



JERSEY  
CRICKET



2022  
2025

# JERSEY CRICKET **STRATEGY**

THE EXCEPTIONAL POWER OF COMMUNITY & TEAMWORK

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## WELCOME & FOREWORD

**John Harris**  
**Chairman**  
**Jersey Cricket Limited**



The Board of Jersey Cricket is delighted to present its strategy for cricket in Jersey for the next 5 years. The strategy addresses many things but at its heart it is the desire to grow the game in the Island and enhance our already good reputation as a successful cricket nation within the global cricket community. Our grow the game goals are aligned with the ambition in this respect of the International Cricket Council (ICC), the world governing body for cricket, but in a way which is singularly appropriate to Jersey and its island reality.

As we pursue the goal to generate opportunity for more and crucially a more diverse group of people to discover and enjoy this wonderful game, we are committed, as a part of our wider objectives, to attract more women and girls to cricket – an endeavour in which Jersey Cricket has already taken big strides towards realisation.

However, on-field performance allied to these growth objectives remains an equal priority. We are proud of and wish to build on the tremendous success of our men's national team in ICC tournaments over recent years – successes which have put us firmly on the map in global cricket terms with a ICC T20 ranking of 21st in the world at the time of writing. For an island of 100,000 people this is a phenomenal achievement.

Not only do we seek further success in the men's ICC performance trajectory, but also the attainment of the next performance target in our women's game with participation in women's ICC tournament cricket over the next few years. To achieve is to inspire! This strategy reflects that and seeks to take us further. **Continues.**

## WELCOME & FOREWORD (Continued)

Supporting all of these successes and ambitions is the reality that for Jersey Cricket to continue to thrive, we must ensure the grass roots development of the game is healthy, maintaining the very encouraging growth of girls and boys taking up the game in recent years, alongside finding ways to strengthen and make more attractive our adult domestic cricket programme. Continued progress in both is desirable in itself but if we are also to continue to compete internationally across all our cricket, lacking as we do the raw population numbers and immigration characteristics of many larger countries with whom we compete, then continuing to develop our own conveyor belt of talent from within must be and is a cornerstone of our strategy.

To support these aims, the strategy also recognises the need for continuing investment in cricket facilities and infrastructure, with the recent realisation by the Board of the long-cherished goal of creating a Home of Jersey Cricket under its control at the redeveloped Grainville site a great example of what can be done.

The strategy is the result of much work by the Board together with representation and expertise from Jersey Cricket administrative and coaching staff. It is therefore appropriate that a further strategic goal is the development of a governance model for Jersey Cricket which brings additional strategic planning and business skills at Board level alongside the operational pedigree we already enjoy with our skilled coaching and administration teams and crucially body of active and energetic volunteers – scorers, match officials, organisers and contributors at every level of cricket – who together make cricket a vibrant and successful part of the Jersey community.

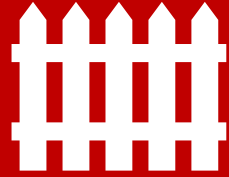
The make up of the new Jersey Cricket Limited Board demonstrates a collective will and determination to lead this strategy and deliver it to the benefit of all our stakeholders, remembering always that cricket is a fun and enjoyable activity, a never-ending learning experience and above all a game for everyone.

# STATISTICS



**3787**

SCHOOL & COURSES  
INVOLVEMENT



**6** TURF  
GROUNDS

**5** SYNTHETIC  
GROUNDS



**56**

INDIVIDUAL  
MALE TEAMS

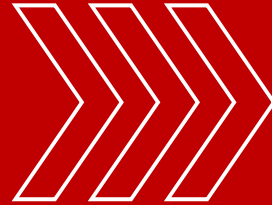


**55**

QUALIFIED  
UMPIRES

**148**

QUALIFIED  
COACHES



**200%**

GROWTH IN FEMALE PLAYERS

**405**

UNIQUE MALE PLAYERS



**13**

JUNIOR  
FEMALE  
TEAMS



**29**

JUNIOR  
MALE  
TEAMS

# OUR VISION

To build on our reputation as a leading associate nation, maximising the potential of cricket in Jersey through the exceptional power of our teamwork and community to inspire enjoyment, passion and improve lives, making cricket the game for everyone.

## OUR CORE VALUES

### ACCOUNTABILITY

We are responsible and transparent about the actions we take, both on and off the field.

### AMBITION

We act bravely and with ambition as a small country - we play to win by maximising every opportunity we get.

### ENGAGEMENT

We engage the community, treat everyone equally, provide enjoyable activities and celebrate contributions from all stakeholders.

### INCLUSIVITY

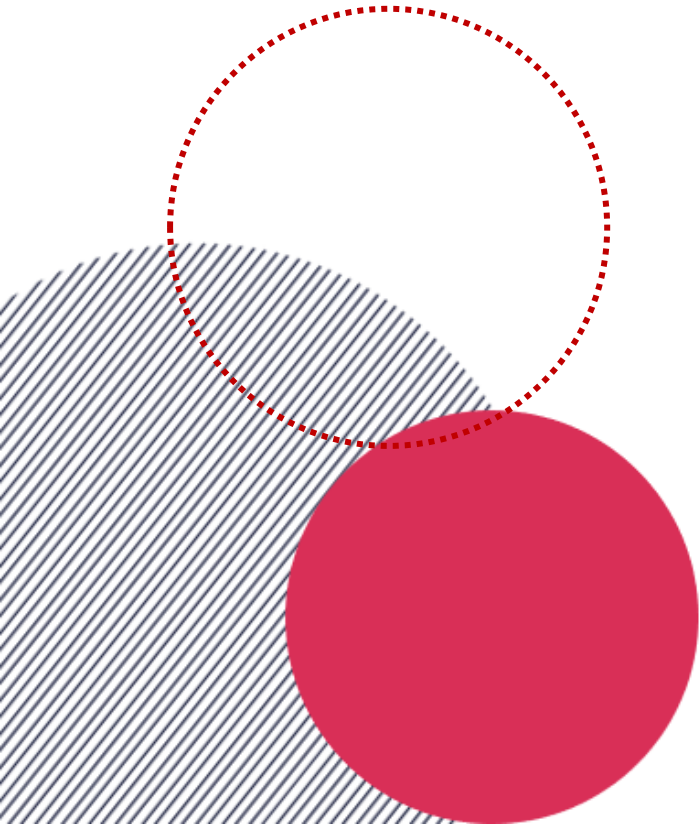
We will create an environment where everyone feels welcome and valued.

### PRIDE

We drive ourselves forward with passion and energy to make cricket happen at all levels. Our volunteers, players and community are all proud of Jersey and this reflects in our achievements.

### EXCEPTIONAL TEAMWORK

We compete on and off the field, top to bottom, from the Boardroom through to our Community Programmes.





# FIVE CORE FOCUS AREAS

A strategic working group were created to pull together the large amount of information on Jersey Cricket into a workable manner. Following the ICC's guidance we were also able to conduct analysis both internally and externally using the SWOT & PESTLE methodologies.

To ensure our focus at Jersey Cricket remained on priority areas and not trying to achieve everything in a short period of time, we created five key themes that will be explore in further detail within this document.

## 01

Establishing  
**'Fit for Purpose'**  
Facilities

## 02

Jersey Cricket - A  
**high-performance**  
hub

## 03

Delivering  
**world-class**  
Governance

## 04

Developing  
**'Future Reds'**  
– both Men &  
Women

## 05

A renewed  
**club-game**  
**focus**

These themes will be underpinned by enhancing our communications strategy, both internally and externally.

These core focus areas allow us to delegate responsibility to certain groups and individuals and will be monitored by the Board. In addition to this document, there is a more detailed breakdown of the objectives, which will be managed via the CEO.



# ESTABLISHING 'FIT FOR PURPOSE' FACILITIES

Jersey Cricket currently utilise Government of Jersey facilities for the vast majority of all cricket-related activity. This includes outdoor pitches and net lanes, indoor halls and office-space. Whilst we also have access to an excellent private facility at Farmers Cricket Club, Jersey Cricket has a lack of control in terms of facilities and bookings which, at times, impacts on what we can deliver.

These facilities are also threatened by future development at key sites, such as FB Fields and Les Quennevais.

This focus area is dedicated to ensuring the future of Jersey Cricket by establishing a 'home ground' and working with authorities to not only maintain our high-performance objectives but to also ensure stability and growth in our local cricket programme for our players, members and stakeholders.

## KEY OBJECTIVES

- ▶ Establish a home for Jersey Cricket at Grainville in 2022 of which the island can be proud of. By establishing our home and surrounding facilities, we can continue our goal of hosting ICC tournaments.
- ▶ Provide a new purpose-built environment for employees by re-locating the office from Fort Regent to Grainville within 2022.
- ▶ Work with key stakeholders to facilitate the provision of quality indoor facilities & re-establish a full indoor cricket season for the 2023 season.
- ▶ Continue to provide and improve the specialist facilities required to run our ongoing elite performance programmes for men & women's teams.
- ▶ Protect and improve the current turf wickets we have on the island for club cricket from 2022 with the stretch goal of helping develop Les Quennevais (LQ) into a third international ground (2025 onwards).



# MEN'S ELITE PERFORMANCE

The Senior Men's teams are part of the elite performance programme and compete in international events organised by the sport's governing body, the International Cricket Council (ICC). There are two formats that are played by Jersey at present, Twenty20 International Cricket and 50 over Cricket with the descriptions and pathways noted below.

## T20 CRICKET

Jersey compete in the ICC T20 with the ICC T-20 World Cup held on a 2 year cycle.

### Jersey ICC T-20 Ranking: 21<sup>st</sup>

Competition Level: Global T20

- ▶ ICC T-20 World Cup Pathway
- ▶ Sub Regional Europe Qualifier
- ▶ Europe Regional Qualifier
- ▶ Global T-20 Qualifier
- ▶ T-20 World Cup

### Current Cycle for ICC T20 World Cup 2022

- ▶ Sub Regional Europe Qualifier (2021-Bye)
- ▶ Europe Regional Qualifier (2021-Winners)
- ▶ Global T20 Qualifier (2022-Zimbabwe)
- ▶ ICC T20 World Cup (2022-Australia)

## 50 OVER CRICKET

Jersey compete in the 50 over World Cup Pathway tournaments. The ICC 50 over World Cup is held on a 4 year cycle.

Jersey ICC 50 over Ranking: 28<sup>th</sup>

Competition Level: Challenge League B

### ICC 50 over World Cup Pathway

- ▶ Challenge League A&B (ICC Ranking 21-32)
- ▶ Cricket World Cup League 2 (ICC Ranking 14-20)
- ▶ Cricket World Cup Super League (ICC Ranking 1-13)
- ▶ World Cup Qualifier Playoff
- ▶ World Cup Qualifier
- ▶ 50 over World Cup

### Current Cycle for ICC 50 over World Cup 2023

- ▶ Challenge League B (6 teams, 3 rounds of fixtures, currently 3<sup>rd</sup> after two rounds with winner progressing to World Cup Qualifier Playoff.)
- ▶ World Cup Qualifier Playoff
- ▶ World Cup Qualifier
- ▶ ICC 50over World Cup 2023 (India), 2027 (South Africa, Zimbabwe & Namibia)

# MEN'S ELITE PERFORMANCE

## BACKGROUND

Jersey Cricket has had recent success within the T20 arena, winning the European T20 Finals in September 2021 in order to qualify for their third successive World Cup Qualifying event. In 50 over cricket, we currently participate in World Challenge League B, meaning three guaranteed tournaments over three years. The top team from Challenge League B will move into further stages of qualifying for the World Cup.

As a small nation of just over 100k people, this is a big achievement, and we must do things different to other larger nations by consistently producing our own players. Given that licensing is much more difficult to get in Jersey (must be on a professional basis) than other nations and if people were to enter the Island, they would be much older when they qualify.

All our first team have come through the youth systems (bar a couple of exceptions) we have in place, and each two-year cycle we have 3 or 4 new joiners to the first team which sustains the squad.

None of the players within the squads are professional, and therefore have to train and compete in tournaments against professional players whilst holding down full-time jobs. Given this backdrop, Jersey International players tend to retire earlier than those from other nations.

## KEY OBJECTIVES

- ▶ Maintain our current position in the International game (Global Qualifier Level) with the stretch goal of World Cup qualification.
- ▶ Improve our Elite Men's ICC Rankings:
  - ▶ Into Top 20 for T20Is.
  - ▶ As high as possible (depending on tournament structure for 50 over cricket)
- ▶ Ensure elite players are available for more tournaments and for longer into their careers. (Often players retire in mid-20s)

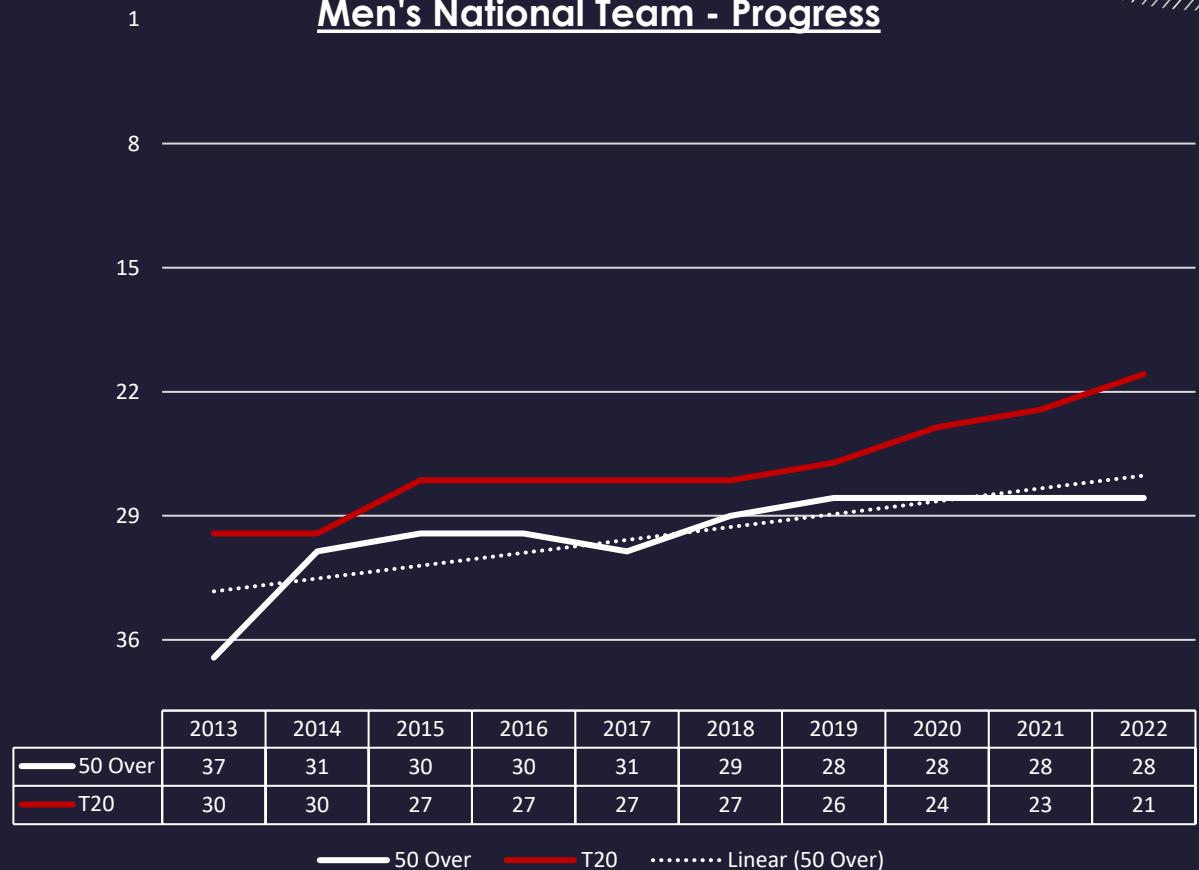


## MEN'S ELITE PERFORMANCE

- ▶ On our Men's ICC Rankings in T-20 & 50 over, on the right is a table for 2013-2022. The ranking is in December of each year apart from 2022.
- ▶ ICC T-20i rankings for Associate teams were started by the ICC in 2019. Apart from T-20i 2019-22, these rankings in the table are not official ICC rankings, they are taken from our ranking position in ICC tournaments each year.

\*Flat lines indicate no T20 ranking cricket played – 2015-2018 & 50 over cricket – no games counted since 2019

### Men's National Team - Progress





# AGE GROUP BOYS ELITE PERFORMANCE

Considerable time and resource is allocated to Age Group Elite Performance to create a sustainable model of age group player development, which produces quality and depth in the Senior Squad.

At the 2021 ICC T-20 World Cup Europe Qualifier, 13 of the 14 players in the squad had represented Jersey at age group level, and developed through the age group pathway.

## JERSEY AGE GROUP PERFORMANCE STRUCTURE

Four Jersey Performance squads at U11, U13, U15 & U19 age groups are divided into 2 developmental stages based on ICC U19 World Cup pathway tournaments.

### DEVELOPMENT STAGE 1: U11, U13, U15

- ▶ Individual and team development based on Jersey Senior team principles.
- ▶ All squad members included in match programme and off Island tours for developmental purposes.

### DEVELOPMENT STAGE 2: U19

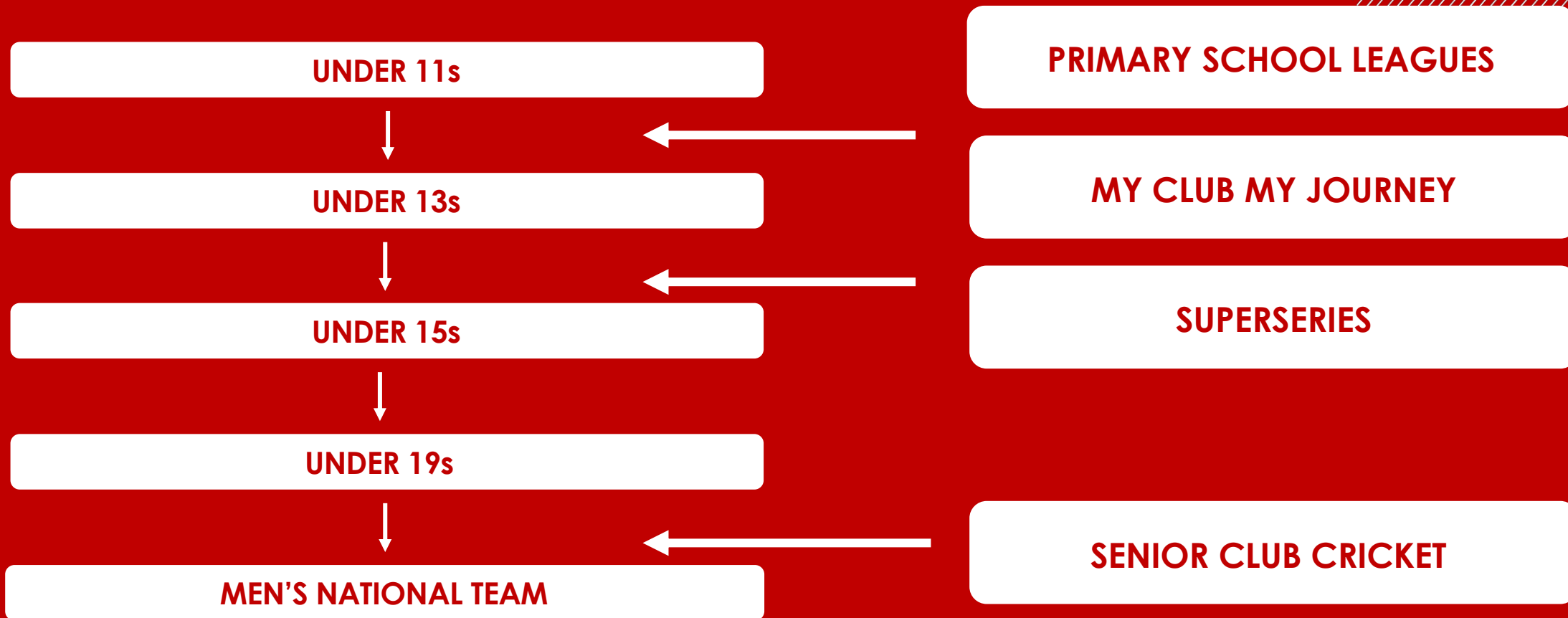
- ▶ Individual and team development based on Jersey Senior Team principles.
- ▶ 2 Year preparation cycle for ICC U19 World Cup Europe Qualifier – tournaments in 2023 & 2025



## KEY OBJECTIVES

- ▶ Increase the number and quality of players progressing from Age Group pathway to Senior Squad.
- ▶ Challenge all age groups in match situations and win the age group Inter-Insulars.
- ▶ Increase exposure to performance specific coaching.
- ▶ Qualify for ICC U19 World Cup.

# MEN'S & BOYS PERFORMANCE PATHWAY



# WOMEN'S ELITE PERFORMANCE

Women's cricket is an area of growth in Jersey, both in participation numbers and elite performance. Following a review of Women's cricket in 2019, Jersey committed to an increased focus on the development of the Women's game.

During a 2 year period from 2020-21, Jersey Women's & Girl's Elite Performance has grown to include a 4 team Women's Premier League, a Senior Women's squad of 17 players, a Lionesses U14 squad of 24 players and a Lionesses Academy squad of 8 players.

To match the demand and improve standards, Jersey Cricket appointed two new full-time roles within the organisation, Women's National Head Coach & Women & Girls Development Officer. Both roles are dedicated to driving the quality of coaching within the female game to match the male focus of 'producing our own players'.

In 2020, Jersey struck a partnership with Middlesex CCC to enable both organisations to harness their combined expertise and resources, to create innovative programmes that push the boundaries of female cricket talent development. Since then Jersey players, both senior and junior, have travelled to the UK to train with squads from Middlesex and Sunrisers Cricket.



BM

BOOKS MACDONA

## KEY OBJECTIVES

- ▶ Meet the ICC requirement of 8 domestic teams in 2023 to allow entry to ICC Women's World Cup pathway tournaments from 2024 for the Senior Team).
- ▶ Improve ICC T20i World ranking and to establish ourselves as the 'best of the rest' in Europe.
- ▶ Increase quality and experience of Senior Squad through match and training programme in 2022 & 2023.



# AGE GROUP GIRLS ELITE PERFORMANCE

The age group pathway for girls cricket is still very young in years but has seen steep growth over the past 18 months. The 'Lionesses' name has been established as the community and performance branding to create continuity for new players.

The Lionesses age group programme is split on ability with softball, development and performance squads to suit the various stages of player development.

The junior Lionesses U13 & U15s teams take part in regular fixtures throughout the summer as part of the My Club My Journey junior programme facing junior teams from local clubs.

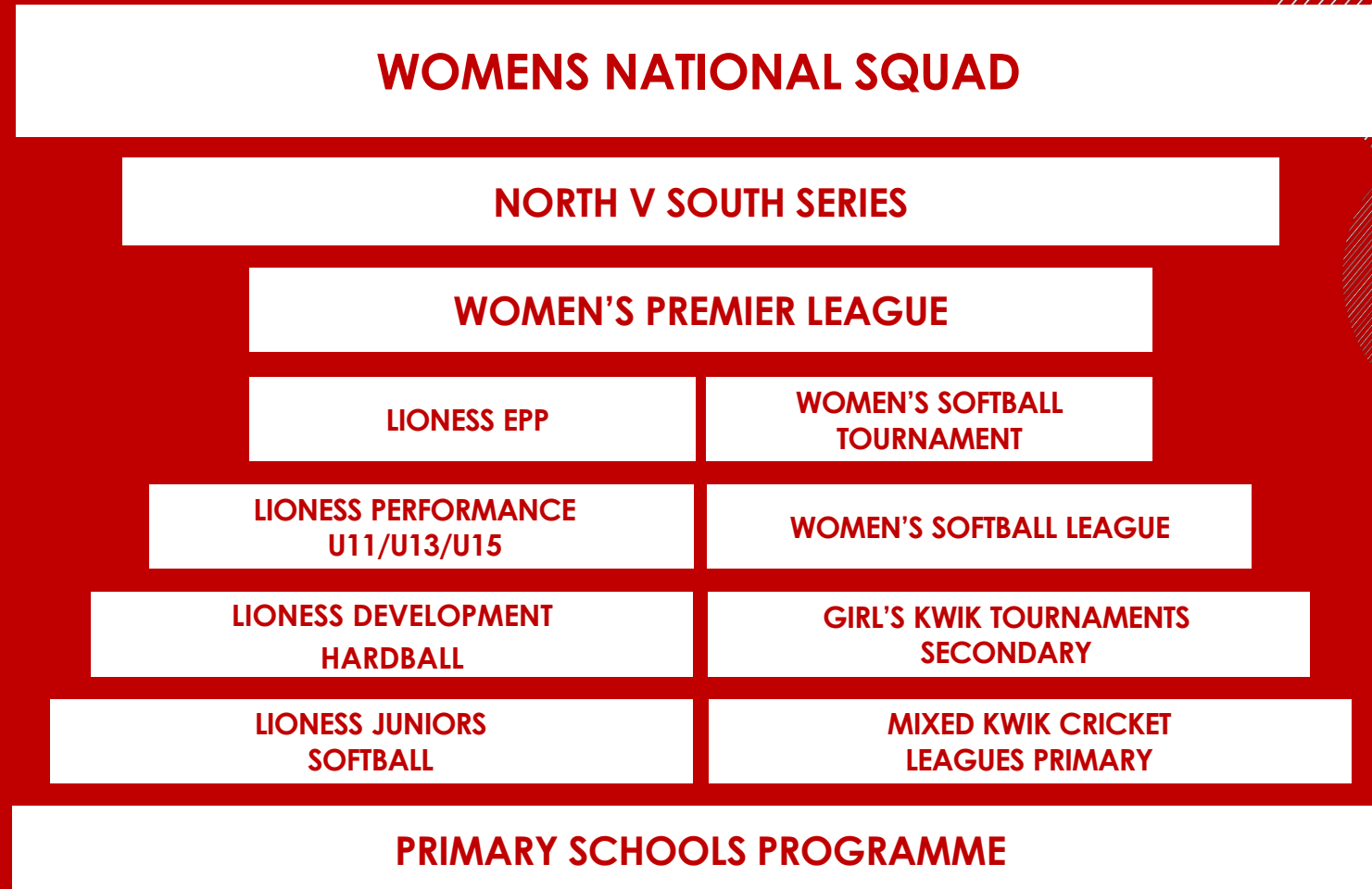
All programmes are designed and led by the Women & Girls Development Officer, in consultation with the Women's national coach. They are supported by assistant coaches from the Women's national team.

## KEY OBJECTIVES

- ▶ Increase the number and quality of players progressing from Age Group pathway to National Squad.
- ▶ Introduce age group squads at U11, U13 & U15 levels with winter and summer programmes.
- ▶ Establish an academy programme for the most promising young players by 2023.
- ▶ Use MCC partnership to provide opportunities for junior players outside of Jersey.



# WOMEN & GIRLS' PATHWAY



# DELIVERING WORLD-CLASS GOVERNANCE

Jersey Cricket has embarked on a series of governance reforms and improvements over the past 18 months with the 'transition phase' nearing completion. This has included the legal changes to take Jersey Cricket into a limited company – we are now *Jersey Cricket Limited*.

The next phase is the 'embedding process' which will require a close look at, inter alia, how the Board measures progress against governing body expectations. The Board will also review feedback amongst its disparate stakeholder base with the completion of a self-assessment process to consider the need for ongoing reform and development.

The Board has also embarked on a major refresh of the strategy for Jersey Cricket over the next 5 years, as would be expected of a reformed Board and operational structure.

This new structure is described in more detail on the following page.

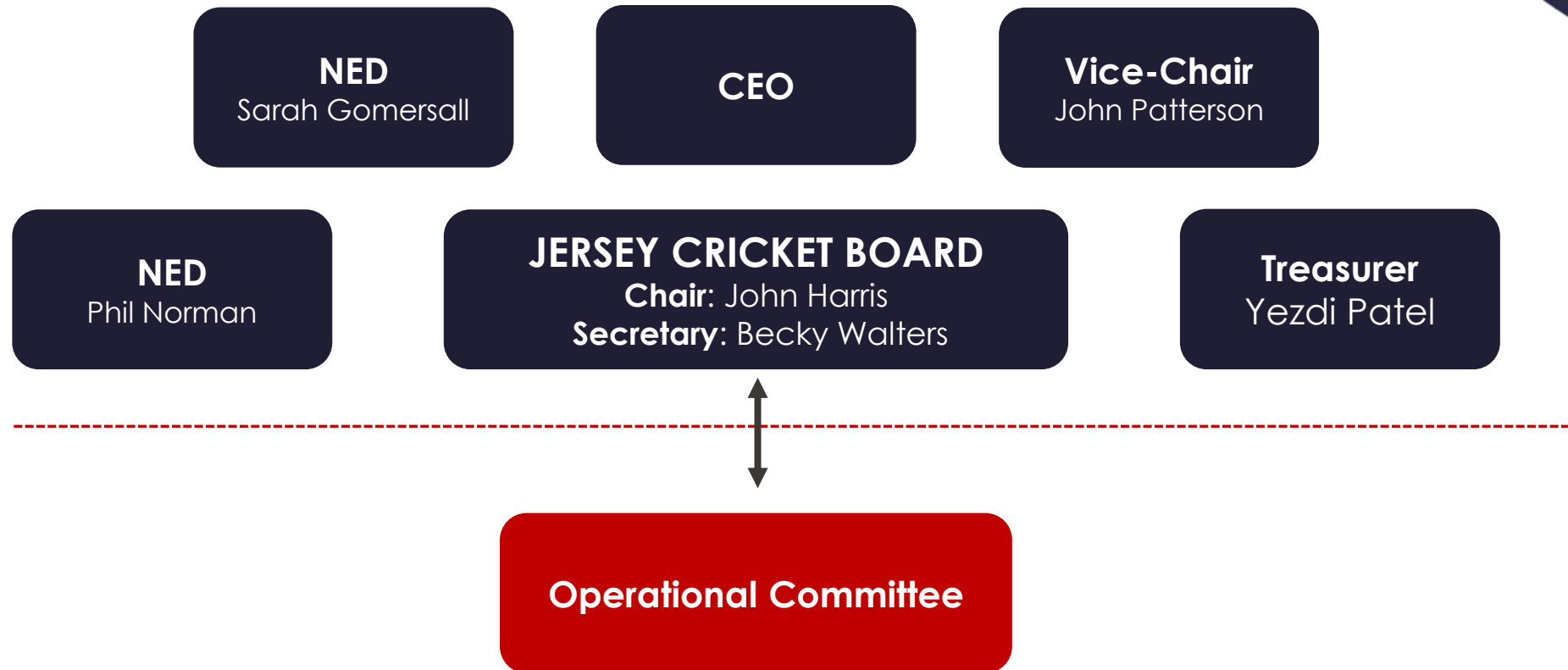
## KEY OBJECTIVES

- ▶ Complete agreed governance reforms and ensure these are congruent with recent ICC guidance expectations in line with the 11 C's model by the end of 2022.
- ▶ Financial Management – achieve effectiveness, transparency and utility in all relevant areas of financial management reporting, monitoring, forecasting and utilisation.
- ▶ Create and maintain an effective process for staff management, development and succession in both a physical and organisational environment conducive to staff well-being and high levels of motivation and performance.
- ▶ Comprehensive and effective stakeholder management and engagement - establish and maintain a good reputation for Jersey Cricket in all relevant relationship areas, both international and domestic.
- ▶ Refine existing and further develop policies and procedures to embed sound operational practice in all areas of Jersey Cricket operations.



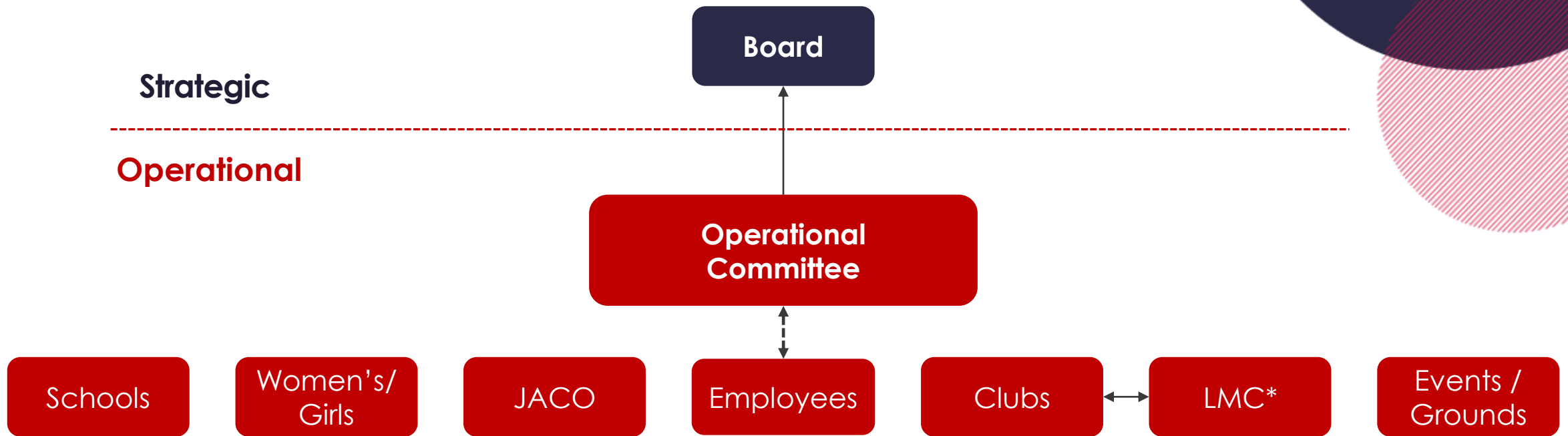
# JERSEY CRICKET – BOARD STRUCTURE

Jersey Cricket have recently re-aligned the structure of the organisation to include a new Strategic Board and an Operational committee, with a larger group of stakeholders. The Board itself is wholly responsible for determining overall strategy and the prioritisation of all initiatives within the Strategic Plan.



# JERSEY CRICKET – BOARD STRUCTURE

The Board sits independently of the Operational Committee who effectively help run the day-to-day operation alongside the permanent employees.



This structure includes increased representation from club cricket, via the League Management Committee (LMC\*) & Women's and Girls cricket. This will allow all clubs to have their say in how the leagues are run, which is their main concern.

# RE-ESTABLISH 'THRIVING' DOMESTIC LEAGUES

## OVERVIEW

Jersey Cricket has historically always provided competitive local cricket dating back to the 1800's. Since the growth of the international game and Jersey's successes internationally, the current domestic cricket leagues have slowly reduced in both numbers of teams and players.

Over the last two years, we have seen a 300% increase in junior cricket participation, and a 200% increase in female participation due to the successful MCMJ, Super Series and Lionesses programs. With these new feeder programs as well as clubs establishing new homes, coaches and structures we want to prioritise growing vibrant leagues and league structures that meet the demands of the modern game as well as engage our stakeholders and inspire new people into this beautiful game.



## KEY OBJECTIVES

- ▶ Help domestic clubs and find 'home' grounds, working with them to assist growing their club infrastructures to help attract people to the game and retain those we do have.
- ▶ Develop new vibrant domestic leagues and competitions via the empowerment of the League Management Committee and domestic clubs.
- ▶ Develop a pathway that facilitates grass roots to full international umpiring and scoring, providing exciting opportunities for all levels in the process.
- ▶ Provide opportunities for Girls and Women's cricket within the domestic structure as numbers continue to grow.
- ▶ Grow and develop domestic coaches on the island offering more opportunities in coaching.
- ▶ Continue to deliver the 'My Club, My journey' (MCMJ) programme alongside domestic clubs. Deliver a new junior league structure to assist with the 'gap' between MCMJ and adult cricket at under 15 level by 2023.



# COMMUNICATIONS

Jersey Cricket communicate with the public via traditional and social media markets, with the latter growing substantially over the past five years. We will ensure that relevant two-way communications across all key stakeholders are maintained and underpin our five key themes. The strategic plan is to enhance our messaging across all forms of media and improve the quality and quantity (where appropriate) of our output.

## KEY OBJECTIVES

- ▶ Create an annual strategic plan with key sponsors to ensure the alignment of values and activities, and these can be expressed within the internal and external communications.
- ▶ Continue to utilise specialist organisations to engage with specific projects to enhance the visibility of the organisation and our key sponsors (e.g., video content at key matches, usage of PR companies for certain events)
- ▶ Create an email marketing list with relevant content for key stakeholders, partners, sponsors and supporters to keep Jersey Cricket relevant and exciting. This additional exposure will have the added impact of increasing support for our teams and revenue via Grainville.



**20.2k  
Followers**



**4.9k  
Likes**



**2.1k  
Followers**





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