role.

irene.gilchriest@tiscali.co.uk

In addition to appointing a number of new volunteer officers and reviewing the job descriptions of Wiltshire Cricket's professional officers, the Board of Directors has also grown to include 3 new Directors, details of which can be found on the next page



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WCL BOARD OF DIRECTORS

Wiltshire Cricket is delighted to announce that the following Directors have joined the Wiltshire Cricket Board:

Stephen Sadler

Stephen came on to the Board of Directors in October 2013. His appointment coincided with Wiltshire Cricket reviewing its overall structure with a view to supporting the organisation to achieve all aspects of its Outcomes framework. Stephen's business career has been in finance and operations, having qualified as a Chartered Accountant, and he has been a Finance Director for a number of public companies, as well as a non-executive Director for a listed company. His current employment is as Group Finance Director for Yattendon Group Plc.

Stephen's cricket involvement in Wiltshire is through being a UKCC2 qualified coach and committee member at Wilcot CC.

buckleaze@gmail.com

Matt Haslett

Matt joined the Board of Directors in October 2013 at the same time as Stephen and for the same reason. Matt's background is in the armed forces where he has developed from Soldier to Commissioned Officer. He is also heavily involved in Cricket within the Army and currently holds the position of Team Manager for the Adjutant General's Corps Cricket Club which involves attending meetings, organising competitions and organising tours for the team.

In the club world Matt is also involved with Collingbourne Cricket Club as a player in between his Army commitments.

matthaslett327@hotmail.com

Brian Elliott

Brian was the third addition to the Board of Directors in October 2013. Similarly to Matt, Brian comes from a Forces background where he is currently serving as a Lieutenant Colonel in the Army. In this role Brian is responsible, amongst other things, for developing training and education policies, planning and implementing strategic changes programmes, managing the Department budget and performance management and assurance processes.

In the Cricket world Brian is a Level 1 Cricket coach and was previously Club Welfare Officer at South Wilts CC for three years. He is now a member at Potterne CC. Away from Cricket, Brian plays representative quash in the Forces.

briane Elliott378@btinternet.com

For information on all the other existing WCL Directors please visit <http://www.wiltshirecricket.co.uk/about-us/board-of-directors/>



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