



What is Last Man Stands?

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 30 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 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 next planned for South Africa in 2012

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.

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.

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

- Umpiring and scoring
- Field Hire
- Cricket balls and coloured cricket shirts
- 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. Last year the national final was played on the Lord's nursery ground.
- Teams who raise the most money for charity qualify for the national charity play offs. The finals were also played at Lord's in 2010 and in that year Last Man Stands raised £13,000 for save the children

LMS operates on a franchise model which is currently successfully operational in 5 countries and last season was played in London, Southampton, Manchester, Leeds, Wakefield, Taunton and the Wirral in England. We are now launching a wider roll out 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, CSPs 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?

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 and enhances existing ECB plans and priorities to develop and support County Cricket Boards and Focus clubs.

For more information on what's on offer for franchise holders go to www.lastmanstands/franchise or e-mail wayne@lastmanstands.com or andy.lees@ecb.co.uk

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