



THE NEW WAY TO PLAY CRICKET





What is Last Man Stands?

HOW POPULAR IS IT?

Last Man Stands (LMS) is a global amateur 8 a side Twenty 20 cricket game played over approximately 2h & 15min. There are currently over 1000 teams playing LMS cricket and over 20,000 players registered in 35 cities in five countries around the world (South Africa, Australia, New Zealand, UAE and England).

A unique selling point for LMS is the global ranking system. The LMS website stores and displays all teams and individual profiles with full career history, global batting rankings, bowling rankings and global team rankings. This ranking system enables a player in Southampton, for instance, to compare his or her online world ranking to mates in other cities around the world (e.g. London, Manchester, Johannesburg, Dubai, Auckland or Sydney). LMS is an international game and a world championship with teams from all over the world was held on the Gold Coast in Australia in 2010 and the second in South Africa in 2012.

RULE ADJUSTMENTS

There are some great adjustments to the standard rules of cricket, such as a double play rule (two wickets off one ball) and the signatory LMS rule which allows the last batsman to bat on his own.

There are many other exciting rules that increase the involvement and enjoyment of all players.

WHO CAN PLAY LMS?

LMS allows cricketers of all standards who have time constraints to enjoy a fast paced game and to compete in a professionally organised league run by people with a passion for sport. LMS has been very successful in attracting new and past players back to the game of cricket.

LMS leagues are very accessible and open to everyone. Teams don't need their own ground or formal club structure to enter a league. All they need to do is register a team online or call the local league manager. LMS also caters for players who don't have a team but are keen to get involved. These players can register online and teams who are short of players will be able to contact them. The LMS league managers also facilitate this process.



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LMS has lots of great benefits and is used widely around the world.

WHAT COSTS ARE COVERED?

Teams pay a registration fee to secure a spot in the league. For this they get a set of shirts and team insurance. They then pay a match fee for every game they play. This covers the costs of;

- » Umpiring and scoring
- » Field Hire
- » Cricket balls
- » Each registered team gets a Team World Ranking and Team profile on the website
- » World Batting and Bowling Rankings and personal profile for every registered player
- » There are regional and national champions' leagues at the end of the season. In 2010 the national finals were played on the Lord's nursery ground.
- » Teams who opt to enter the charity event and raise the most money qualify for the national charity play offs. The finals were played at Lord's in 2010 and in that year Last Man Stands raised £13,000 for Save the Children.

THE FRANCHISE MODEL

LMS operates on a franchise model which is currently successfully operational in 5 countries and is played in lots of towns and cities in England including London, Southampton, Manchester, Taunton and the Wirral. In 2011 a wider roll out was launched to establish LMS leagues all over the country.

League managers buy the rights to a local authority area and develop their networks to run an agreed number of leagues. Typically a franchise holder might be a self employed cricket/sports coach or local cricket volunteer with some entrepreneurial ambitions.

However, any organisation or individual could potentially hold the local franchisee and act as the league manager such as the County Cricket Board, local leagues, local authorities, Country Sports Partnerships or other local partners. The profit for the franchise holder is approximately £40 per game and a league of ten teams gives 45 games.



Why and how are ECB backing Last Man Stands?

SUPPORTING CRICKET COMMUNITIES

Last Man Stands (LMS) offers an exciting and easily accessible format of cricket. It has proven to be an excellent vehicle for increasing participation among those that currently don't play at all and those that play less than once a week. The England and Wales Cricket Board (ECB) has identified LMS as its preferred delivery partner for increasing once a week participation for adults and have appointed a team of managers to help LMS expand across the country.

ECB has identified priority areas for the development of LMS but is interested in discussing the role out of a franchise in any local authority area. LMS supplements, enhances and will be investing in existing ECB plans and priorities to develop and support County Cricket Boards and Focus clubs.



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Here's what some people have to say about the game

CASE STUDY FROM REGENT'S PARK

The Regent's Park franchise is owned by an individual person, was started in 2006 and was the first LMS franchises in the UK. Over the years, the number of teams has grown significantly and now the demand exceeds the capacity. The table below shows the growth rate of the franchise.

The franchise was formed through a combination of a scatter gun marketing campaign and a 'free of charge open day' for interested people / teams to sample the game.

Without the links to County Cricket Boards, County Sports Partnerships and Local Authorities, the marketing of the new league was done through cold calls to corporate organisations, word of mouth, distribution of fliers at train stations etc. Despite this primitive approach, five teams still took part.

By 2008, mainly relying on word of mouth, the amount of teams still continued to grow and an additional Sunday League was created using one pitch (three games per field each Sunday).

In 2009, the midweek leagues were at capacity and teams were having to be refused entry. The Sunday league expanded to include another division.

In 2011 there has been some growth because there is access to five fields for one night per week, but only three fields can be accessed on the other nights. The current level of demand could utilise seven fields every night if they were available. The ECB is supporting by identifying more local fields and by working with the facility owner to develop new pitches.

segments of Tim (26-35yrs - settling down professional) and Philip (46-55yrs - married with children). Taunton and Bridgwater was where we knew the product would launch most effectively based on this research.

A significant factor in choosing to buy the franchise was the availability of a key 'champion' of cricket who we felt would have the right personality, connections and ability to ensure that the product got off to the best possible start. Without this member of staff we would have had to identify a suitable individual from elsewhere.

The support from LMS head office has also been very valuable. LMS has worked with us to support the set up and been flexible with aspects of the management that had been put in place for city franchises which would have been difficult given our rural setting.

The expansion into West Somerset was due to a chance conversation with a number of younger men who used to play cricket and due to Saturday work commitments were no longer able to.

Regents Park

Year	Pitches	Nights / week	Leagues Divisions	Total Teams	Players	Fixtures
2006	1	2	1	5	50	20
2007	3	2	2	12	120	60
2008	3	4	3	36	360	170
2009	3	4	4	62	620	230
2010	3	4	4	74	740	280
2011	5	4	4	80	800	310

CASE STUDY FROM TAUNTON

Three franchises in Somerset are owned by the County Sports Partnership and were started in 2011. Somerset's Active People Survey figures are the lowest in the South West and so Somerset Sports and Activity Partnership felt that there was a need to pick up a number of sports products that could be promoted to try and encourage more adults to play sport. LMS is particularly effective at recruiting from the Sport England market

CASE STUDY FROM MANCHESTER AND THE WIRRAL

As LMS has grown, it has expanded into areas outside of London. In 2010, franchises were set up in Manchester and The Wirral and are owned by one individual person.

Again, through no official links with any sports / cricket organisations, a basic marketing campaign saw four teams enter the league in Manchester, and eight teams in The Wirral. For 2011, both leagues have experienced a significant growth.

These examples show that once a league is set up, it will grow due to word of mouth recommendation and other forms of informal marketing. However, with increased support from ECB, County Boards, County Sports Partnerships and Local Authorities, we anticipate that this process will be much more organised and therefore, will allow growth at a much faster rate.

Manchester

Year	Pitches	Nights / week	Leagues Divisions	Total Teams	Players	Fixtures
2010	1	2	1	4	40	12
2011	3	4	2	15	205	90

The Wirral

Year	Pitches	Nights / week	Leagues Divisions	Total Teams	Players	Fixtures
2010	1	2	1	8	120	36
2011	3	4	2	14	209	80



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