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# STRATEGIC MARKETING COMMUNICATIONS TO BUILD YOUR BRAND AND WIN NEW CUSTOMERS

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Campbell College was established in 1894 and sits in a 100 acre woodland campus on the edge of Belfast. Welcoming boys from 3-18 the College is a day and boarding school with pupils coming from all over the world. The Campus boasts 11 rugby pitches, 4 tennis courts, 2 astro hockey pitches, 5 cricket squares, a swimming pool, strength and conditioning gym, a running track and state of the art residential faculties all on one stunning campus.

Robert Robinson MBE, Headmaster of Campbell College said, “we are delighted that the NCU has again decided to hold its 2019 Under 16 festival at Campbell College this summer and look forward to welcoming back both Yorkshire Schools and Cornwall Cricket Board as well as our new visitors the Southern Kings. We are grateful for the strong partnership we enjoy with both the NCU and Cricket Ireland, with both Under 15 and Under 17 Boys Inter Provincial series based at Campbell earlier this summer. We look forward to watching some superb talent on display in East Belfast’.

Chairman of the NCU Alan Waite speaking about the forthcoming festival said, ‘the NCU are delighted that our participants from 2018, Cornwall and Yorkshire Schools Cricket Association have accepted our invitation to return to this year’s festival. Whilst it is disappointing that St Joseph’s School from Ipswich are not able to return, it’s great that The Southern Kings are taking up our offer. We are also grateful to Agile Communications for their sponsorship of this festival which the NCU see as an integral part of our summer programme and the NCU are grateful to Woodvale Cricket Club for hosting games during the festival.

Alan Duncan, Managing Director of Agile Communications, when asked about their involvement, stated: On behalf of Agile Communications we are delighted to be involved with the forthcoming Cricket Festival.

Our core vision is one of helping businesses share their great stories, building their brands through public relations and communications, in a transparent and ethical way, adding value to those business and to the wider community. It’s our first time to be involved with the NCU, having first met up at the Corporate Golf Day in April 2019, and were impressed with the visions and values of the NCU and in particular their ethos around young people in sport, which is all very much in keeping with our own values.

The NCU are very keen to develop further commercial partnerships and Agile Communications see this as an excellent opportunity to foster meaningful relationships and to support this festival, which brings young people together from all over the UK and Ireland.





# UNDER SIXTEEN FESTIVAL

The Belfast Under Sixteen Cricket Festival will be based at Campbell College from Monday 12th August until Wednesday 14th August 2019.

FESTIVAL TEAMS
Northern Cricket Union (NCU)
Cornwall Cricket Board (CCB)
Southern Kings (SK)
Yorkshire Schools Cricket Association (YSCA)

## FESTIVAL MATCHES

### Monday 12th August

NCU v CCB - Woodvale

SK v YSCA - Campbell College

### Tuesday 13th August

NCU v YSCA- Campbell College

SK v CCB -Woodvale

### Wednesday 14th August

NCU v SK -Woodvale

CCB v YSCA – Campbell College





## **Arrival Times**

Visiting Teams should arrive on Sunday afternoon between 14.00 and 16.00. Players' parents, and officials should report to the main dining room, where light refreshments will be available. Guides will then take the team managers/players to the accommodation areas for the allocation of rooms.

## **Meals**

All meals will be served in the dining hall. Players should aim to arrive promptly for meals, especially breakfast. Cricket spikes must be removed outside the dining hall. Breakfast will be served from 8.15am until 8.45am and dinner from 6.30pm-7.15pm.

Players will require sufficient personal clothing for four days away from home. It is expected that players will wear a team polo shirt with smart trousers to the evening meal each night. (This rule will be waived in exceptional circumstances). Casual clothing can be worn at other times including breakfast. Sports clothing, shorts and swimming clothes will be required.

## **Accommodation**

Accommodation will be in small dormitories at Campbell College. All bedding will be provided, but players and officials will need to bring towels. As a result of safe guarding and child protection regulations, after the arrival time only players and officials (with DBS certificates) will be allowed in the accommodation areas. In exceptional circumstances, an official will accompany parents into accommodation areas.





## **Laundry**

A laundry service will be available for Cricket Clothing. Team Managers will be responsible for safe use of all laundry facilities. Please make sure all laundry is named.

## **Facilities**

Each team will be allocated a common room for meetings and television will be available in these rooms. The Sports Hall and Swimming Pool will be available for use in the evenings and during the day in the event of very bad weather. A rota will be available at breakfast each morning for booking the sports hall, the cricket nets and swimming pool. Please note that team managers must supervise the players in the nets and the sports hall. Managers must also be present in the swimming pool, although a qualified lifeguard will be on duty.

## **Emergency Contact Numbers**

In an emergency, the festival organiser can be contacted at any time. There are no pay phones at the college. Mobiles are useful but the festival organiser and Campbell College cannot accept responsibility for security of such telephones.

## **Pocket Money**

Players will only require money for snacks/drinks. Only in exceptional circumstances will players be allowed out of the school and then only with full supervision.





## **Security**

Officials should make sure the boarding house is locked when leaving and at night. A Security guard patrols the site at night.

## **Nets**

The outdoor nets can be booked each morning (depending on the weather). The Rota will be available at breakfast. Players must be fully supervised by Managers or Coaches in the nets. Managers and coaches should check the nets for safety before use.

## **Bed Time**

Players must be in their own rooms and quiet by 10.15pm. Players should not get up until 7.15am. Between these times at least one official must be present in the Boarding House in order to supervise the players.

## **Behaviour**

The Northern Cricket Union expect very high standards of behaviour, both on and off the field. Obviously there is an absolute ban on drinking alcohol and smoking. The Festival Organiser reserves the right to contact the parents of any player seriously abusing the rules in order to arrange for his immediate return home.

## **Umpires**

The Northern Cricket Union will be providing umpires for all of the matches during the festival.





## **Twitter**

The festival Twitter account @NCU\_News will be used for festival information, including the prospects of play if the weather is very wet.

## **Fire Alarms**

Sensitive fire alarms are fitted in all dormitory areas. They will be activated by smoking and excessive use of any aerosol sprays.

If the fire alarm rings, everyone should evacuate the building, assembling on the grass areas immediately outside the boarding houses. Managers should check names and report to the Festival Organiser. Managers are responsible for explaining the procedure to players and making sure the Festival Organiser has exact details on the number of adults and children in each squad. A Briefing on the Fire Alarm arrangements will be carried out with managers on the first evening of the Festival.

## **Team Photographs**

Team photographs will be taken in front of the main pavilion on the first evening and details of the times will be issued to managers. Proof copies of these photographs will be available for ordering during the festival and the photographs delivered before the end of the festival. A range of sizes, framed and named if required will be available. All players will be photographed provided permission has been given on the parental consent form. It will be the responsibility of the team managers to ensure that permission has been obtained. This permission will also allow photographs and video footage to be recorded during the matches played at the festival. This will always be under the supervision and with the agreement of the team manager.







## **Cricket Rules and Regulations**

### **The laws of Cricket will apply with the following exceptions:**

1. All players must be under sixteen years old at midnight on the 1st July last year.
2. The length of the pitch in all matches shall be 22 yards.
3. Each team can consist of up to 12 players. No more than 11 players can bat or be on the field at any time. All players must be nominated in writing before the toss is made. Umpires will supervise the toss which will be made 30 minutes before the scheduled start time. There is no requirement to nominate which 11 players will bat.
4. No fielder may be closer than 8 yards measured from the middle stump, except behind the wicket on the off side. Umpires should not allow the bowler to bowl until sure that fielders are not too close.
5. The ECB Fast bowling Directive will apply. Under this directive Fast Bowlers will be limited to spells of up to 7 overs.
6. Each Side may bat for up to 50 overs, unless all out earlier. The team batting second shall receive its full quota of 50 overs, irrespective of the number of overs it bowled in the scheduled time for the cessation of the first innings. If the team batting first is dismissed in less than 50 overs, the team batting second shall be entitled to bat for 50 overs or until the winning score has been reached.

There will be a 30 yard fielding circle in place throughout each innings. Each innings will consist of three powerplays:

For innings of 50 overs, Powerplay 1 will be 1-10 overs, powerplay 2 from 11-40 overs and for Powerplay 3 from 41-50 overs. These





Powerplay One: No more than 2 fielders shall be permitted outside the fielding circle.

Powerplay Two: No more than 4 fielders shall be permitted outside the fielding circle.

Powerplay Three: No more than 5 fielders shall be permitted outside the fielding circle.

For innings of 50 overs duration, Powerplay one will be from overs 1-10, Powerplay two from overs 11-40 and Powerplay Three from overs 41-50.

These powerplays shall be reduced on a pro-rata basis for any shortened game.

7. No Ball: The delivery following a no-ball will be a free hit for whichever batsman is facing it. If the delivery for the free hit is not a legitimate delivery (e.g. a wide or another no ball) then the next delivery shall be a free hit. For any free hit, the striker can be dismissed only under the circumstances that apply for a no ball. Field changes are not permitted for free hit deliveries.

8. Interrupted matches: The Duckworth Lewis Stern (v3) shall be used to calculate revised scores. A table of par scores will be printed. A result can only be achieved if both teams have had the opportunity of facing a minimum of 10 overs each. If both teams have not had this opportunity, the match shall be declared as a No result.

9. No bowler may bowl more than 10 overs in an innings. In a delayed or interrupted match, where the overs are reduced for both teams, or for the team bowling second, no bowler can bowl more than one fifth of the total overs for the innings. Where the total overs are not divisible by five, one additional over shall be allowed to the maximum number per bowler to make up the balance.





10. There will be one formal break for drinks in each innings, where managers & coaches will be given the opportunity of discussing the match & game plan with players. It is assumed that players will leave the pitch, finding an area of shade & that this interval will not last longer than 10 minutes. The times of these breaks will be finally determined by the umpires, taking into account the start time, re- start time after meal breaks & the state of the match. The umpires should discuss these breaks with both managers.

11. The ECB safety guidance on the wearing of cricket helmets will apply throughout the festival.

12. Teams are expected to maintain an average rate of 16 overs per hour. In exceptional circumstances, if this rate is not maintained the organisers reserve the right to impose a penalty on a points deducted basis.

13. Matches will be played with red balls with predominantly white cricket clothing.

14. Match balls will be provided by the Northern Cricket Union.

15. In each match, teams shall score points as follows:

Win= 2 points

Tie or No result = 1 point

Loss= No points

In the event of teams finishing on equal points, final positions will be determined by Net Run Rate.

A team's net run rate (NRR) is calculated by deducting the total runs scored against the team from the total runs scored by the team.





## **Meeting for Team Managers**

There will be an important meeting for all team managers on Sunday 11th August at 7pm.

### **Managers**

Team managers and coaches should confine advice on tactics to the official drinks intervals. The umpires will stop the game if either officials or parents interfere with play at any other times. The details of the named 12 players should be given to the umpires at the start of the match. If additional substitute fielders are used, their use should be within the spirit of the game of cricket.

### **Wifi**

Managers will be given access codes for Campbell College wifi network. These access codes do not allow multiple log ins and it will be at the discretion of the manager whether these are released to parents and players. This is a school site and any wifi access must be within the standard safeguarding regulations.

### **Website**

The Northern Cricket Union website has details of all the matches, places to stay and eat and PDF copies of the festival booklets. Completed scorecards of all matches will be posted on the website, usually by lunchtime of the day of the following match. It is possible that photographs taken at the festival will be included on the website.

### **DBS Certification**

All team managers, coaches and resident adults must have a valid, enhanced DBS certificate. All team managers must provide details of the number and expiry date of the DBS certificates for their personnel to the festival organiser before the start of the festival.





## **Accommodation**

Stormont Hotel

Address: Upper Newtownards Road  
Belfast BT4 3LP  
T: 028 9065 1066

Park Avenue Hotel

Address: 158 Holywood Rd, Belfast BT4 1PB  
T: 028 9065 6520

Premier Inn Belfast Alfred Street

Address: Alfred St, Belfast BT2 8ED  
T: 0871 527 8068

Ten Square Belfast

Address: 10 Donegall Square S, Belfast BT1 5JD  
T: 028 9024 1001

Crowne Plaza Belfast

Address: 117 Milltown Rd, Shaws Bridge, Belfast BT8 7XP  
T: 028 9092 3500

Europa Hotel Belfast

Address: Great Victoria St, Belfast BT2 7AP  
T: 028 9027 1066

Holiday Inn Belfast

Address: 40 Hope St, Belfast BT12 5EE  
T: 028 9024 2494

Strangford Arms Hotel

Address: 90-92 Church St, Newtownards BT23 4AL  
T: 028 9181 4141



## **Restaurants**

La Scala Bistro  
Stormont Hotel 587 Upper Newtownards Road Upper Newtownards  
Road

General Merchants  
481 Upper Newtownards Road

Olivers Restaurant  
405 Upper Newtownards Road

Binkys  
Kings Road Eastpoint Entertainment Village, Unit 5

Il Pirata  
281 Upper Newtownards Road Ballyhackamore

Horatio Todds  
406 Upper Newtownards Road

Stokers Halt  
Address: 199 Upper Newtownards Rd, Belfast BT4 3JB

## **Key Contact Details**

Tournament Director  
Uel Graham  
07866485667

NCU General Manager  
Angela Platt  
07713512315





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