

we do

look at what



FutureProofCIC
Better Business, Stronger Communities

No boundaries A community strategy for Sussex County Cricket Club



Sussex County Cricket Club (SCCC) is the oldest professional sports club in the country. The County Ground in Hove welcomes more than 100,000 people every year to watch all formats of the game including international fixtures.

The plan

SCCC have been developing the future stars of the game for decades, many who have then gone on to play international cricket. They've also played a pivotal role in making cricket accessible for all – taking the lead on visually impaired cricket as well as driving the sport into schools and vulnerable communities across the County. With both cricket and Sussex communities changing rapidly the Club wanted a new strategy that would enhance their impact across the County.

Our role

Working with the Sussex Cricket in the Community, the charitable arm of the Club, we developed a five year route map for their outreach programme. In developing their new 'Twenty20 vision' we looked at what the Club needed as well as what the community wanted in return. We benchmarked industry and local best practice before hosting 'hosted workshop sessions' sessions with key people from the Club to set the tone of the new strategy and agree targets for delivery throughout the life of the plan.

The output

The new strategy sets out the Clubs aspirations for providing a positive impact within communities across Sussex. By clearly defining and articulating their plans for the future they can better engage and inform key cricketing, community and commercial stakeholders. On practical level they have a clearly defined approach to making sure that cricket remains a firm part of the Sussex landscape.



Future Proof CIC played an invaluable role in the expansion plans of Sussex Cricket in the Community. They have a very strong understanding of the concept of CSR, and the role that sport can play in tackling social agendas. Tom and Joe were very keen to gain a full understanding of our organization to ensure the solution was properly tailored.

Tim Shutt, Head of Sussex Cricket in the Community



Twenty20 vision

defining the Clubs community commitments

£ Opening new funding routes by demonstrating value to stakeholders



Using a shared purpose to build lasting relationships with key corporate partners

Providing a clear and consistent message to

40,000

amateur cricketers and

250

Sussex clubs



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