



**CRICKET
SCOTLAND**

Cricket Scotland
Annual Report 2018

Message from the Chair

Tony Brian

Welcome to Cricket Scotland's Annual Report for 2018 – which documents a remarkable year for Scottish cricket!

The highlight was undoubtedly the historic first win against England, the globally top ranked ODI country, in what has been described as one of the best ODIs ever. And that at a sun kissed Grange in front of a capacity and passionate crowd and a global TV audience!

For me, the real achievement was not beating the Auld Enemy but was Kyle Coetzer and his players going toe to toe with the best in the world and proving to be the better team on the day in an incredibly close game. It just shows how far Scottish cricket has come in the past few years – and the potential we have to move to the next level. The onus is on us all to make the most of that and ensure that success converts into sustainable, long term benefit for all of cricket in Scotland. As part of that, Cricket Scotland continues to push the attractions of cricket to commercial partners - but the current economic and political environments do not make it an easy market in which to attract long term and significant commitments from corporates.

Our women's team, under Kathryn Bryce as Captain and Steve Knox as Coach, has also made its mark this year. While it just failed to qualify for the Women's T20 World Cup in the qualifier in the Netherlands in July 2018, it demonstrated again that it is the clearly the best team in women's international cricket below the Full Members. We continue to put more resource and effort into developing the women's game in Scotland and the results are beginning to show, not just on the pitch but also in the pathway and in the numbers of women and girls playing the game. However, we know we have more to do to make the women's game truly self-sustainable.

We were very proud to see Kirstie Gordon and Leigh Kasparek, two Scottish developed players, appearing in the Women's T20 World Cup Finals in the West Indies in November. Sadly though, they were playing for other countries which can currently offer them professional careers as women cricketers. Our aspiration has to be to keep talent like Kirstie and Leigh in Scotland by creating our own professional structure for our women players – another thing that needs new flows of income!

I will leave colleagues to talk later in this report about the progress being made in the Participation and Performance Pathway areas – suffice to say the direction of travel in both is also very positive. That is not to overlook the challenges that exist for our clubs in the current world – an area in which Cricket Scotland is making further efforts to provide support and advice.

Strategically, we continue to seek to become a Full Member of the ICC, believing this is the best way to “mainstream” cricket in Scotland and thus make it even

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more sustainable long term. This would be through the extra resources full membership would bring and the considerably enhanced public profile that status would bring to the sport in Scotland.

I cannot finish without thanking my fellow directors, our CEO, Malcolm Cannon, and the whole Cricket Scotland team for their outstanding contribution in 2018 through a period of great, and increasing, change. And, once again, can I highlight the efforts of, and thank, all those who give of their time to help cricket in Scotland – your contributions are invaluable and much appreciated.

Lastly, I would like to play tribute to two people who have left or are about to leave Cricket Scotland.

Firstly, we lost Grant Bradburn as our Head Coach in 2018 when he moved to become Assistant Coach with Pakistan. Grant has made a great difference to how our Men's National Team approach and play their cricket – and, as a result, we are now viewed as a true competitor by the top cricketing nations. We are very grateful to him for what he did for Scottish cricket and wish him the very best in his future career. In his place we will welcome Shane Burger in March this year who, I am sure, will build upon Grant's achievements and take us to even higher levels.

Secondly, Bruce Dixon retires from the Cricket Scotland Boards at the forthcoming AGM after four years as President Elect, President and then Past President. Bruce has been instrumental in the progress made across many fronts in the last four years at Cricket Scotland, working tirelessly and quietly behind the scenes. Without his wisdom, commitment and passion for cricket in Scotland, we simply could not have achieved what we have. I and the rest of Cricket Scotland are hugely grateful to him.

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Message from the Chief Executive Officer

Malcolm Cannon

It will come as no surprise to anyone in the Scottish cricket community that this annual report will contain a fair degree of superlatives and a great deal of optimism. If this sounds unusual for an annual report of a Scottish sport, it is not completely without justification. The last few years have been spent building solid foundations in every aspect of the organisation to enable us to capitalise on the considerable talent, commitment and belief that exists throughout the sport.

It would appear strange if I was not to mention the men's victory over England in June, as it certainly represents one of the highlights of my sporting life, but it was only one of many wonderful and uplifting experiences during the year. The team's performances in Zimbabwe during the World Cup qualifier, with victory over Afghanistan, an agonising tie with Zimbabwe and the thrilling but ultimately frustrating loss to West Indies on DLS, demonstrated the skills and self-belief that the team has developed over the last two years and the huge progress that has been made in our High Performance area.

Our women's team also narrowly missed out on qualifying for the T20 World Cup but are definitely closing the gap between 11th and 10th ranked sides, and there remains real optimism and belief that we will make it to the next T20 world cup in 2020. The professionalism displayed by the entire squad, the coaching team and the support team do credit to the organisation and allow us to go toe-to-toe with much better funded, fully professional national sides.

Once again, Cricket Scotland received recognition in 2018 winning both the Sporting Moment of the Year and the Inspirational Moment of the Year awards at the Team Scotland and Daily Mail Scottish Sports Awards respectively. We were, however, disappointed to come runners-up for the second year running in the Governing Body of the Year award and remain resolute in our desire to get recognition for the work we have done in improving the reputation and operational excellence of the organisation.

The aftermath from Scotland's victory against England was considerable. It is the first time an Associate Member has ever beaten the top-ranked side in the world at any format in the men's or women's game. While almost any win against the Auld Enemy is greeted with delight, the fact that England are ranked number one resulted in a massively raised profile for the game, increased noise and a great deal of interest from around the World. It is imperative, therefore, that we continue to provide historic occasions to enhance the value to our current sponsors and inspire the imagination of future corporate partners.

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Our relationship with SportScotland continues to improve every year and we have once again enjoyed a fruitful year in 2018. Sandy Hodge, our Partnership Manager, has done a wonderful job liaising between CS and our national agency, and we continue to work closely with the Institute of Sport to optimise the potential of our elite athletes.

Beyond Boundaries goes from strength to strength and has passed the notional 6-figure mark in terms of funds. Beyond Boundaries has funded programmes in Glasgow and has sponsored the women's T20 finals day which saw a wonderful festival of cricket, placing 12-year-old girls alongside full internationals in a memorable series of games attended by the Scottish Sports Minister Joe FitzPatrick.

The All Stars Cricket (5-8 years) youth programme continued to introduce youngsters into the club game with over 1,500 registered on the programme in 2018. The research shows that these young players will continue to be associated with the sport and with the club, ensuring not only a healthier population but also healthy and thriving clubs where junior cricket is offered.

The community and disability programmes we are running both in Glasgow, in conjunction with Glasgow Caledonian University, and elsewhere through our partnership with Lord's Taverners, are gaining momentum and Lord's Taverners in particular have recognised the great work by covering it in their annual report video. We are looking to grow these programmes significantly over the coming years, not only geographically by adding extra regions, but also through the inclusion of more diverse and inclusive campaigns.

Cricket Scotland has also developed and launched its own High Intensity Interval Training (HIIT) programme called CricHIIT. This programme, designed by the women's participation team in close collaboration with the Strength and Conditioning coach, offers a fun training programme, aimed at girls and women and utilising the key movements from cricket put to music. This creative and innovative solution has already been identified by 6 other countries as a potential game-changer, and we look forward to introducing it to as many clubs as possible as a fun way to recruit a new cricket audience.

Our domestic cricket cup competitions in 2018 were very exciting and with the exceptional summer, it meant that we were able to complete all of our cup competitions for the first time for a few years. We ran our second club conference and despite the "Beast from the East" causing a reduction in attendees, all agreed it was something we should continue, and we look forward to taking a roadshow around the regions in 2019.

On the facilities front, 2018 saw the first use of our new covered facility at Forfarshire and early feedback is that this offers us a hugely valuable training

asset both for national and regional players. We are intent on reproducing this concept in other regions and allowing more of our pathway players to train during the off-season.

Four of the Cricket Scotland staff have now been through the ICC Global Leadership Academy, a heavily invested programme aimed at improving the leadership skills of the most influential managers in the global game. This will inevitably benefit CS going forward, as not only are the individuals more aware of their personal leadership strengths and weaknesses, but also the improved network has given them an improved knowledge of the global cricketing landscape. One other member of staff is part of the SportScotland Leaders programme and we are assisting yet another through their MSc in Sports Psychology. This proves the commitment to staff development and our intent on becoming thought-leaders not only in cricket but also in the wider sporting sphere.

The brand “Cricket Scotland” continues to make an impact and, helped by our string of globally-noticed results, we have increased our social media footprint significantly. Our social media following has risen to well over 150,000 this year and we plan to grow this still further with a communications strategy aimed at making more noise about the sport through all channels.

We are grateful to our commercial partners including Tilney, Parkmead, Tribe, Murgitroyd, High5, Nuffield Health, Citylets and Holiday Inn and we continue to develop closer working relationships with our major funders, the ICC and sportscotland as well as the ECB who have proved great partners in many aspects of the game. We remain, of course, always open to approaches from other members of corporate Scotland to support this great game and our terrific players, clubs, coaches, volunteers and systems.

2019 represents another massive year for the organisation as, once again, both our men’s and women’s teams attempt to reach world cup finals. We also host Afghanistan and Sri Lanka at home, host a home leg of the newly introduced Cricket World Cup League II competition, send an U19s team to a global qualifier, run our enhanced Tilney Pro Series and develop new junior pathways. We could not do this without the tireless efforts of everyone at Cricket Scotland who work to develop and grow the game and all those volunteers within Scottish cricket who willingly give up their evenings and weekends for the good of our sport. 2018 saw the departure of some real stalwarts of Cricket Scotland whose efforts have helped us make great strides over the last few years. We wish the very best to national coach Grant Bradburn, Head of Participation Ian Sandbrook, Senior Operations Manager Ross Brooks, Administration Manager Ramsay Allan and Comms Manager Ben Fox in their new careers.

Finance Report

David Johnson

Cricket Scotland is pleased to report that, for the fourth year running, we have generated a surplus, albeit small.

The surplus of £690 increased reserves to £319,272.

The headline turnover increased by £145k to £2.336m. However, the £325k income from the 3 matches in June masks a reduction in ICC income of £213k.

The reduction in ICC income was a combination of reduced competition grants (no U19 CWC & I Cup), the removal of regional grants from ICC Europe and a strengthening pound (c\$1.28 to c\$1.36).

Overall expenditure increased by £190k from £2.14m to £2.33m.

Ongoing investment in participation and clubs increased by 6.9% to £474k. A full year of the new programmes in Community Engagement and Disability Cricket were the main contributors to this increase.

Expenditure on the Performance Pathway increased by £73k to £401k. This was mainly due to increased expenditure on the Regional Series as we move towards meeting the requirements of List A status.

Increased expenditure on the National Team was mainly due to the costs of hosting the three games in June.

Administrative costs show a reduction of £40k, mainly as a result of the departmental re-structure at the end of 2017.

The organisation is currently in a healthy financial position with sufficient reserves to meet its commitments for three months. With this in mind, the 2019 budget has been set at break-even, meeting our objective of spending any increase in revenue on cricket in Scotland.

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<u>INCOME AND EXPENDITURE ACCOUNT</u>	2018	2017
TURNOVER	2,329,762	2,187,190
Cost of sales	<u>1,954,529</u>	<u>1,723,869</u>
GROSS PROFIT	375,233	463,321
Administrative expenses	<u>379,905</u>	<u>420,454</u>
OPERATING SURPLUS	(4,672)	42,867
Interest receivable and similar income	<u>5,742</u>	<u>2,872</u>
SURPLUS FROM ORD ACT BEFORE TAXATION	1,070	45,739
Tax on surplus from ordinary activities	<u>380</u>	<u>(1,284)</u>
SURPLUS FOR THE FINANCIAL YEAR	<u><u>690</u></u>	<u><u>47,023</u></u>

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BALANCE SHEET (as at)	31.12.18		31.12.17	
	£	£	£	£
FIXED ASSETS				
Tangible assets		59,293		64,840
CURRENT ASSETS				
Stocks	5,373		14,292	
Debtors	64,122		148,139	
Cash at bank and in hand	867,496		690,197	
	<u>936,991</u>		<u>852,628</u>	
CREDITORS				
Amounts falling due within one year	<u>644,012</u>		<u>565,886</u>	
NET CURRENT ASSETS		292,979		286,742
TOTAL ASSETS LESS CURRENT LIABILITIES		<u>352,272</u>		<u>351,582</u>
CAPITAL AND RESERVES				
Called up share capital		33,000		33,000
Profit and loss account		319,272		318,582
SHAREHOLDERS' FUNDS		<u>352,272</u>		<u>351,582</u>

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Performance Pathway

Gordon Drummond

With a new performance pathway programme undertaken in 2017, 2018 was a year to focus on the consolidation of the various training programmes and operationally deliver a busy summer of cricket for them all. This section of the annual report will reflect on the season's activity of the future talent of Cricket in Scotland.

One of the key aims of the pathway programme is to integrate the 'Winning Our Way' philosophy, being driven by the High Performance department. Another key aim is to increase the opportunities for players to play and train throughout all the squads. In total there were 91 days of cricket across all pathway teams in the summer, which shows the level of opportunities available for players regionally and nationally.

One other notable change in the programme was the introduction of the National Skill sets, where the young boys and girls guided by high-quality coaches train in their respective disciplines focusing on developing a clearer understanding of their craft. This skill set training has no doubt provided a huge upward development curve for our young players.

The boys and girls national youth teams competed well in the ECB programmes with both the U15s boys and U17s girls winning their respective competitions and the U17s boys featuring in some quality matches. There is no final playoff in the girls' group, however, they went the season unbeaten.

The U15 boys had also been victorious in their group, making it all the way to the B Division final, unfortunately falling short on the day to a strong Worcestershire.

There were many outstanding performances in both squads, particularly with the ball. For the girls, Catherine Edwards (5-14) and Megan McColl (5-19) both achieved five-wicket hauls. In the U15s boys, David Sturgess amassed a healthy 297 runs at 42, and Jamie Cairns took 12 wickets at 10s. He was the pick of what was an active group of skilful spin bowlers.

For the U17s boys, the year was dominated by Angus Guy who scored over 500 runs in the games, including a double hundred against Lincolnshire.

Huge thanks must go to the staff involved in these squads for their high-quality coaching and guidance throughout the winter and summer.

The Celtic Cup series against Ireland was less successful for the U15s and U17s boys' squads. The U17s tied the 2-day game but lost both the 50 over and T20 fixtures. While the U15s lost two and won one of their one-day fixtures, these series yet once again providing a fantastic learning opportunity against high-quality opposition.



There were limited opportunities for the U19 boys in 2018; a non-World Cup Qualifier year meant the focus was given to Performance Academy (PA) squads for both men and women's, increasing their programmes considerably throughout the summer.

The men's PA registered victories against Durham Academy, Yorkshire Academy and Future Stars while the women were victorious against Durham, Germany and Ireland.

The focus of both programmes is to create challenging opportunities for players between the ages of 16- 23. There were strong performances throughout the summer by Finlay Mcreath (105 v Future Stars), Rory Johnson (98 v Future Stars) and Emily Cavender (56, 53 v Germany).

The revamped regional programme consisted of some quality cricket in 2018, with all four of the pathway competitions fiercely contested.

The Eastern Knights came out on top in the three junior formats, winning the U14s, U16s boys and U16s girls one-day matches.

The one-day regional development team competition was won by the Caledonian Highlanders, and the Western Warriors claimed the T20 day trophy which also featured Ulster Schools.

A thank you must go to all regional staff for their hard work in the pursuit of the continued improvement of the players and programmes. The various regional plans at all levels are continuing to go from strength to strength.

The 2018 results can be located on the Cricket Scotland website in the stats page.

PERFORMANCE PATHWAY - 2018 SEASON



47

Scottish clubs are represented by Pathway players



2,698,756

twitter impressions this season!



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80

matches

91

days of cricket

4576

sandwiches consumed!



Home grounds used

25



67 x 50s scored

6 x 100s scored

9 x

5 wicket hauls

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Participation

Nicola Wilson

2018 was another great year for growth and innovation in grassroots cricket in Scotland.

In May, we said farewell to the man that initiated an enormous amount of progress made in grassroots cricket in recent years – Ian Sandbrook, who moved back to New Zealand after 5 years as Head of Participation. Ian was responsible for bringing key programmes like All Stars Cricket and Thriving Clubs to Scotland and his always friendly and approachable manner earned him respect from the wider cricket community both in Scotland and abroad.

Ian was replaced in June by fellow-kiwi Rob Wakelin, who picked up the baton and continued the great work for which the foundations had been laid. Unfortunately, Rob also had to return to New Zealand at the end of 2018.

The wider Participation Team continue to deliver the programmes and events in line with our strategic goals:

All Stars Cricket 2018

- 1455 kids registered (from 931 in 2017) at 64 centres (from 42 in 2017)
- 333 girls registered (from 175 in 2017)
- 132 All Stars Activators trained (from 80 in 2017)

The **#MuchMoreThanCricket Club Conference** at Stirling University was all about how cricket clubs can become part of the local community, effecting benefits through “Sport for Change”. A variety of speakers from inside and outside Scottish cricket combined with workshops and discussion groups, provided a range of idea’s and tools for our clubs to grow and become hubs in our communities. The **Coaches Forum** focused on best practice and provided thoughts, tools and advice to assist coaches in delivering quality experiences across a range of athletes.

Community Coaching Programme

Our network of 14 Development Groups and Community Coaches, in partnership with clubs and Local Authorities, continued to introduce cricket to thousands of school kids across Scotland. Our Curriculum for Excellence programme, Cricket Factory equipment and teacher CPD resource ensure cricket continues to be delivered in our schools.

Thriving Clubs with Sports Marketing Network

Workshops and webinars for all clubs as well as bespoke club support and club visits to clubs selected nationally for our Thriving Clubs Programme continue to inspire clubs to look at new ways to grow and be inclusive.

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Community Engagement

Ammar Ashraf, our inspirational Community Engagement Coordinator, funded in partnership with Lord's Taverners and Glasgow Caledonian University, continued the growth in the Glasgow area with targeted programmes like the multi-cultural 12 team "Tapeball League" and the "Wicketz" programme which this year included a residential trip to Repton School for the Springburn Wicketz Hub. The Wicketz programme covers far more than an introduction to cricket, with workshops to help develop a range of social and personal skills to grow confidence and guide participants to making good life choices. Due to the success of the programme in Glasgow, we have received funding for another Wicketz Development Officer, who will start in 2019.

Junior Formats

In 2018, new formats: Junior 1, Junior 2 and Junior 3 were implemented across junior cricket in Scotland to provide better playing and learning experiences for girls and boys aged 5-16 years. The formats will help cricket remain relevant for younger generations and provide a uniformity of experience across the country.

CricketForce

Year 4 of our CricketForce programme saw Cricket Scotland staff and club members roll up their sleeves at this year's focus clubs: Livingston CC (draining system for the outfield) and Strathmore CC (new decking).

Disability Cricket

With close to 200 Table Cricket and Super 1's soft ball cricket sessions delivered in 2018 and a number of tournaments, Disability Cricket Hubs are now established in Perth and Edinburgh and a table cricket programme in the Highlands. Another Hub will start in Glasgow in 2019.

National Schools Competitions - Finals Day Pert Doo'cot:

Girls primary: Mary Erskine School, St George's School for Girls, Loretto School, George Watson's College

Citylets Girls S1-3: The Gordon Schools (2 teams), Mary Erskine School, George Watson's College (2 teams), Boroughmuir HS, Elgin HS, Castle Douglas HS, Larbert HS, HS of Glasgow, Holy Rood HS, Stewartry Schools, Gordonstoun, Dollar Academy

Citylets T20 S1-3 play offs (played at Stirling CCC): Dollar Academy, Hutcheson Grammar, Eastwood HS, Loretto School

Scotrail Primary Schools Cup: Portmoak PS, Viewlands PS, Strathallan School, James Gillespie's PS, George Watson's College, High School of Glasgow Junior School, Albyn School, North Queensferry PS, Mortlach PS, St Gerardine PS, Auldearn PS, St John the Baptist, Drumlanrig St Cuthbert's PS, Giffnock PS, Murroes PS, Timmergreens PS

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Cricket Factory Big Blast: Perth Academy, Boroughmuir HS, Belmont Academy, Monifieth HS, Holyrood HS, Elgin HS, Wallace Hall Academy, McLaren HS

Winners:

Primary School Kwik Cricket: Portmoak Primary School

Cricket Factory Big Blast!: Perth Academy

Primary School Girls: Mary Erskine School

Citylets Secondary School Girls (S1-3): The Gordon Schools

Citylets Secondary School Boys (S1-3): Dollar Academy

Independent Schools T20 Cup: Dollar Academy

National Junior Cup Competition Winners:

U13 Scottish Cup: Gordonians CC

U15 Scottish Cup: Grange CC

U18 Scottish Cup: Clydesdale CC

ECB U15 Club Championship Scotland Region Winners: Grange CC

ECB U13 Club Championship Scotland Region Winners: Carlton CC

Last Man Stands

347 players competed in the ever-expanding Last Man Stands competitions:

Edinburgh Premier league: Carlton Cobras, Arctic Mufties, Southern Sixers, The Desi Boys

Edinburgh Social league: The Sages, Carlton Crocodiles, EY Silly Sloggers, KLD, The Ginswingers

Glasgow League: Fulton's Flyers, Victoria, The Well Foundation, The Classic Tigers, Glasgow Dare Devils, Torrance Top Cats

West Lothian League: Livi Zalmi, Livi Storm, Kingseat McKnight Riders, Livi Zalmi 2, NBCC West Lothian

East Lothian League: Bass Rock, Haddington, Winterfield Wanderers, East Lothian Lightning

Dundee League: Dundee Stallions, Dundee Kneightriders, Tay XI, Dundee High, Forfarshire

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Coach Education and Development

- 11 coaching courses delivered.
- 10 coaches going through ECB Coaching Children Courses.
- 101 coaches attending Coach Support Worker course.

Cricket Scotland Coaches Association have provided insurance cover and coach development resources and opportunities.

Coaches Forum was delivered on 25 March 2018 at Stirling University.

Officials

Priority focus for the Officials Committees in 2018 were the new Laws, making sure all existing match officials received appropriate training and support. An extensive training and recruitment programme adapted to the law changes was designed for 2019.

Female Cricket

- The 2018 Female participation team consisted of: Nicola Wilson (Female Participation Manager), Rosy Ryan (Female Cricket Development Officer West), Madison Garland (Female Cricket Development Officer East)
- Rosy Ryan was deservedly awarded “Role Model of the Year” by Scottish Women in Sport!
- Newly formed Edinburgh South CC/Stewart’s Melville CC won the very competitive 2018 Women’s Premier League.
- The West Combined beat Edinburgh South CC/Stewart’s Melville CC in the 2018 Beyond Boundaries Women’s Scottish Cup final, with Carlton CC beating 2017 winners George Watson’s College in the 3rd place play-off at a successful Finals Day hosted by Beyond Boundaries at Stirling County CC.
- The very popular and extremely well attended Wee Bash tournaments were again played over four venues in Scotland with 17 club and university teams participating, including four new clubs: McLaren Callander CC, East Renfrewshire CC, Aberdeen University and Moray Cricket Association Girls. The winners of the 2018 competition were Dundee & Angus.
- The National Girls Kwik Cricket Festival was to be hosted by Strathmore CC at the end of August, where the girls would meet the Scotland players playing in a Regional Eagles vs Stormers fixture. Unfortunately, the weather didn’t cooperate, and the event and match had to be cancelled on the morning.
- The girls-only Indoor Cricket League continued to thrive in the North, with 60+ girls playing regular indoor fixtures organised by Moray Cricket Association. Development Leagues and Festivals were played in Edinburgh and Nairn – to allow novice players to gain hard ball experience.

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- Year 2 of All Stars Cricket in Scotland saw the number of 5-8-year-old girls doubled to 333 (an increase from 19% to 23%).
- A pre-season coaching camp was held at Edinburgh South CC in April with 15 secondary school girls receiving coaching from our top female coaches and getting a taste of our new CricHIIT programme.
- Our Female Participation Team's fitness with cricket programme CricHIIT, was delivered to 275 women and girls in 13 centres, by 18 trained activators with plenty of interest for more centres within and out-with our cricket community.
- 10 clubs received a free set of Women's Soft Ball Cricket equipment from Cricket Scotland which was used for fun, social festivals (Prosecco Cricket, Gin and Tonk-it, Cricket and Cake) and as an opportunity to try "the real thing" after CricHIIT.
- A new Female Cricket Pathways document was published to clarify the current Club, Regional and National Pathways and how they connect.
- A new concept: Female Cricket HUBS was developed over the year to be presented to clubs in 2019. The club/HUB must deliver a minimum of three female cricket programmes and Cricket Scotland will provide tailored development officer support to help establish or grow a female cricket section across all ages.

Men's Domestic Cup and League Champions 2018

Grand Final:	Grange CC
City let's Scottish Cup:	Grange CC
CS Challenge Cup:	Falkland CC
U18s Scottish Cup:	Clydesdale CC
u15s Scottish Cup:	Grange CC
U13s Scottish Cup:	Gordonians CC
EPL:	Grange CC
WDCU:	Ferguslie CC
ESCA:	Grange 2nd XI
SPCU:	Falkland CC
Aberdeenshire Grades:	Bon Accord CC
NoSCA:	Buckie CC

Women's Domestic Cup and League Champions 2018

Beyond Boundaries Scottish T20 Cup:	The West Combined
Women's Premier League:	Stewarts Melville CC/Edinburgh South CC

Commercial, Communications and Events

Paul Macari

Key objectives for 2018 commercial activities included the development of the new membership categories, increase in commercial partnerships to grow revenue and profile of cricket, grow match day revenue and customer experience and grow engagement with the cricket community through improved communication and targeted marketing.

Commercial Partnerships

New partnerships for 2018 were developed with:

- Utility Bidder – Discounts for member clubs on utilities
- Extra Cover – Insurance cover for member clubs
- Tilney – Sponsor of the Men’s Regional and Performance Pathway Programme
- Men’s 10K – Sponsorship of CS Challenge Cup
- Specsavers – Sponsorship of the England ODI
- ITW – Broadcast, Media and Sponsor of Pakistan T20 series

Partnerships were continued with Parkmead, Citylets, Murgitroyd, Beyond Boundaries, High5, Tribe Yoga, ClubTurf Lords and Durrant Cricket.

Nuffield and Scotrail both ended their partnership with us at the end of the respective contracts. New agreements have agreed with both organisations and will be announced in 2019.



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Membership

In November 2017 we launched three new membership categories targeting both international fans and supporters of the domestic game:

- The Saltire Club – supporters of international cricket
- Executive – supporters of community cricket
- Patron – individuals wishing to contribute to the development of cricket in Scotland

The following table illustrates the current membership:

Category	Nos
Patron	3
Exec Member	8
Saltire/Junior Saltire	205
Coach	46
Personal Members	181
Life Members	118



Cricket Scotland Membership

WELCOME!

Join Cricket Scotland

- Saltire Club
- Executive Club
- Patron
- Coaching Association

CRICKET SCOTLAND SALTIRE CLUB

More information [HERE](#)

Match Day Revenue and Customer Experience

Our matches versus England and Pakistan in June were branded “The Summer Internationals” with the intention of growing this as an annual event.

Revenue

Total revenue achieved came in circa £20k higher than target due to increased sponsorship and advertising income.

Operational costs were reduced resulting in a £35k surplus from the matches. This is first time an international series in Scotland has made a surplus and demonstrates the commercial opportunities we have for future internationals.

Customer Experience

Several new initiatives were introduced for the Summer Internationals to improve the customer experience in particular to negate any negative feedback following the necessary increase in security requirements. These included:

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- Dedicated security information webpage
- Clear direction communication with ticket holders
- Increased security staff to deal with bag searching
- A new ticketing partner Ticketline

A new priority service for members and clubs was introduced offering:

- A presale to Saltire Club Members
- A pavilion ticket ballot for Personal and Life members
- Priority group booking for member clubs

The customer feedback report concluded:

- 93% rated access into the ground as Excellent or Good
- Irrespective of the result, 94% had an Excellent or Good experience of the day
- 85% rated the value for money of ticket price as Excellent or Good
- 90% rated ticket purchasing experience as Very Easy or Easy



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Brand, Website & Engagement

Following the successful launch of the new Cricket Scotland rebrand in 2017 including a new logo and website, our focus in 2018 was to further develop the brand, increase digital content and grow engagement with new audiences.

Brand

Our brand was extended in various areas of the organisation:

New brand and logos for the Tilney Regional series

New logos for the Women's regional series

New brand identity for CricHIIT, the Wee Bash and Tapeball

Website

Throughout the year the cs.com website was developed as more content was produced through the increase in cricket formats.

Web traffic increased in 2018 with 137,500 new users and to date a total of 909,435 page views. Our highest ever web traffic occurred on June 10th with 12,569 visits to cricketscotland.com.

Communications and Media

Throughout 2018 our digital channels continued to show increased engagement with our Twitter account reaching its 100k follower. In March we reached 4M Twitter impressions during the world cup which was surpassed in June where we reached 5.4M impressions.

Supporter Engagement

Following a review of our data sets due to GDPR regulations, our CS newsletter subscriber set reduced early in the year however this has steadily increased throughout 2018 and now sits at circa 2,000. The CS e-newsletter moved from bi-monthly CS to monthly and continues to achieve an average opening rate in excess of 50%. An additional 2,000 supporters were updated with ticket and match alerts.



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High Performance

“Great Players, Winning Teams”

Simon Smith – High Performance Manager

2018 was a year of significant progress for our High Performance teams. The bolder, more dynamic style of play now being displayed by both our men’s and women’s senior national sides is helping to spread confidence and reinforce the belief throughout the organisation that Scotland belongs at the top table of international cricket.

In this section of the Annual Report we will swell with pride as we remember the outstanding exploits of our male and female cricketers at senior national and regional level, as they took our game to new heights in what became a landmark year for cricket in Scotland. We will also re-live our despair at the crushing disappointment of both sides falling agonisingly short of World Cup qualification.

The latter will serve as a reminder that to achieve our ambitious goals of Full Membership and making cricket mainstream, we must hold fast to our mantra of continuous improvement. We have moved forward a long way in the last year, but we are still short of where we wish to be. 2019 will present exciting opportunities to advance on the global stage, and we must be ready to take them.

While the achievements of 2018 have been a true team effort, with everyone united and determined to strive for excellence on and off the field, the contribution of one person in particular should be acknowledged. Grant Bradburn made a game-changing impact during his four-and-a-half-year tenure – not just on the men’s national team but on Cricket Scotland and indeed Scottish cricket in general – and we are grateful for his legacy.

The challenge now is for the newly-shaped High Performance team to build on that momentum and lead us to Full Membership and beyond.

Steven Knox – Women’s High Performance Coach

For the Wildcats, the focus was on attempting to qualify for the 2018 T20 World Cup. At the Global Qualifier in the Netherlands in July we were seeded 3rd, with the top two finishers going forward to the main event in the West Indies. Ultimately, we fell short, losing the semi-final to Bangladesh – after a gutsy bowling and fielding performance restricted them to 125, we struggled to create enough scoring opportunities against a strong spin attack. A convincing 10-wicket win over PNG in the 3rd place play-off resulted in the Wildcats being placed 11th in the first T20I rankings published in October. The challenge in 2019 will be to break into the top 10 and qualify for a global event.

Although the team fell short in their quest to qualify for the World Cup there were some outstanding individual highlights. Sarah Bryce was a model of consistency, scoring over 500 runs whilst keeping exceptionally. Rachel Scholes bowled

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beautifully taking 16 wickets and conceding only 4.5 runs per over bowling most of her overs in the powerplay. Skipper Kathryn Bryce led from the front as the complete allrounder making significant contributions with bat, ball and in the field.

These performances saw Sarah climb to number 50 in the ICC T20 batting rankings but significantly one place below her sister Kathryn, whilst Rachel broke into the top 100. Seventeen players were capped in 2018 and with an average age of 21 and increased support from the governing body the future looks very bright for this team.

The A team competed in Division 3 North of the Royal London ECB 50-over competition with the target of gaining promotion to Division 2 for 2019. Some strong performances saw the team win five out of six games but a loss to Durham, skippered by Wildcat Becky Glen, saw the team miss out on promotion by 0.33 points. Lois Wilkinson was the leading bowler taking 14 wickets at an average of 9 and Sarah Bryce dominated with the bat making over 250 runs at an average of 65.

2019 will see the A team compete in both the ECB 50-over and T20 competitions for the first time as the Wildcats continue their journey to becoming a fully-fledged international team.

Grant Bradburn – Men’s Head Coach

The World Cup Qualifier was a brutal but brilliantly competitive tournament for all ten teams. I couldn’t have asked for more in terms of planning, preparation and acclimatisation and Scotland not qualifying for the World Cup was a cruel blow for all concerned. Despite this bitter disappointment there is no doubt that there is a new-found confidence in the way the team plays. Expecting the opposition to play well and being comfortable bringing our skills against higher-ranked teams, are significant steps for this team. These, along with our honest review afterwards, were the catalyst for preparing outstandingly for our next challenge against the world’s best team eight weeks later.

2018 Highlights

- Beating England – we hunted history and secured it, forever; what a day
- Training Culture – despite the challenges of game time and facilities, the culture is now World Class
- Style of Play – our new aggressive, hostile, positive approach is now instilled
- S&C and Fielding – having fitter, faster and stronger players who can perform at high levels and back up, sets Scotland apart
- Forthill Covered Training Facility – I am so proud to have played a part in making this venture a reality – now the weather can no longer be an excuse

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- Leadership – the credit and accountability now belong to ‘The Team’, which I believe is a constant in all successful environments

2018 Results

ODI Triangular, Dubai			
Ireland	SCO 219 <i>Jones 87</i>	IRE 223-4	LOST by 6 wkts
Ireland	IRE 331-6 <i>Whittingham 3-58</i>	SCO 307-9 <i>Jones 74, Leask 59, MacLeod 58</i>	LOST by 24 runs
UAE	SCO 249-8 <i>Cross 107*</i>	UAE 218	WON by 31 runs
UAE	SCO 299-9 <i>Coetzer 75, Berrington 90</i>	UAE 300-6	LOST by 4 wkts
World Cup Qualifier, Zimbabwe			
PNG	PNG 196 <i>Watt 3-22, T Sole 3-32</i>	SCO 197-3 <i>Cross 101*</i>	WON by 7 wkts
Ireland	SCO 239 <i>Leask 91, Munsey 77</i>	IRE 243-8	LOST by 2 wkts
Afghanistan	AFG 255 <i>Wheal 3-36, Berrington 3-42</i>	SCO 256-3 <i>MacLeod 157*, Berrington 67</i>	WON by 7 wkts
Hong Kong	HKG 91 <i>T Sole 4-15, Evans 3-19</i>	SCO 92-6 <i>Coetzer 41*</i>	WON by 4 wkts
Nepal	NEP 149 <i>Whittingham 3-35</i>	SCO 153-6 <i>Coetzer 88*</i>	WON by 4 wkts
Zimbabwe	ZIM 210 <i>Sharif 5-33, Leask 4-37</i>	SCO 210 <i>Berrington 47</i>	Match TIED
UAE	SCO 322-6 <i>Cross 114, MacLeod 78</i>	UAE 249 <i>C Sole 4-68</i>	WON by 73 runs
Ireland	IRE 271-9 <i>Wheal 3-43</i>	SCO 246 <i>Coetzer 67</i>	LOST by 25 runs
West Indies	WIN 198 <i>Sharif 3-27, Wheal 3-34</i>	SCO 125-5	LOST by 5 runs (DLS)
One-Off ODI, Grange			
England	SCO 371-5 <i>MacLeod 140*, Coetzer 58, Munsey 55</i>	ENG 365 <i>Watt 3-55</i>	WON by 6 runs
T20I Series, Grange			
Pakistan	PAK 204-4 <i>Evans 3-23</i>	SCO 156-6 <i>Leask 38*</i>	LOST by 48 runs
Pakistan	PAK 166-6 <i>Leask 3-31</i>	SCO 82	LOST by 84 runs
T20I Triangular, Netherlands			
Ireland	IRE 205-5	SCO 159-5 <i>Munsey 47</i>	LOST by 46 runs
Ireland	SCO 185-4 <i>Coetzer 54, Munsey 46, MacLeod 46*</i>	IRE 185-6	Match TIED
Netherlands	NED 160-6	SCO 161-3 <i>Berrington 49*, Munsey 46, Coetzer 42</i>	WON by 7 wkts
Netherlands	SCO 221-3	NED 106	WON by 115 runs

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	<i>Munsey 71, Berrington 64*, Cross 50</i>	<i>Tahir 3-26</i>	
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I must finish by saying thank you to all at Cricket Scotland – CEO, Chair, Executive, Board, Staff, Players, Colleagues and Friends – it has been an honour and a privilege. For me and my family it has been a wonderful 4 ½ years that we will always treasure. To see CS rise in stature is a credit to everyone in the organisation. We must continue to take opportunities on the fringe of each season to assess and adapt as always, but we must also celebrate small wins and recognise success throughout – it’s not a race, and better never stops – so enjoy the journey to Full Membership and beyond!

Toby Bailey – Acting Men’s Head Coach

It has been a pleasure to be Head Coach of the Scotland National side since September 2018. The first thing I did was to meet with Kyle Coetzer, Richie Berrington, Simon Smith and Gordon Drummond to identify which areas the team needed to work on for 2019. We also took advice from Grant Bradburn before he left for Pakistan.

From this meeting we identified our four priority areas:

- Power hitting – one of the main differences between the top teams, like Pakistan, and ourselves
- Variations – again the games against Pakistan showed us the variations available to their bowlers compared to ours
- Playing against spin – this needs to be continuously developed as the game is changing all the time; different techniques and theories need to be explored
- Leadership – this is no longer an inexperienced team and the players need to take responsibility and lead on and off the pitch

In addition to our lead coaches (Andy Tennant, spin, and Andy McKay, pace), we welcomed several guest coaches into the environment:

- Wayne Madsen (Derbyshire CCC) – new techniques and ideas for batting against spin, including the use of hockey sticks, to help hit the ball 360°
- Louise Finlayson (Leadership Coach) – psychometric testing, 1:1 and team-based work, to help players understand themselves and each other better
- Julian Wood (Power Hitting Coach) – adapting techniques and methods learned from baseball and in other cricket environments
- Owen Dawkins (Gloucestershire CCC) – boundary hitting and spin bowlers’ variations

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- Darren Stevens (Kent CCC) – white-ball skills, in particular pace bowlers' variations and batting against spin
- Chris Brown (ECB) – worked with the spin bowlers

Three players had opportunities to further develop these skills in competitive environments:

- Kyle Coetzer – Everest Premier League, Nepal
- Calum MacLeod – Afghanistan Premier League, and US Open
- Safyaan Sharif – US Open

I have thoroughly enjoyed my time as Acting Head Coach and I believe I have continued to develop the Men's High-Performance Programme. I have set out to develop the four key areas above and can confidently hand over a player-led and empowered team with advanced skills. I look forward to seeing the Scotland Men's National team taking on the world in 2019.

Gordon Allan – Female Performance Pathway Co-Ordinator

2018 saw an exciting rebrand, with the Eagles and Stormers created to replace the existing teams. The Eagles represent the East of the country while the Stormers represent Caledonia and the West.

Due to adverse weather conditions in the second half of the season which saw three double-header T20 days washed out, the series in 2018 consisted of one 50-over game and one T20 double-header.

In the 50 over game, the Stormers scored 243 thanks to a captain's knock of 66 by Lorna Jack. In response the Eagles were bowled out for 148 despite a fine 73 by Sarah Bryce. Rachel Scholes the destroyer-in-chief with 4-14.

The T20 double-header saw honours even with one game apiece. The Stormers took game one by three wickets before the Eagles responded in game two with a seven-wicket victory. Katie McGill was the stand-out in game two for the Eagles, taking 4-12, after Lorna Jack had earlier top-scored with 36 in the Stormers' win.

We expect another tightly fought contest in 2019, and we hope for better weather.

Jonathan Newell – High Performance Co-Ordinator

The 2018 men's regional programme was dominated by the Eastern Knights who triumphed in both the Tilney Pro50 (winning 3 from 4) and the Tilney T20 Blitz (winning 4 from 6). With Tilney coming on board as the new sponsor of the series, additional fixtures added to the programme and the recruiting of new staff across the regions, the quality of cricket on display was the highest seen so far, and with the continued support of Tilney we expect even bigger and better things in 2019.



In recognition of their stand-out performances in the programme, several uncapped cricketers were called up to the winter training camp in La Manga, another sign of the strength in depth that the regional tournaments are creating. There's no doubt that when new coach, Shane Burger, takes the reins of the men's national squad he will find a greater pool of players pressing their claim for selection than at any other point.

In 2019, with the continued support of Tilney, there will be more fixtures in the calendar and with the great work all the regional coaches have been putting into their programmes the standard is going to be better than ever again.



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