

Children and Young people Committee

1. Introduction

Glamorgan County Cricket Club is a member of the England and Wales Cricket Board ("ECB") and was formed on July 6th, 1888 at a meeting of cricket officials in The Angel Hotel, Cardiff. Since 1921 the Club has been Wales' sole representative in the English County Championship. Glamorgan County Cricket Club Limited is an Industrial Provident Society (registration number - 30396R) and trades under the name of Glamorgan Cricket.

In April 2006, the Club was awarded an Ashes Test match conditional on it re-developing its Sophia Gardens ground. Building work then began at the end of the 2006 season, as the ground was transformed into a Test Match arena.

The first phase of construction work was completed in May 2008, and after further building work the following winter, the ground - now known as the SWALEC Stadium - hosted the 1st Ashes Test between England and Australia in July 2009.

"The Ashes" - one of the World's Major Sporting Events

"The Ashes" is a cricket series contested between England and Australia and dates back to 1882. So, how big an event was the 1st Ashes Test Match ?

- It was the first time an Ashes Test match has not been played in England or Australia;
- The event attracted 80,000 spectators (including 45,000 "visitors") over 5 days;
- There were 102 written journalists, 12 radio broadcasters and 3 live TV channels with peak viewing worldwide estimated at 42 million;
- There were over 2.5million hits to Club's ticketing website in a 24-hour period;
- There have been over 600,000 hits on Google;

£20m impact on local economy with estimates of up to £100m (including repeat visits) for Wales as a whole;

Over £300,000 was spent by the Club with Welsh based suppliers;

A dedicated event website www.2009ashescardiff.co.uk was set up by the Club to handle the demand from customers. The website, along with an Event Guide, showcased Cardiff and Wales to the World.

Glamorgan Cricket is determined to ensure that an Ashes Test match is staged in Cardiff in 2013.

What role did the Welsh Assembly Government ("WAG") play in helping Glamorgan Cricket secure an Ashes Test Match ?

In summary, without WAG's financial support (£1.2m), Glamorgan Cricket **would not** have secured an Ashes Test Match.

Without external support funding, Glamorgan Cricket would struggle to match or beat the bids submitted by other larger grounds. As a result, major cricket matches (Ashes test matches and England v India test matches) would be beyond the reach of Glamorgan and cricket followers in Wales would have to travel to Birmingham, London and Manchester to watch high profile matches - securing tickets for these events is challenging to say the least, as most venues (Glamorgan being an exception) tend to restrict tickets to their members.

Other venues (Old Trafford - Manchester; Trent Bridge - Nottingham; The Rosebowl - Southampton) within England have increased seating capacities (and by definition, have increased revenue generating opportunities) and could therefore submit financial bids greater than any stand alone bid made by Glamorgan Cricket.

Key WAG personnel also attended several pre-event planning meetings and their involvement / assistance undoubtedly contributed towards what was a successful event. Innovative marketing slogans such as "From New South Wales to Old South Wales" and "G'dai from Wales!" were extremely effective.

How was the decision to award Cardiff an Ashes Test match received by the media ?

The initial response from the national media and English cricket supporters to the news that Cardiff had been awarded an Ashes Test Match (and the first match in the series) was scathing to say the least:

"To many observers, the prospect of staging an Ashes Test match in Wales may be slightly less appropriate than holding an eisteddfod in Bulgaria."

Stephen Brenkley (The Independent)

"The decision to stage the first Ashes Test in Cardiff is a disgrace"

Shane Warne

"I am trying to get over the shock. But it will take a long time for the disappointment, and perhaps some of the anger, to go"

Rod Bransgrove, Chairman of Hampshire County Cricket Club

Glamorgan had no track record of staging a major cricket match and the financial support provided by WAG was seen as "unfair" by other Test Match Grounds.

Did the media change its opinion post event ?

"It is a pleasure for all of us, the Cabinet, to be here to congratulate Wales first of all, to congratulate Cardiff, to congratulate the Glamorgan Cricket Club for hosting the first Ashes Test, the first time an Ashes Test had been held here in Wales"

Gordon Brown (July 2009)

Everyone involved with the event (both permanent and casual staff) were determined to make Wales proud and to prove our biggest critics wrong.

The event was universally acclaimed as a success and has raised the standards of cricket events throughout the UK.

Detailed below are some of the comments made by the media post event:

"An unfettered triumph.....it has been a splendid event"

Stephen Brenkley (The Independent)

"Everything that has been written about the Cardiff welcome is true. Every other ground could learn a lot from you guys."

John Stern (The Wisden Cricketer)

"Many, many thanks for the warmth of your welcome. Having stumbled around the stadiums of the world for the best part of forty years, I can honestly say I have never been treated with such grace and courtesy. Some of us had a few misgivings when the Test was awarded to Cardiff. We were delightfully confounded."

Patrick Collins (Daily Mail)

"Even all of us cynical journalists were soon won over by the incredible efforts of all the staff at the ground before and during the match. It was noticeable how people seemed to be taking pride in the fact that the Ashes were there - around the city in general but especially among the staff at the ground"

Chris Foy (Daily Mail)

What was economic and tourism impact ?

An Ashes Test match is truly a global sporting event and it captures the imagination of cricket fans across the world. Based on an analysis of the postcodes of ticket purchasers, we estimate that over 45,000 attending the event did not live in Wales and can therefore be classified as incremental expenditure.

Given the duration of the event (5 days), the impact on the local economy is estimated to be £20m which could rise to as much as £100m across Wales with repeat visits.

In 2010, Glamorgan Cricket will stage 3 international matches and based on the ticket sales to date, we expect a similar influx of supporters from outside the Principality.

Cricket supporters notoriously target specific venues (Trent Bridge in particular) and extend their visit by way of a "mini-break". It is hoped that as Cardiff becomes an established Test Match Venue, supporters from all parts of the UK, will make Cardiff the "annual cricket trip".

For these reasons, we believe that staging high profile cricket matches in Cardiff will have a lasting impact on the local economy and tourism.

What is the lasting legacy from staging the event ?

In 2006, the Sophia Gardens ground was old and dilapidated and was heavily criticised by players and spectators.

"Glamorgan's petite but poky home ground in Cardiff will be the venue for a match in the series against Australia in 2009."

Stephen Brenkley (The Independent)

We now have a £14m state-of-the-art stadium which is being re-paid for in full by Glamorgan Cricket. Without the Ashes, the stadium development would not have proceeded. In addition to staging international matches, the SWALEC Stadium now provides high quality facilities for Glamorgan supporters and aspiring young players. Our facilities have also been used for non-sporting events - the first ever Cabinet meeting was held at the SWALEC Stadium last year along with the British and Irish Ministers Meeting (BIC Summit). In addition, a number of political parties have used our facilities to hold their annual party conferences.

The SWALEC Stadium has recently been shortlisted as the UK's "Best Sporting Venue in 2009", alongside Wembley Stadium, The o2 and Twickenham.

The Club have also provided advice and assistance to Ryder Cup Wales so that Wales can deliver another successful high profile event this year.

How have Glamorgan Cricket used the Ashes to deliver sustainable benefits to communities across Wales ?

In 2006, Glamorgan Cricket did not have a "Cricket in the Community Officer" and the profile of cricket across the Principality was very poor.

Since being awarded an Ashes Test Match, Glamorgan Cricket has engaged with over 65,000 young children (covering the length and breadth of Wales), culminating in the club being awarded "Best Cricket in the Community Programme" by the England and Wales Cricket Board. The Club also has a successful Girls Cricket Academy.

In addition, several competitions ("Cricket in the Castle") and exhibitions ("The Ashes comes to Cardiff") were also organised in the run up to the event.

More children than ever before have now been introduced to Cricket and the Club is determined to ensure that all of the good work made over the past few years is used as a springboard for further success.

We also have a strong relationship with local cricket clubs and primary/secondary schools - to date, we have 479 "Partner" schools across all corners of the Principality.

The clubs and partner schools can make use of a number of benefits, including:

Priority discounted tickets to international matches played at the SWALEC Stadium;

free tickets to watch Glamorgan matches, including games played at out-grounds such as Swansea and Colwyn Bay;

Opportunities to visit the SWALEC Stadium on match days have a tour of the ground and receive educational support by learning about the SWALEC weather station, which is housed at the stadium.

Did staging an Ashes Test Match make Wales proud ?

Clearly, the 1st Ashes Test Match provided a feel good factor during what was otherwise, a wet and cold Summer.

The profile of Cardiff and Wales was raised significantly across the world.

"On the final day of the Australia v Pakistan Test Match in Hobart, I was interviewed by Jim Maxwell and Kerry O'Keefe on ABC Radio which is the Australian equivalent of Test Match Special.

I was on for just over half an hour, and around 50% of the time was talk about Cardiff and the successful staging of the first Test of the 2009 Ashes."

David Morgan, President of the International Cricket Council

The Club, through its Chairman, Paul Russell, have also worked pro-actively with WAG to help foster/develop business relationships with Australia e.g. accompanying WAG on a trade visit to Australia.

"I don't know where Wales is, but I am going to find out and be there for the 1st Ashes Test match"

Managing Partner, KPMG Sydney

The Club is also keen to assist WAG strengthen its business relationship with India, by exploiting the confirmed England v India matches in 2011 and 2014 and is working with local ethnic groups to promote matches against Pakistan (2010) and Sri Lanka (2011 & 2014).

The daily aerial shots televised by SKY that showed thousands of spectators walking through Bute Park and the Cardiff Castle grounds on their way to the event will be long-remembered and reminded the World of Cardiff's increasing attraction as a destination venue.

Staging international cricket

Unlike other sports, cricket venues have to compete against each other to win the right to stage international matches and are awarded games based on a "Balanced Scorecard" method - this includes financial and non-financial criteria (e.g. stadium and spectator facilities, transport infrastructure, support from local and national government etc).

Typically, the financial element represents around 40 - 50% of the total marks available under the "Balanced Scorecard" system.

Therefore, in summary, Glamorgan Cricket **has to submit a financial bid to stage any international match**, regardless of the opponents - the same cannot be said for other sports who stage home matches as part of ongoing competitions e.g. Rugby - 6 Nations, Autumn Series; Football - World Cup and European Championships.

Based on its current confirmed matches, Glamorgan Cricket will stage a further 12 international matches during the period 2010 to

2016.

With the exception of the 1st Ashes Test match in 2009, Glamorgan Cricket has not asked for, nor will it receive any financial assistance from WAG. Whilst all of these matches will boost the local economy and tourism industry, some of these matches will not generate a profit for the Club and are being staged in order to continue to raise the profile of Glamorgan Cricket as an international cricket venue.

Once a venue has secured the rights to stage an international cricket match, it has complete control over key decisions including setting ticket prices and determining how tickets are sold/distributed, including juniors. Glamorgan utilises its partner schools and clubs programme to distribute tickets at affordable prices.

Conclusion

Over the coming year, the England and Wales Cricket Board will allocate up to 50 additional matches using the "Balanced Scorecard" system - these include high profile events such as 3 x Ashes Test matches in both 2013 and 2015 and 2 x England v India Test Matches in 2014.

The benefits from staging a high profile match are considerable - both in economic terms and in the benefits to the Welsh community (including local ethnic groups).

The 1st Ashes Test match was a huge success - however, had it not been for the assistance provided by WAG, the event would have been held in Manchester, Durham or Southampton. Other venues have now become more "streetwise" and as a result, securing repeat high profile events will become more competitive.

Glamorgan Cricket is extremely grateful for the financial and non-financial support WAG has provided. Staging high profile international matches has made a huge difference to Cricket in Wales - thousands of spectators, young and old, have been afforded the opportunity of watching the game's most exciting players.

If we are to avoid the 1st Ashes Test Match in 2009 being a one-off event, we will need WAGs support on future bids.