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**EMPLOYMENT PACK**

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**INTRODUCTION AND OVERVIEW OF DURHAM CRICKET**

Durham County Cricket Club (DCCC) was established as an amateur Minor County in May 1882 and went onto become cricket’s most successful Minor County and the first to beat a First-Class County when defeating Yorkshire in 1973. Durham was awarded first class professional status in December 1991 – the only new First-Class County in over 70 years – and played in the professional structure from 1992.

Since 2007 DCCC has had significant success winning the County Championship three times and being runners up once, and also won the Fifty Over Competition twice in Lord’s finals and appeared twice in T20 Finals Day.

Since becoming a first-class county, DCCC has established English cricket’s most successful academy, regularly producing international stars for England, including Steve Harmison, Paul Collingwood, Mark Wood and Ben Stokes.

Durham CCC created the first new English Test Match stadium in over 100 yearssecuring a long-term stadium naming rights sponsorship with Emirates Airways that ended in 2021. The venue has a 14,000 permanent seating capacity and the Club has staged international cricket every year since 1999, including the successful Ashes Test held in 2013 and three games in the ICC Cricket World Cup in 2019. The Club has been awarded a further package of international matches to 2024.

A successful rebrand in 2018 created a new Durham Cricket identity. Durham Cricket is now the umbrella organisation encompassing all elements of cricket provision in the county covering the professional and recreational game and all activities impacting on the wider community of the county and beyond. Four separate organisations sit under the Durham Cricket umbrella and these are briefly described below.

**Durham Cricket Community Interest Company (CIC) –** Durham Cricket CIC operates the professional cricket side of the business.

**Durham Cricket Foundation -** is the charitable arm of Durham Cricket which supports communities’ health and wellbeing by impacting lives in a positive way through cricket, delivering initiatives which provide opportunities and improve the lives of our local community. We are also the recreational cricket body in Durham responsible for all non-first class cricket related activities in the County, responsible for driving the growth in participation.

**Durham Cricket Events –** Durham Cricket Events runs the meetings and events, hospitality and catering operations at the Riverside

## VISION, PURPOSE AND VALUES OF DURHAM CRICKET

## BUSINESS DIRECTION, VISION AND VALUES

Durham Cricket has an essential role as the strategic delivery arm of the ECB in north east England. Durham Cricket also has the opportunity to mark out a very distinctive position in the world of cricket through the development and communication of an inspiring common purpose and strong individual identity (the Durham Cricket brand).

Our vision aligns the organisation from Changing Room to Boardroom, bringing together cricketing and commercial goals and resonates with our community (customers).

An effective Durham Cricket brand demands focus, ambition and a consistent approach to everything we do. There is an expectation that all our people will follow the vision, live and breathe the values and adhere to a set of consistent of behaviours. These are all set out below.

**VISION**

The vision of Durham Cricket has two key elements. Firstly, there is an internal vision which is designed to guide how the staff go about delivering on the organisation’s values and objectives. Secondly there is an external vision which shows how Durham Cricket are going to deliver on its cricketing objectives and assist the ECB in meeting their strategies.

**Internal Vision:**

Durham Cricket will be recognised for having a winning culture both on and off the field achieved by highly engaged people who enjoy working together with pride and passion.

**External Vision:**

2 £2 million invested into recreational and community programmes

0 No debt

2 Winning two trophies

4 Producing four new England players

**PURPOSE**

UNLEASHING POTENTIAL THROUGH CRICKET IN THE NORTH

**VALUES**

**PROUDLY NORTHERN**

We stand for something. We are family. Genuine, welcoming with a resilient spirit and a sense of fun.

**PASSIONATE ABOUT DURHAM**

We care about our club, our business and our brand. The passion and emotion unites us and drives us forward to create opportunities for the north on a national and global stage.

**PURSUING EXCELLENCE**

We strive to be the best we can be. Continuously improving and pushing ourselves to set higher standards.

**UNIQUELY CRICKET**

Cricket is at our heart and heritage. It makes us unique and its principles guide everything we do.

**BEHAVIOURS**

The following are a series of behaviors that we expect all of our people to adhere to:

* We are ambitious in the goals we set
* We actively seek and encourage feedback in pursuit of excellence
* We focus on continuous improvement
* We are accountable for our actions
* We catch people doing things right
* We are adaptable and flexible
* We are equitable and inclusive in the way we operate
* We care for our staff and look out for them at all times
* We stay true to our vision