



#MoreThanCricket

*How cricket and cricket clubs can grow in Scotland
An event focusing on how Scotland's cricket clubs can
play a bigger role in people's lives and become hubs for their communities*

11th March 2017, University of Stirling

If cricket and our clubs are to grow they have to become much more than places where people 'just play their cricket' and compete in a league. They have to play a bigger part in the lives of local people and communities and become fun and social destinations.

Also, sports like cricket, is increasingly being asked to deliver 'social good' and real community benefits. So, the more cricket could show that is not just played by some 'diehards' but embraces some new communities, the more players, partners and funding we could attract.

This event is all about how we can develop #MoreThanCricket and how cricket clubs can become #MoreThanCricketClubs.

This conference is not about policies and strategies. It focuses on best practice and provides thoughts, tools and to-dos. Real stories and successes to be told, lessons to be learnt, ideas and experiences to be shared on how to grow cricket.

Program

9.00 - Registration Tea/Coffee

9.20 Introduction, Chair

Svend Elkjaer, Director, Sports Marketing Network

9.30 Welcome

Malcolm Cannon, Chief Executive, Cricket Scotland



9.45 Edinburgh Spartans Community Football Academy - From a football club to social enterprise working with their local community *Debbi McCulloch, Business Operations Manager, The Spartans Community Football Academy*

10.20 Tynemouth Cricket Club - From struggling cricket club to dynamic cricket enterprise *Russell Perry, Ex - Chair Tynemouth CC*

10.55 Coffee/tea

11.25 Engaging with and supporting young people, *Rebecca Simpson, Youth Active Manager, Youth Scotland*

12.00 How sports social enterprises are making a big impact across Scotland, *Diane Cameron, Ex Head of Sport at SenScot*

12.35 Engaging young people through social media
Ben Fox, Communications Manager, Cricket Scotland

13.00 Lunch

13.40 CricHIIT demonstration – adapting cricket to female lifestyles, *Nicola Wilson, Girls and Women's Participation Manager, Cricket Scotland*

14.00 How to prove the value of your work in the eyes of the funder, *Linda Macdonald, Innovation and Learning Manager, Robertson Trust*

14.35 The Cricket Club of the Future – what could our clubs look like in 10-15 years' time? *Ian Sandbrook, Director of Participation, Cricket Scotland and Svend Elkjaer, Director, Sports Marketing Network*

15.10 Clubs where do we go from here? How are you going to make it happen?
Svend Elkjaer, Get your mobile out and send us an email outlining one you thing you are going to change tomorrow

15.30 Finish