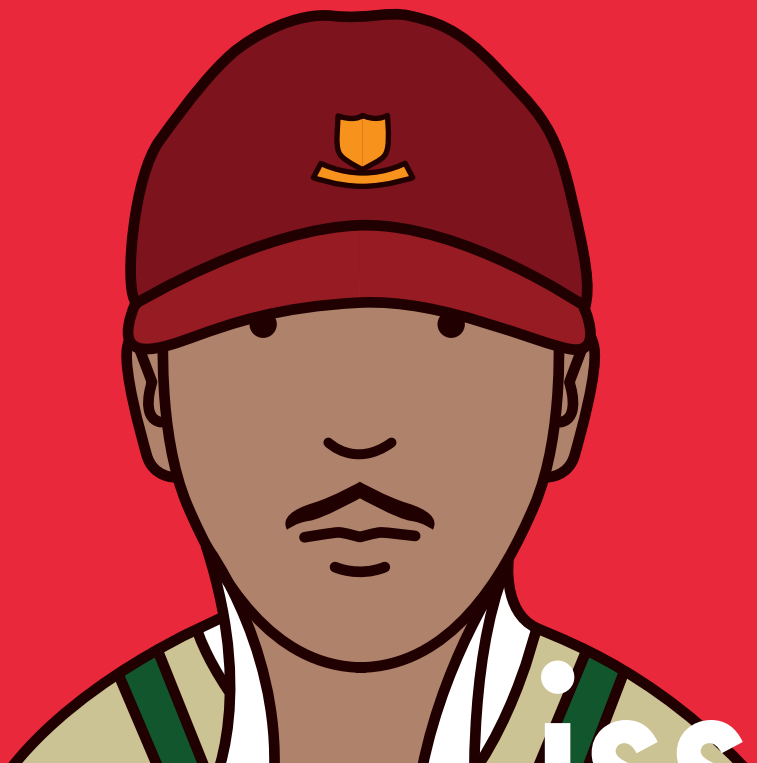


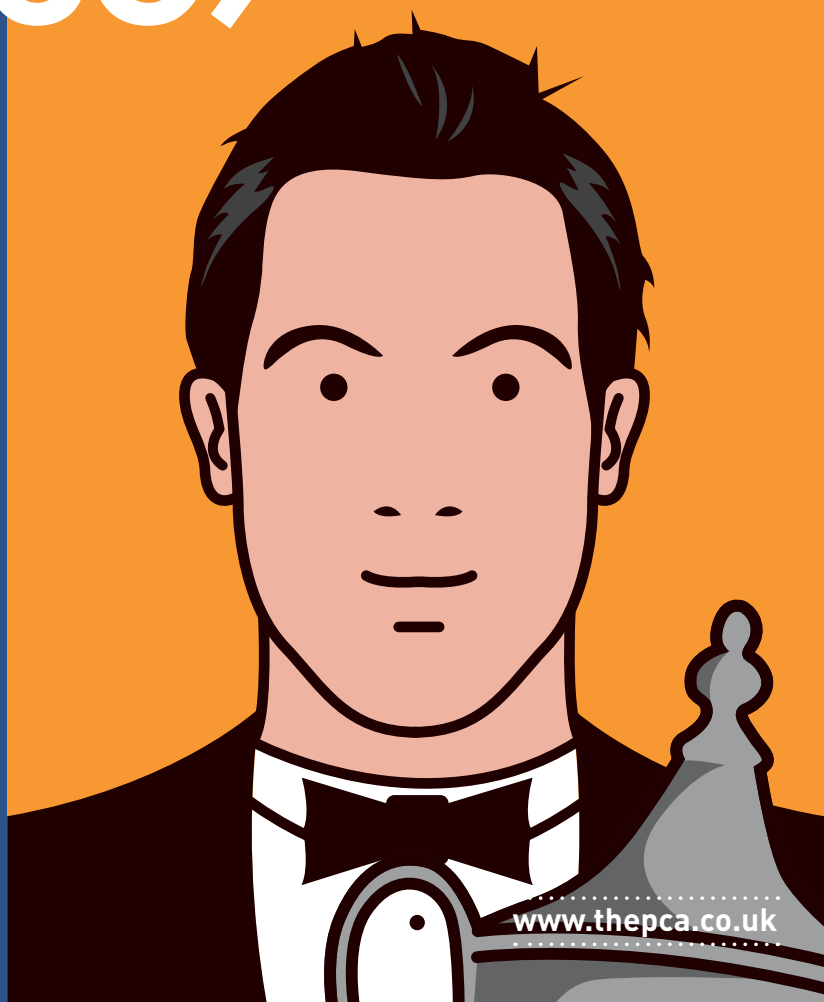
BEYOND THE

Boundaries

THE PCA MEMBERSHIP MAGAZINE FOR PLAYERS PAST & PRESENT



issue9



REAL PEOPLE REAL PLACES REAL NEEDS



**PCA
BENEVOLENT
FUND**

The Heart of the Game

The Benevolent Fund is part of the PCA's ongoing commitment to help current and former players and their dependants in times of hardship, upheaval or to readjust to the world beyond the game.

Few vocations carry so much uncertainty as that of a professional cricketer. The demands of playing any sport for a living, leaves little time to consider and plan for possible disasters or upheavals in the future.

A significant amount of money is set aside from PCA fundraising for this purpose.

Benevolent issues are those that pull at everyone's heart strings and emphasise the important work the PCA does in generating vital funds.

The Fund is part of the PCA's on-going commitment to supporting players and their dependants who might be in need of a helping hand to readjust to a world beyond cricket.

It can also help current and past players who may have fallen on hard times or are in need of specialist advice or assistance.



Every donation helps. Please give today
www.thepca.co.uk/benevolent_fund

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the rights of present,
past and future first
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pca
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THE COVER

THIS ISSUE'S COVER IS INSPIRED BY THE ALBUM BLUR: THE BEST OF, FIRST RELEASED IN 2000, THE ALBUM HAS SOLD MORE THAN ONE MILLION COPIES IN THE UK

FROM THE EDITOR

Welcome to issue nine of Beyond the Boundaries.

Thanks for your comments on the last issue - the first of our new-look magazine that's now aimed at both current and past players. Your thoughts were overwhelmingly positive and we appreciate the feedback. Please keep it coming.

In this issue, we have the latest on the PCA membership drive, which demonstrates the steps forward that can be made when players and clubs work together. More of this on page 10. On page 16, there's a great winter warmer as former Notts and Leicestershire paceman Matt Whiley reveals the secrets to running a successful bar. And a fascinating feature on page 32 features three past players who have made successful careers in very different sectors of the media industry.

The dedicated section in the centre of the magazine from the Performance Development and Welfare team starts on page 19, and is introduced by Kate Green.

Both past and present players will be interested to note that the personal development and welfare programme will be restructured over the coming months, in time for the New Year. The PCA will be fully responsible for the personal development and welfare support at the counties and I look forward to telling you more during the pre-season meetings, and in the next issue of Beyond the Boundaries, which will be published in March.

Elsewhere, the very latest membership offers can be found on page 13 and don't forget to check the notice board on the inside back cover of the magazine, for contact details and dates for the diary.

Enjoy the magazine and have a great off-season.

Jason Ratcliffe
07768 558050 / jratcliffe@thepca.co.uk



LAUNCH FILLS BUTCHER WITH DELIGHT

Former Middlesex and England opener Roland Butcher now plays a key role in helping students achieve both academic and sporting excellence. The experience built up during 20 years of professional cricket, helping Middlesex win seven County Championship titles and also becoming the first black West Indian to play for England, is being put to good use in his role as Director of Sports at the University of the West Indies' Cave Hill Campus in Barbados.

This year saw the launch of the Academy of Sport and a delighted Butcher said: "The initial five years of the project aims to attract and retain elite athletes with sport specifics, high intensity training and education programmes that develop athletes along with academic skills. It's a three-tier system that encourages its sports people to engage in physical activities and education for life style improvement, and also employ a scientific approach to performance balancing sport nutrition, education, medicine and professional administration." Visit www.cavehill.uwi.edu for more.



ROLAND BUTCHER
ON MIDDLESEX DUTY



HENRY THOMAS OFF THE MARK

Personal Development & Welfare Coach Ian Thomas was delighted about the arrival of his new baby in the summer. An exhausted Thomas, who works with the Glamorgan, Gloucestershire and Somerset players said: "Henry Thomas was born on June 8th and he joins his sister Olivia in making up the Thomas gang. I can report that the wife and children are doing well... father coping!"

MOVEMBER MOVEMENT GROWS

Movember, the annual moustache-growing charity event raising funds to combat prostate and testicular cancer, is well underway. Last year 66 members of the PCA registered as part of the PCA team and raised a fantastic £17,731. For more on this year's efforts visit: <http://uk.movember.com/mospace/network/PCA>



CHARLIE'S ANGELS

Charlie Mulraine, who heads up the Career Mentor programme, has been busy working with current and past players and placing them into employment. He said: "I've certainly been in demand and I'm currently re-writing the CV's of a number of players and also working on their covering letters. The players are keen to draw on my experience in the recruitment industry and to understand the polish needed for a successful interview. I can provide them with an insight into what it is like to be interviewed and what the employer is seeking." Charlie's recent successes include placing former Glamorgan batsman Gareth Rees on an internship with Deloitte in Cardiff (turn to page 21 for more).

SWANN'S NEW NEST

Since leaving professional cricket in 2003, former Notts opening batsman Guy Welton has established himself in the building industry as the director of Balmoral Property Solutions. His links with the game remain as strong as ever though and he is currently working on a new house for England off-spinner Graeme Swann. Welton said: "I got to know 'Swanny' from playing against him and we have since become good friends. He asked me to help look for a new property for his family and we found a great piece of land in a village on the east side of Nottingham. We've worked on the project from start to finish, from dealing with the due diligence side,

negotiating the purchase of the land and obtaining planning permission, through to designing the property. I'm delighted to say we're now in the final stages of building what will be a fabulous new family home." To find out more about the business, visit: www.balmoralproperty.com



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MAKE THE
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**BECOME
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**PLAYERS
WORKING
IN THE
MEDIA**

Page 31

CHEERS FOR PEERS

Members of the PCA worked to raise more than £1,200 for the PCA Benevolent Fund. Ian Smith led the way in the Extreme5 Quadrathlon which involved swimming, kayaking, cycling and running, before he joined Louise Michael and Eleanor Bowe in the London Triathlon. An exhausted

Smith then met with Jason Ratcliffe to tackle the 60 mile Blenheim Palace cycle challenge. The staff termed the fundraiser as their 'Summer of Endurance' and you can still donate by visiting justgiving.com/pcastaff



MEMBERS NEWS



KARL BROWN
LAUNCHES
A 'LIGHTNING'
MAXIMUM

THE JOY OF SIX



Aside from the Leicestershire Foxes, the big winner on Friends Life t20 Finals Day was the PCA Benevolent Fund, which received a cheque for £20,600 from the competition sponsors. Friends Life agreed to donate £100 for every six hit during the Sky Sports

televised matches as part of their lead sponsorship of the Fund. David Graveney, who is Chief Executive of the Fund, said: "Friends Life's support will allow us to support more deserving cases, and we are immensely grateful."



PREECE PROPOSITION

Former Worcestershire seam-bowler Ben Preece, who now runs his own personal training business in Sydney, is urging cricketers who spend a winter playing cricket overseas to think of academic opportunities as well. After being released following injury, Preece

did exactly that with the Australian Learning Group who provide certificates 3 and 4 in fitness and personal training. He said: "For many players it makes perfect sense to combine studying in the off-season with playing in an Aussie summer improving their cricket."



MUNDAY ALLIANCE

Former Somerset leg-spinner Mike Munday has recently secured a role with Royal Sun Alliance thanks to the help of Charlie Mulraine, who runs the Past Player Career Mentor Programme. Munday said: "I'd like to sincerely thank Charlie for the help he provided after I finished playing. He gave me a renewed sense of ambition and focus at a time when I'd lost motivation and confidence, helping me explore possible career options and connecting me with people in relevant professions. He was in regular contact and gave me invaluable advice on the best job application strategies. I would happily recommend Charlie's services to anyone in or moving out of professional sport." Are you a past player at a career crossroads? Drop Charlie a line on: charlie@mymissionmentor.com



NORTH SHORE MENTOR

Seamer Paul Warren, who spent time with Somerset and Glamorgan in the late 1990s, has recently moved to Auckland, New Zealand to take up the role as Head of Information Technology at Westlake Girls High School on the North Shore, Auckland. He said: "The move has gone well for me and I'm having a great time. I did some coaching for Canterbury Cricket when I first arrived here and worked as a video analyst for New Zealand Cricket for three months in Christchurch, before moving up to Auckland to start my new teaching post. As well as my day job, I'm now involved with Auckland Cricket and have been put in charge of the Girls Under-15 programme alongside involvement with bowling coaching for other rep sides, which will be a nice challenge."

QUEEN HONOURS CRICKETERS

Four PCA Members were recognised in the Queens Birthday Honours List. England captain Andrew Strauss and Team Director Andy Flower were awarded the OBE (Officer of the Order of the British Empire), while opening batsman Alastair Cook received an MBE (Member of the Order of the British Empire). The Honours were in recognition of England finally beating Australia in an Ashes Test series 'down under' - the first time that has happened since 1986/7. Past player Jack Birkenshaw, who played for Leicestershire, Worcestershire, Yorkshire and England and has coached extensively in first-class cricket and with the England Women, was also recognised for his services to cricket. Birkenshaw said: "I'm very proud that it has happened at this stage of my career. I think I've been recognised more for my coaching than my playing, but that doesn't bother me - I've enjoyed that as much as playing."



MEMBERS NEWS



DAVID WILLEY
HEADS NORTH

FREE-WHEELING WILLEY

The end of the season is traditionally a time where cricketers put their feet up to enjoy some rest and relaxation. Northamptonshire all-rounder David Willey had other ideas though and decided to bike from Land's End to John O'Groats to raise money for Cancer Research UK. Willey explained: "I came up with the idea over dinner one night. I liked the thought of the challenge and also the chance to do something for a very worthy cause. In the first couple of days there was a lot of climbing and I was wondering what the hell I had got myself into! After that I became more accustomed to the days and really enjoyed it. We chose to bike north as the prevailing wind would be behind us - which it was until we reached Scotland. That was a different story and we rode through some horrendous conditions towards the end of the trip." Willey has raised £2,000 to date for his 1,000-mile trip and his JustGiving page is still open if you would like to donate to this worthy cause. Visit www.justgiving.com/DavidWilley280219 for more.

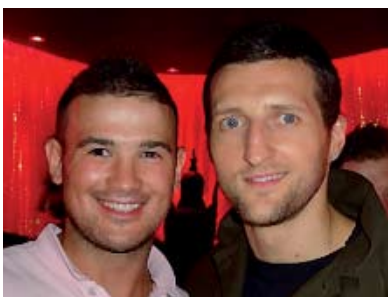
PCA TIES KNOT

Calling all players past and present! PCA Membership ties, which are exclusively available to those who have played county cricket, are now available (seen here modelled by Angus Porter, Jason Ratcliffe and Matthew Wood). The ties, which are made of silk, can be purchased for £10.00 each plus postage and packing. Please make a cheque payable to 'PCA Management Limited' for £12.50 and post to: Ali Prosser, 3 Utopia Village, 7 Chalcot Road, Primrose Hill, London, NW1 8LH. You should allow for 10 days delivery.



EXTRA TIME FOR PROSSER

Player Services Executive Ali Prosser has accepted the invitation of a full-time role with the PCA. Prosser was originally employed for two days a week, but her incredible work ethic has made a tremendous impact in the PCA's drive to contact past players who have drifted out of touch with the organisation. Assistant Chief Executive Jason Ratcliffe said: "Ali has played a key role in getting the PCA Membership Scheme off the ground and she thoroughly deserves this promotion. Ali will continue her fantastic work in developing our past player database and help to grow the number of services available to members."



JUST CHAMPION

Josh Mierkalns continues to make an encouraging recovery after a series of stomach operations saw him confined to hospital for much of last winter. The former Notts batsman, who has been receiving support from the PCA Benevolent Fund, is pictured here with boxing star Carl 'The Cobra' Froch. Mierkalns enjoyed a full season with Caythorpe CC in 2011 and still harbours ambitions to play at a higher level.

NEAL ABBERLEY

Warwickshire batting coach and former batsman Neal Abberley died in hospital, aged 67, after suffering with a lung condition.

Abberley's 16-year playing career saw him accumulate more than 10,000 runs for Warwickshire. He passed 1,000 runs three times with his best season coming in 1968 when he made 1,325 runs.

After retiring in 1979, he became a coach, serving for more than 30 years as Second XI coach and more recently with a roving brief, working at all levels from senior to youth sides.

Warwickshire's director of cricket Ashley Giles said: "To me he was a mentor, a confidant but, most of all, a friend. He gave his life to Warwickshire and there are a lot of players who owe a huge debt of gratitude to him.

"When I first met him I was an 18-year-old triallist and I was still wet behind the ears having come from living at home with mum and dad.

"Neal was a great influence on me, and he set me on the road to where I am now. Without Neal Abberley I would not be Warwickshire's director of cricket and I would not have played 54 Tests for England."

ELVIS REIFER

Elvis Reifer, who played for Hampshire as an overseas player in 1984, died at his home in Barbados, aged 50. A surprise choice as a deputy overseas player for Malcolm Marshall, he took eight wickets in his debut match against Cambridge University. On his return to the West Indies, Reifer went on to play one more first-class match for Barbados against Trinidad & Tobago in 1986.



GRAHAM DILLEY

HAMPSHIRE CAPTAIN JIMMY ADAMS PAYS TRIBUTE TO HIS FORMER COACH

I first met 'Dill' when I turned up for a representative game against Pakistan Under-19s. I was shy and fairly introverted and among a group of lads that seemed far 'worldlier' than myself, I shuffled into the changing room and felt a fair way out of my depth. This was in some way confirmed in a first innings I'd like to forget, but the thing that really stood out for me was Dill.

I don't remember his coaching or his warm ups but I do remember a guy who took time to sit down with me (and my dad when I'd gone to bed...) for a pint or two when he didn't know me at all. He was a bloke with a great deal of empathy, who immediately made me feel comfortable and seemed to know what I was worrying about both on and off the pitch. I'm absolutely sure that if Dill hadn't taken time out that evening, I definitely wouldn't have troubled the scorers again...

Our paths crossed again when I ended up at Loughborough University. From day one, he was the same understanding and supportive guy. In our first meeting, he told

me I wouldn't be picking up a bat until after Christmas which I thought a bit strange, but again he was right on the money and had read me like a book. A break from cricket proved to be the best thing I could have done and it reinvigorated my desire to play.

I'm slightly ashamed to admit my lack of knowledge about his own cricket career and being typically modest, Dill didn't spend much time talking about his achievements. However, I'm sure many will recount his efforts with the ball (one of the quickest around and on his day one of the best of his generation) and bat (the obvious moment with Botham at Headingley in 1981).

Those three years with Dill at Loughborough helped turn my career around and he played a significant role, arguably the major one, in helping me get this far. He had a great knack of knowing what I was thinking, what was best for me, and what gave me the belief and confidence to move forward.

Dill, good friend and mentor, thanks for everything. You will be sorely missed.

CHELTENHAM BACKS A WINNER

THE PCA PAST PLAYER DAY AT CHELTENHAM WAS HAILED AS A HUGE SUCCESS AND AS **JIM HINDSON** REPORTS, NO ONE HAD MORE CAUSE TO RELISH THE OCCASION THAN FORMER GLOUCESTERSHIRE WICKETKEEPER ANDY BRASSINGTON.

Former players flocked from far and wide to a sun-baked Cheltenham College for the first of two PCA Past Player Days last summer. The event took place during Gloucestershire's LV= County Championship match against Surrey, in front of the historic college buildings, which provided a fitting backdrop for the day.

A wide cross-section of players were in attendance, ranging from Mike Smedley, Nottinghamshire's representative when the PCA was formed back in 1967 through to recently retired Yorkshire and Glamorgan batsman Matt Wood.

The fantastic turn out is a result of the PCA's tireless work over the years in contacting past players, and also the recent membership drive, as reported in the last issue.

Playing a key role in enlisting Cheltenham as a venue was former

Gloucestershire wicketkeeper Andy Brassington. On leaving the game, he worked as marketing manager for Gloucestershire CCC before setting up his own corporate hospitality company, called Finders Keepers.

Taking the Past Player Day to his county became something of an ambition after last year's event at Headingley, as Brassington explains: "I spoke to Jason Ratcliffe about the possibility of hosting the event at Cheltenham if I could involve a few sponsors to help with the finance. He went with my idea and it was a brilliant day. A bonus for the cricket club was the number of supporters that turned up to the match, purely to see the ex-players."

Brassington has been an active member of the PCA over the years and revealed how his involvement with former team-mates has developed: "I took on the role of looking after the Gloucestershire >

ANDY BRASSINGTON SMILES FOR THE CAMERA; FACING PAGE (CLOCKWISE FROM TOP LEFT) DAVID STEELE; STEVE SYLVESTER; MARTIN STOVOLD & MARK HARDINGES; NORMAN WHITING & ROY BOOTH; DEAN HODGSON & CHRIS BROAD; PETER WALKER & TONY WRIGHT

PAST PLAYER MEMBERSHIP DRIVE

120

NEW CONTACTS
HAVE BEEN
GENERATED

2150

MEMBERSHIP CARDS
HAVE BEEN ISSUED

1500

PAST PLAYERS
CURRENTLY BEING
TRACKED DOWN





MEMBERSHIP DRIVE



JASON RATCLIFFE
ADDRESSES THE
PAST PLAYERS

ex-players a couple of years ago and we now meet up four days a year. There's a golf day, a sporting dinner and we also have a bit of fun at Christmas time. Being an ex-marketing manager I know that companies love former players, so I approached a number of them to see if they would get involved with us and have a good time along the way. It's a lot easier to pull it all together when the funding is there."

The efforts of Brassington illustrate the opportunities that can be created when players work with their old club and build affinity. The former 'keeper is keen to stress how crucial the PCA has been in bringing players together and the beneficial effect that has for all former professionals.

He said: "What the PCA are doing is magical and I genuinely mean that. I know from talking to Jason and his team that they will track everybody down and get more people involved

and we can support this. The PCA even get in touch with widows of former players, such as Sid Russell's wife. She came up to me on the day and said: 'Andy, I felt Sid was with me all day long.'"

Post lunch, and the buzz around the marquee at Cheltenham resembled that of a pre-season dressing room. With the ice well and truly broken, stories were being exchanged and laughter rolled around the room.

**"WHAT THE
PCA ARE DOING
IS MAGICAL AND
I GENUINELY
MEAN THAT"
ANDY
BRASSINGTON**

"We're all far better players now than we were," chuckled Brassington. "It's great to talk about the old times both on and off the field. We miss playing cricket, but most of all we miss the other players in the dressing room. Today is a perfect opportunity to have great 'craic' and remember old stories. I've seen cricketers who haven't been back for 20 years but it's like they've never been away. We all might change but the stories and memories will stay the same."

PAST PLAYERS ON THE PCA

**BOB TAYLOR
(DERBYSHIRE
& ENGLAND)**



"The PCA's work is incredibly important. After more than 20 years behind the stumps I needed a cartilage operation, which the PCA arranged for me when I rang David Graveney, who was fantastic. A lot of ex-players have had assistance from the PCA and I'm sure they're all equally as grateful."

**MIKE SMEDLEY
(NOTTINGHAM-
SHIRE)**



"Life in this century is a lot quicker than it used to be and cricket seems to reflect this. There is a lot more pressure and before players know it, they can be in a situation where there is a problem. They need to be able to prepare for a career for the 30 years or so that they will be in employment. That is where the association play a crucial role."

**PETER BOWLER
(DERBYSHIRE,
LEICESTER-
SHIRE,
SOMERSET)**



"I did a law degree from the dressing room which the PCA helped to fund. The organisation's support to players making their transition out of the game is vitally important. Players don't always enjoy a 20-year career, but those that do almost need more help because they've left it so late. There is a lot of help out there for players if they go and seek it."



Mercedes-Benz



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To take advantage of this great offering, the following process must be followed:

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- All orders should go back to Andrew Bayliss via email - andrew.bayliss@tma.com - with delivery address and payment details. Andrew will then confirm availability with TMAg and we will then action payment.

For all product information, please call Customer Service on 0800 8624 5643 and, if you require custom fitting, please contact Andrew as soon as possible. Your goods will then be delivered to you directly from TMAg.

For more, call Andrew on 07545 513423.

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*Not available in conjunction with any other Mercedes-Benz offers, and excluding the Mercedes Benz SLS Roadster.

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For more information on all PCA Member offers, please visit thepca.co.uk/member_offers

TRESCOTHICK WINS PLAYERS' VOTE

MARCUS TRESCOTHICK COMPLETED AN HISTORIC HAT-TRICK AT THE END OF LAST SEASON WHEN HE PICKED UP THE NATWEST PCA 'PLAYER OF THE YEAR' AWARD FOR THE THIRD TIME... AND HE'S NOT DONE YET.



When Marcus Trescothick stepped onto the stage at the NatWest PCA Awards after being named 'Player of the Year', he became only the second cricketer in history to win the Reg Hayter Cup three times, bracketing him alongside the great Kiwi all-rounder, Sir Richard Hadlee.

The 35-year-old left-handed opener had enjoyed another memorable season, accumulating 2,518 runs in all cricket, despite missing a number of matches through injury. He finished the year as the leading aggregate run scorer in the English domestic season, and captained his side to the Clydesdale Bank 40 and Friends Life t20 Finals.

"It was a really nice feeling walking on stage," revealed Trescothick after the event, which took place at the

Roundhouse in Camden. "Winning any award is nice but when it's been voted for by the players you've faced out in the middle, it's extra-special."

Around 1,000 current and former players, commercial partners and guests were present at the awards, which celebrated another superb domestic season and the added joy of England now being ranked as the number one in the Reliance ICC Test Rankings.

Andrew Strauss, Alastair Cook and Stuart Broad, who captain England's Test, One-day and Twenty20 sides joined their county peers and former players, and according to Trescothick, that was one of the reasons why the event is so special. "I love catching up with the guys you have been battling against all season. You make a lot of friends in cricket and it's great to see them all. I spent time wandering around and chatting with a load of players - and sat with the Notts and Derbyshire lads for a while. I really enjoyed the evening and the Roundhouse proved to be a brilliant venue. The PCA always run these events well and this was no exception."





The only disappointment for the Somerset skipper was that there was no team silverware to pick up. Despite another outstanding season which saw his team competing for honours in all three competitions, with a fourth-placed finish in the LV= County Championship, two domestic one-day finals and a Nokia Champions League T20 semi-final, they finished without a trophy to their name.

Trescothick remains upbeat though. He added: "If you compare where we were five years ago at Somerset to where we are now, the transformation is incredible. The club is completely different and there has been a lot of hard work by the players and staff to get here. Obviously we are desperate to win things and that would really be the icing on the cake."

Next season will be Trescothick's 19th as a professional cricketer for Somerset, which also includes over 200 appearances for his country. The raft of experience he has gained over the years has proven invaluable to his county, but he is not averse to sharing that with opposition players if asked. "I get the odd younger guy come up to me for a chat and to pick my brains and it's something I'm pretty open about, to be honest. I'm certainly not the sort of guy

who wants to keep everything he's learned to himself."

Far from believing he is the finished product though, Trescothick's hunger to improve his own game is insatiable, and indeed at the time of this interview in mid-October, he'd already had his first throwdowns of the winter. "I've learned a lot over the years about maintaining performance across the season and hitting a decent rhythm. I

"WINNING ANY AWARD IS NICE BUT WHEN IT'S BEEN VOTED FOR BY THE PLAYERS YOU'VE FACED OUT IN THE MIDDLE, IT'S EXTRA-SPECIAL"

had a real purple patch in the middle of last summer but maintained form throughout. I've been working hard at my approach to the game and in particular concentrating for longer."

That last line will no doubt bring a collective groan from bowlers all around the country, as will Trescothick's thoughts on claiming an historic fourth NatWest PCA 'Player of the Year' award. "I'm really up for the challenge of winning it for a fourth time. It's a goal to strive towards and that's all the motivation I need. If I play well, I should give myself a chance."



2011 ROLE OF HONOUR

**REG HAYTER CUP FOR THE NATWEST
PCA PLAYER OF THE YEAR:**
Marcus Trescothick (Somerset)

**JOHN ARLOTT CUP FOR THE NATWEST PCA
YOUNG PLAYER OF THE YEAR:**
Alex Hales (Nottinghamshire)

ECB SPECIAL AWARD:
Patrick Eagar

**PCA SPECIAL MERIT AWARD,
SPONSORED BY BRIT INSURANCE:**
Jack Bannister

SKY SPORTS SIXES LEAGUE WINNER:
Darren Stevens (Kent)

NATWEST ODI PLAYER OF THE YEAR:
Stuart Broad

ENGLAND FTI MVP OF THE SUMMER:
Alastair Cook

LV= COUNTY CHAMPIONSHIP PLAYER OF THE DECADE:
Mark Ramprakash

FRIENDS LIFE T20 PLAYER OF THE YEAR:
Andrew McDonald (Leicestershire)

CLYDESDALE BANK 40 PLAYER OF THE YEAR:
Chris Nash (Sussex)

FTI TEAM OF THE YEAR:
Alastair Cook (Essex & England)
Marcus Trescothick (Somerset)
Chris Nash (Sussex)
Alex Hales (Nottinghamshire & England)
Darren Stevens (Kent)
Steven Davies (Surrey)
Samit Patel (Nottinghamshire & England)
Chris Woakes (Warwickshire & England)
James Anderson (Lancashire & England)
David Masters (Essex)
Monty Panesar (Sussex)

PCA UMPIRE OF THE YEAR:
Michael Gough

COCKTAILS & DREAMS

FORMER NOTTINGHAMSHIRE PLAYER MATT WHILEY IS NOW A DIRECTOR OF FLUID MOVEMENT LIMITED, WHO RUN TWO BARS IN LONDON WITH PLANS TO OPEN NEW PREMISES IN DUBAI. IAN THOMAS FINDS OUT MORE.

PHOTOGRAPHY: SAM BOWLES

WHEN DID YOU BECOME INTERESTED IN THE IDEA OF OWNING/RUNNING A BAR? I always had an appreciation for good food and drink and when I was offered a job as a bartender six years ago I never thought of it as a full-on career, but there is so much to learn and so many opportunities out there.

DID YOU STUDY OR DO WORK EXPERIENCE ALONGSIDE YOUR CRICKET CAREER? I have taught myself the art of bartending and more recently explored the world of forward thinking drinks, making the experience multi-sensory.

WHAT HAS YOUR CAREER PATH BEEN SINCE YOU FINISHED PLAYING CRICKET? I started bartending in Nottingham and moved onto managing a bar there before switching to London to work at places like Molton House and the award winning Zuma in Knightsbridge. I then decided to start a company with some friends, called Fluid Movement. We specialise in bar consultancy, events and training. The success of the company in our first year meant we were able to purchase our first bar, Purl in Marylebone. Purl has gained lots of national and international press and we have now launched a second bar in the capital called The Worship Street Whistling Shop.



GIVEN YOUR EXPERIENCE POST-CRICKET, IS THERE ANYTHING YOU WOULD HAVE DONE DIFFERENTLY AS A PLAYER? I would have done it totally differently! I now understand the harder you work, the more successful you can be. But as a player I was always last onto the field and first off. I'm sure with a better workrate I could have been more successful.

WHAT IS YOUR CURRENT JOB AND WHAT DOES IT INVOLVE? I'm a director of the company and this involves overseeing the bars, helping out with our events and providing consultancy when needed. We do a lot of innovation when it comes to Purl, so we are always coming up with new fresh ideas for cocktails.

HAS YOUR CRICKETING EXPERIENCE BEEN VALUABLE IN YOUR CURRENT OCCUPATION? Yes – because of being a pro' I'm desperate for us to be the best we can be. I have installed this mentality in the staff – and we have weekly meetings to thrash out how we can improve. We have a fantastic work culture and are driven to win awards in our industry.

DO YOU GET A SIMILAR SENSE OF ACHIEVEMENT NOW FOR A GOOD DAY COMPARED TO WHEN YOU PLAYED CRICKET? Yes – the first thing I do when I wake up is grab my iPhone and click on the application that lets me check the takings last night. If we've hit or exceeded our target for the night, I'm very happy.

WHAT ADVICE WOULD YOU GIVE TO PLAYERS WANTING A CAREER IN THIS INDUSTRY? Knowledge is power, so read up on the history of the cocktail and find out why we still use certain techniques today. Reading is key as there are always new things to learn and be prepared for a lot of long hours. But if you remain focused there can be a lot of great rewards along the way. ▶



CAREER FOCUS RUNNING A PUB

THE FACTS

HAVE YOU EVER DREAMED OF ESCAPING THE RAT RACE AND HEADING FOR THE QUIET LIFE TO RUN A COUNTRY PUB? OR DO YOU THINK THE SOCIAL SCENE AND SENSE OF COMMUNITY OF A FRIENDLY TOWN PUB IS RIGHT DOWN YOUR STREET? IF SO, YOU'RE NOT ALONE.

DESPITE A FALL IN THE NUMBER OF PUBLIC HOUSES OF LATE, A PUB IS STILL A POPULAR BUSINESS TO BUY - AND IT'S NOT SURPRISING WHEN YOU LOOK AT THE SIZE OF THE MARKET. AS OF 2008, THERE WERE OVER 55,000 PUBS IN THE UK. BUT THERE'S MORE TO RUNNING A PUB THAN SIMPLY CHATting WITH THE LOCALS AND PULLING THE ODD PINT. BEFORE YOU INVEST YOUR MONEY THERE ARE SOME IMPORTANT CONSIDERATIONS AND CHOICES TO MAKE.

Who is it suited to? Landlords are drawn from all walks of life: business, the police, the armed forces, shops, and, of course, other pubs. The variety of different pubs means there will be one to suit every taste.

More important than your previous occupation are the skills you have and your personality. "Drive and determination are key," says John Walker, deputy director of the British Institute of Innkeeping. "People have a romantic notion of what running a pub is about. It's a difficult job with extremely long hours. You might get a drinks delivery at 6am and then be working until after midnight."

Modern pub owners also have to be commercially aware. They are effectively the managing director of their business. This entails maintaining a high level of customer service and also managing the actions of your clients. Often, tact and firmness are required because your licence and livelihood depends on their good behaviour. You will manage a close-knit team of staff, so you will have to keep abreast of employment law, management techniques and training. You will also have to keep a close eye on the finances.

Tenancies, leased houses and freehouses

By far the most common and easiest way to get into the pub business is to run a tenancy or lease. Around half of pubs are run this way and they tend to be smaller and older pubs in suburbs, estates or villages. Tenanted and leased pubs are

owned by the pub company and rented to an individual who then trades as a sole trader.

A tenancy is the route that most people take - especially those starting on a budget. The initial cost is limited to the fixtures, fittings and the existing stock of the pub. You will also have to pay a deposit to the brewery to cover the drinks bill. After that you will pay a rent based on the performance of the pub.

Both tenanted and leased pubs are called 'tied houses', because they are expected to buy products from the companies that own the premises. Most ties are for beer and cider, leaving the pub free to buy wines, spirits and minerals from where it pleases.

To apply for a tenancy, you approach the landlord direct - usually either a national pub company, a regional one attached to a brewery or a small local one. Leaseholds are usually bought from the previous lessee. In both cases, training and support can be given if necessary.

Freehouses Around a third of UK pubs are freehouses and as the name implies, they are independent from brewers or pub companies. Freehouses are owned outright, or mortgaged, by an individual. If they are tied to buying products from a brewery, it is usually a condition of a loan or grant from the brewery.

Legal compliance and training To sell alcohol for consumption on your premises you must have a licence, which is awarded by the local magistrates. You must be over 18 years old, have no criminal record, prove that you are a 'fit and proper' person and understand your legal and social responsibilities.

Most licensing benches advise candidates to hold a British Institute of Innkeeping National Licensee's certificate. Although this is not a guarantee of success, it will prepare you for the application. If you plan to develop the catering side, you will also need to contact the local environmental health department to ensure that you meet their standards.

How much does it cost? Tenancy costs pay for the fixtures and fittings and a deposit covering you if you can't pay your drinks bill. The rent depends on the pub - its size, what type it is, whether it does food etc. - but is generally estimated at about 12 per cent of turnover.

They may give you a rent reduction for the first three months to help you get going. With a tenancy or lease, it's also worth asking

about the training and support package.

Buying a leasehold is a bit more complicated because the performance of the business will determine the amount you have to pay for the goodwill of the company. This will be negotiated with the previous leaseholder based on the accounts for the business in addition to the fixtures, fittings and stock. Prices can start low but rise steeply for more successful pubs.

The most expensive option is buying a freehouse, which will include the value of the building, the fixtures and fittings and the business as a going concern. The cost of a freehouse is often around one and a half times its turnover.

How much can I earn? A lot of people run pubs for lifestyle reasons. They love running a pub and wouldn't want to do anything else. However, there are others who run it strictly as a business and find that, if done well, it can be very financially rewarding.

With a tenancy you don't profit from the sale of the business when you pass it on. However, if you've had success with a leasehold, you could be in for a windfall when you sell up.

Owning a successful freehouse is where you can really rake it in. "If you build the business in a freehold, then you really are sitting on a goldmine," says Walker. The profit will not be eaten up in rent, although you may have a large mortgage.

Tips for Success Investigate the turnover by looking at the accounts, VAT returns and a certificate of turnover but also by close questioning of the vendor.

You need to plan ahead, thinking carefully about the type of pub and the marketplace, to decide how it can be developed successfully.

Extra finance will be required if you need to improve the catering facilities or any other part of the pub. Refurbishing the floor and upholstery of a small village pub, for example, would cost a few thousand pounds.

Regardless of your own experience you may also need to invest in staff and training. This is another significant overhead when you consider that experienced pub managers often demand a substantial salary.

Websites to Look at

www.bii.org/home
www.howto.co.uk/business/run-a-pub/
www.itsapublife.co.uk/
www.charleswells.co.uk/home
www.fullers.co.uk
www.greenekingpubs.co.uk



WELCOME FROM YOUR PDW TEAM

Hopefully you have recovered from your end of season parties and are now able to focus on this latest issue of Beyond the Boundaries!

On a more serious note, over the winter we are really keen for you to have a chance to develop yourselves as players and people. There has been a significant change to your contracts in which the ECB and first-class counties have agreed to the premise that every player has the right to a half-day per week to spend on personal development between October and March. On pages 22-23 we explore what that really means and what your various options might look like. Elsewhere in this edition, we

investigate a career in the pub trade on page 16 and also look at business franchising as a career option (page 24). For those of you are keen to stay within cricket after your playing days are over, we feature Cricket Development as a career on page 27.

If you are looking for inspiration or ideas this winter, then turn to page 20 to discover what a number of players are doing with their time in the off-season. For those of you that are staying in the UK - winter well in indoor schools around the country and get yourselves organised and signed up for personal development experiences and training! And for those of you who are escaping

to sunnier climates - lucky you. I hope you too get a chance for some well-earned rest, recovery and personal development.

Since the last edition of Beyond the Boundaries, Tristan Coulter and Liz Gould have moved on to new roles in Australia and I'm sure you would join us in thanking them for their work and wishing them well for the future. Matthew Wood, formerly of Yorkshire and Glamorgan, has become our latest recruit and is settling into the role well.

Please do not hesitate to get in touch for any help or guidance.

Kate & the PDW team

KEY CONTACTS & PERSONAL STATEMENTS

KATE GREEN

I strongly believe in the need for everyone to have someone to talk and work with, in a confidential and non-judgmental way. It is this fundamental belief that has led me to previous roles and currently my work within cricket - supporting and challenging players to achieve their potential as players and people, both on and off the field.

NATIONAL LEAD -
RESPONSIBILITY FOR:
ENGLAND TEAMS,
SUSSEX
07766 804 484
kate.green@ecb.co.uk

PURDY MILLER

My own hockey career required me to manage my lifestyle and personal development through key life transitions. Therefore I'm acutely aware of the demands of pursuing a career in professional sport and what makes dreams a sustainable reality. I understand the challenges of an environment that is always 'selecting', and the difference a trusted support system makes in helping you be successful and fulfilled individuals in and out of the game and unavoidably, beyond.

RESPONSIBILITY FOR:
NORTHAMPTONSHIRE,
LEICESTERSHIRE,
MCC YC
07771 972 827
purdy.miller@ecb.co.uk

RACHEL NEWNHAM

I originally started working in a completely different industry so I'm well aware how daunting it can be to have to think about changing careers. Your second career can be as rewarding and fulfilling as your cricket career if you plan ahead and that's why I believe the PDW programme is instrumental in supporting players with the transitions and decisions they make, and the plans they put in place.

RESPONSIBILITY FOR:
MIDDLESEX,
HAMPSHIRE,
NOTTINGHAMSHIRE
07881 881 531
rachel.newnham@ecb.co.uk

IAN THOMAS

Having experienced the ups and downs of playing county cricket, I found myself amazed by the insecurities during a player's career. Planning for the inevitable change of a career while playing will always be part of the life of a cricketer. I feel the Programme helps with the insecurity of cricket and makes personal development a healthy thing to do alongside cricket. It allows for a smoother transition out of the game when needed and most importantly, takes away the stress while concentrating on cricket performance.

RESPONSIBILITY FOR:
GLAMORGAN,
SOMERSET,
GLOUCESTERSHIRE
07920 575 578
ian.thomas@ecb.co.uk

LYNSEY WILLIAMS

I am passionate about the impartial role PDW plays in supporting players to achieve their aspirations both on and off the field. I believe in the importance of encouraging players to create, identify and seize opportunities when and where they can to better themselves as players and people. It is equally important to support individuals in becoming better prepared for and better able to manage the wide range of challenges they are likely to face at different stages of their playing career and beyond.

RESPONSIBILITY FOR:
WORCESTERSHIRE,
WARWICKSHIRE
07990 883 971
lynsey.williams@ecb.co.uk

MATTHEW WOOD

The transition from elite sport to normal life must not be underestimated. The PDW programme is crucial in helping players through challenging times during and after their careers.

RESPONSIBILITY FOR:
YORKSHIRE,
LANCASHIRE,
DERBYSHIRE
07826 535 783
matthew.wood@ecb.co.uk

PHIL DICKS

I have been with Durham since their Minor County days. Now that they are an established first-class county, I'm enjoying the challenge of helping the club and the individual players fulfil their significant potential. I combine my roles of video analysis and PDW work to support players from the academy to the professional staff.

RESPONSIBILITY FOR:
DURHAM
07703 477 195
phil@ddicksp.freeserve.co.uk

PAST PLAYER CAREER MENTOR PROGRAMME

CHARLIE MULRAINE
PLAN and mentor
08702 640530
charlie@mymissionmentor.com

WINTER WORKERS

The winter months present a fantastic opportunity for professional cricketers to combine training at their counties with gaining experience and qualifications. Here's what a selection of the players are up to...

COMPILED BY IAN THOMAS



CHRIS ASHLING GLAMORGAN

This winter I have enrolled on a Sports Broadcast Journalism Degree - a long distance learning course at Staffordshire University. A team-mate, Mark Wallace, completed this course a few years back. It involves work experience at a newspaper, radio station or TV company.

To date, I've already done some work experience at Wales Online, who are responsible for the Western Mail, South Wales Echo and Wales on Sunday newspapers, and have already had a couple of articles published. I've planned to spend as much time as I can there over the winter as part of my course, but the work I will be doing is also good for my CV. I have to go to Staffordshire University once a month although the majority of the course is completed at home where they send the work through an online resource called 'blackboard'.

JAMES CAMERON WORCESTERSHIRE

I'm heading for Perth to play for the same University Cricket Club I've turned out for since 2005. After completing my Bachelor of Commerce degree at the University of Western Australia I went straight into professional cricket with Worcestershire. My main aim is to continue my cricket development with the University, who have all the facilities any professional sportsman needs. Along with the cricket and training, I'll be working for six weeks with a Stock Broking firm. I organised that through the club as I felt it was important to gain some industry experience after completing my studies. Alongside experience of the market and trading, the placement may help me decide what I want to do after cricket. I'm certainly looking forward it, both playing cricket in the sunshine and experiencing life outside the changing room.

LUKE EVANS NORTHAMPTONSHIRE

In 2008, I started training for my private pilot's license - a journey I'd wanted to embark on since I was young. I was delighted when my parents bought me my first lesson and during a winter playing in Perth I took to the skies for the first time. Since then, I've never looked back and have been training around my cricket ever since.

Winters now focus on clocking flying hours and studying. This winter will be no different with my current focus on the commercial syllabus, that is the next step towards building a post professional cricket career as an airline pilot.

I consider playing cricket and flying aircraft to be quite similar - every day presents a different challenge. Teamwork is key, there's the precise use of skills and also making positive decisions while under pressure. For these reasons, my planned future transition from cricket to aviation seems logical and hopefully, one day I'll have the pleasure of



JAMES CAMERON
IN ACTION (LEFT)

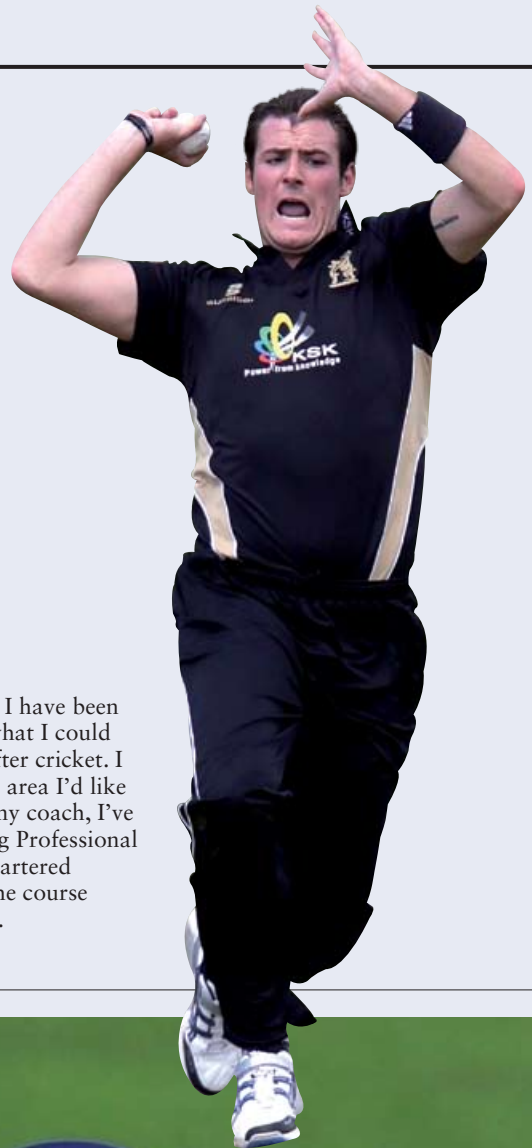


LUKE EVANS
TAKES TO
THE SKIES

taking some of you on your holidays! Training to be a pilot is very expensive, so the financial support offered by the PCA has been extremely helpful and I'm very grateful for that. I'd also like to acknowledge the encouragement from family, friends and team-mates. I'm excited to see airlines offering sponsored training and recruitment schemes, something I hope to be a part of in the future.

ANDY MILLER WARWICKSHIRE

After deciding to stay in the UK this winter, I have been working with my PDW Coach to find out what I could do in the off-season to support my future after cricket. I came to the conclusion that marketing is an area I'd like to pursue and so, with fantastic help from my coach, I've now enrolled on an on-line distance learning Professional Certificate in Marketing course with the Chartered Institute of Marketing. I plan to complete the course around my training and time off this winter.



GARETH REES GLAMORGAN

This winter I am working for Deloitte on a three-months placement in the private client service team. It's my second placement via the PCA Development and PLAN programme, after previously working for Clydesdale Bank and the latest placement will compliment my recent CIMA Management accountancy qualifications. Working or studying during off-season periods has always been part of my approach to life as a professional cricketer. The network and educational support the PCA provide is something all players should consider utilising during their career, as it better prepares us for the future and I believe it allows me to enjoy my cricket even more. However, by the end of this latest placement I'm sure I will be looking forward to seeing a cricket bat, rather than a tax return form.





FIRST-CLASS QUALIFICATIONS

The new agreement that will see players actively encouraged to work on their personal development in the winters is a godsend according to Jim Hindson.

When the ECB and the first-class counties agreed to the premise that every player has the right to a half-day per week to spend on personal development between October and March, it marked a fantastic step forward for professional cricketers.

Personal development has come a long way in a very short space of time. When my contract was terminated by Nottinghamshire in 1998, there was no PDW team to call upon and it took an incredible amount of commitment from a player to study in the off-season - as it was all down to the individual to organise. I had no future career in

place and finished up playing another season in New Zealand - which served to begin the healing process of rejection but also prolonged the agony of having to face up to the wide world without a cricket salary.

On returning to the UK, I sold my flat and my dad sorted me out with a car as I adjusted to earning a fraction of my previous wage, whilst working double the hours. The transition was tough but utilising the discipline I'd shown in my relentless fitness training while on the staff, I knocked on enough doors and spoke to enough people to first find out what I enjoyed

doing, and then securing a role in that sector.

Thankfully, this transition should now become a lot smoother. Alongside becoming the best possible cricketer you can be, part of your role is now to become prepared for life after your on-field career. It is a significant development and I would recommend it is embraced wholeheartedly.

A clearer mind on match days, without the stress of losing form or retiring through injury and suddenly being submerged in the deep end of the real world, can only improve your performances on the field.

Kate Green introduces the Personal Development & Welfare Programme

WHAT IS PERSONAL DEVELOPMENT?

Personal Development is the deliberate growth of an individual with the purpose of improving potential, capabilities and skills as well as increasing awareness to inner feelings, identity and belief systems with the aim of becoming a more conscious, whole and healthy human being. Personal Development will directly affect an individual's quality of life, levels of success achieved and the realisation of purpose and meaning.

WHAT IS CONTINUING PROFESSIONAL DEVELOPMENT (CPD)?

CPD is the systematic maintenance, improvement and broadening of knowledge and skills, and the development of personal qualities, necessary for the execution of professional and technical duties throughout the individual's working life. The purpose of undertaking CPD is to meet the objectives outlined in your own Personal Development Plan (PDP) - it is about relevance and applicability rather than simply clocking up hours. For example, attending a conference or seminar does not constitute CPD if you have gained nothing towards meeting your personal aims and objectives.

HOW WILL IT WORK?

Your Personal Development & Welfare Coach (PDWC) will use a variety of strategies to encourage you to reflect upon and evaluate your own learning experiences and plan for your own development. The term Personal Development Planning (PDP) is being used to describe this process. PDP helps you to drive your own learning, increase your awareness of skills, values, attitudes and competencies and thus has also a positive impact and potential to enhance your future employability.

MEASUREMENT

The ECB, PCA & FCC have written in time into every contract to support players and their Personal Development in the winter. There will be a record kept of what players have done and an expectation that each player will commit to their own development, with a minimum of attendance at mandatory and PCA courses run at each county. >



Fast bowler
Alex Tudor now
runs his own cricket
coaching business after
qualifying as a coach



Former wicket-keeper James Pipe
is now a qualified
physio after studying
in his playing days



Developing the young guns... Alex Wharf passes on his years of experience

CONTINUING PROFESSIONAL DEVELOPMENT SUGGESTIONS

(refer to the options and activities to the right)

- Courses leading to a relevant qualification
- Attendance at mandatory ECB-PCA education sessions (anti-doping and anti-corruption)
- Distance learning packages
- Career Coaching and Development
- Structured (not routine) reading on particular themes or topics
- Learning and researching topics that are relevant to your PDP objectives
- Involvement in coaching or acting as a mentor/consultant on topics of relevant professional interest
- Secondment to a post which adds relevant knowledge and expertise
- Work experience or volunteering
- Apprenticeships or vocational training

PERSONAL DEVELOPMENT ACTIVITIES 2011-12		AREA OF FOCUS	OPTIONS/ACTIVITIES/SUPPORT
	Mandatory	Rules & Regulations	<ul style="list-style-type: none"> • Anti-doping • Anti-corruption
	Option 1	Core Skills	<ul style="list-style-type: none"> • Communication Skills (Negotiations, Public Speaking, Effective Networking) • Personal Management Skills (Time Management, Financial Awareness & Wealth Management) • Social Responsibility - Media • IT Skills
	Option 2	Personal Self-Awareness	<ul style="list-style-type: none"> • Psychometric Assessment • Personal Development Planning • Personal Profile (Skills, Likes/Dislikes, Values & Beliefs, Education, Culture & Family) • Structured (not routine) reading on particular themes or topics
	Option 3	Professional Self-Awareness	<ul style="list-style-type: none"> • Career Coaching • CV Development • Interview Preparation & Practice • Career Coaching & Development • Learning & researching topics relevant to player PDP objectives
	Option 4	Experiential Learning	<ul style="list-style-type: none"> • Involvement in coaching or acting as a mentor/consultant on topics of relevant professional interest • Secondment to a post which adds relevant knowledge and expertise • Take part in a community or charity project • Taking an active part in Cricket Club affairs as a member of a club/sponsor
	Option 5	Educational & Technical Skill Development	<ul style="list-style-type: none"> • Courses leading to a relevant qualification • Distance learning packages • Apprenticeships
	Option 6	Work	<ul style="list-style-type: none"> • Work experience • Volunteering • Shadowing a colleague

Q&A

IN THE SECOND OF A SERIES OF Q&A INTERVIEWS, WE CHAT TO THE LATEST RECRUIT TO THE ECB/PCA PERSONAL DEVELOPMENT & WELFARE TEAM TO FIND OUT WHAT MAKES THEM TICK...

NO.2 - MATT WOOD



HOW DID YOUR CRICKET CAREER FINISH?

Looking back, I guess my move from Yorkshire to Glamorgan came a little bit late in my career. It was tough logistically, plus we suddenly had twins on the way and my personal performances weren't the best. I made a decision to retire which came earlier than I actually wanted. An opportunity came up to work as a territory manager in leisure for R&R Ice Cream, where I was dealing with theme parks and the like. I'd come into contact with the company through networking while I was playing cricket.

HOW DID YOU BECOME A PDW COACH?

In my playing days, I was a big fan of PDW and had used a guy called Dave Priestley at the end of my career and could see the value in it. When the vacancy came up for this territory, I felt like I had a lot to offer, especially having had that two and half years out of the game where I learnt about business and how other operations ran. The chance to get back into the game at this level was something that really interested me.

WHAT'S A GOOD DAY FOR YOU?

Engaging with someone and giving them perspective or advice. I think it's key that guys feel that they can approach you and that you've got the experience to help them out, so getting home after a longish day and receiving the odd text saying thanks is great.

BEST PIECE OF ADVICE YOU'VE GIVEN?

Perspective is key. You can get really snowed under with the game - you've got to perform and train like it means everything. For me, having worked away from the game in a totally different environment, you can see how important it is to keep perspective and understand there are other things out there. Ultimately, 90 per cent of the lads will need to find a job away from the game.

BEST PIECE OF ADVICE THAT IS NEVER TAKEN?

That there will be a time when you will need a career after cricket. It's up to us to be there for players - and up to them to seek us when it's ready for them. Often players who are vulnerable will try and speed things up, whereas it can be a slower process for younger players.

I WISH SOME CRICKETERS COULD BE...

More aware of how lucky they are now and how difficult it is in the real world. Nowadays a first team capped salary is a decent living and when your cricket career comes to an end, it can be tough to replace. You often take a dip in your pay and I hope players are prepared for the day they fall from a cricket salary to a different salary. If we plan and prepare, we can help deal with that.

HOW DO YOU USE YOUR SPARE TIME?

Emma and Isabell, our three-year-old twin girls keep us busy! I still like golf and still play cricket in the league for Kirk Burton CC. I'm a Liverpool fan, which can make it even tougher with some of the Lancashire lads after being at Yorkshire for 10 years!

BEST THING A PLAYER HAS DONE FOR YOU?

When a player rings you out of hours and asks for a chat - it means you've made that relationship where he feels he can get in touch at any time. Or if a player refers you on to his mate - that kind of feedback makes the job more rewarding.

Born:

Huddersfield, Yorkshire

Counties covered:

Derbyshire, Lancashire, Yorkshire

Years worked:

In first year

Previous career:

Was a professional cricketer for Yorkshire and Glamorgan; territory manager for R&R Ice Cream

LICENCE TO THRILL

If the thought of being your own boss and working in business appeals, then how about owning your own franchise?

WORDS: PURDY MILLER AND IAN THOMAS

The term 'franchising' has been used to describe many different forms of business relationships, including licensing, distributor and agency arrangements. The more popular use of the term has arisen from the development of what is called 'business format franchising.'

Business format franchising is the granting of a license by one person (the franchisor) to another (the franchisee), which entitles the franchisee to trade under the trade mark/trade name of the franchisor and to make use of an entire package, comprising all the elements necessary to establish a previously untrained person in the business and to run it with continual assistance on a predetermined basis.

THE PRINCIPLE IS SIMPLE...

Some companies choose to grow, not by developing in the conventional way, but by granting a license to others to sell their product or service. Below are some of the details to consider if you were to consider this as a career path after cricket.

WORKING HOURS

Would depend on the type of franchise you ran, but you are likely to need to put in long hours to make your business succeed.

WORKING ENVIRONMENT

Would also vary according to the type of franchise - you could be running a high street shop, travelling to customers in a mobile business van, or working from home.

INCOME POTENTIAL

Your profits (and therefore your income) will depend on the type and size of franchise, and how much

effort you put into making the business work.

ENTRY REQUIREMENTS

Formal qualifications aren't necessary to run most franchises, but to have business skills in areas like people management and basic accounting would be an advantage.

START-UP REQUIREMENTS

You will need enough money to buy the franchise and pay the franchisor's fees. Few franchises are available for less than £5,000, and the average start-up cost is between £20,000 and £50,000.

TRAINING & DEVELOPMENT

Good franchisors will offer initial and ongoing training to you and your employees as part of the franchise agreement. Typically to include:

- Operating the business to the required standard
- Sales skills
- Product knowledge, Pricing and Marketing
- Finance, Administration and Customer Relations

You may find it useful to take a short business start-up course run by a local college, adult education centre or enterprise organisation. You could work towards qualifications aimed at people running their own business, such as:

- NVQ Level 3 in Starting a New Business Enterprise
- NVQ Level 4 in Developing an Established Business Enterprise

SKILLS & KNOWLEDGE

Franchising companies will look for the following qualities:

- Self-motivated and determined
- Good business sense

- Excellent organisational skills
- Willingness to follow the franchise company's rules and guidelines
- Understanding of budgets and accounts
- Confidence to market and promote your own business
- Good communication skills
- Stamina to cope with working long hours
- Ability to manage and motivate employees

If this appeals to you, there are some factors to consider before making the leap into being a franchisee.

BENEFITS OF BEING A FRANCHISEE

The Boss is You - self-employed as with owning any business.
Established Brand and Customers - you don't have to come up with a new idea - someone else has had it and tested it, too!
Marketing - being part of a larger, well-established franchise operation means you will often have national and local advertising campaigns and a solid trading name
Reputable Suppliers - franchisors often have established relationships with suppliers for all the materials franchisees need.
Training & Development - good franchisors will offer comprehensive training programmes in sales and indeed all business skills.
Business & Financial Support - good franchisors can also help secure funding for your investment (e.g. discounted bulk-buy supplies) when you are in operation.
Customer Loyalty - customers will also understand that you will be offering the best possible value for money and service - although you run your 'own show', you are part of a

much larger organisation.
Reduced Risk - for all of these reasons, starting a franchise of an established brand often has less risk than starting a business from nothing.

THINGS TO BE AWARE OF:

Initial Payout (Franchise Fee and Start-up Costs) - some bigger franchise operations can involve large initial costs, often more than what it would cost to start your own business.
Royalty Payments - for as long as you are a franchisee, reducing your profit potential.

Marketing/Advertising Fees - to receive promotional support from some franchisors.

Limited Creativity/Flexibility - you will have to use their brand and system and follow their rules.

Sole Sourcing - some franchise stipulate supplies from an approved list of suppliers,

Long-Term Contract - you may be stuck for many years.

Dependent on Franchisor Success - the reputation of your franchise may only be as good as that of the franchisor.

RISK

There's always risk in starting any new business. Opening a franchise rather than starting your own business offers no guarantees of success.

For more
information visit
the websites below
or alternatively speak
to your regional
PDW Coach

British Franchise Association:
www.thebfa.org

Business Link network:
www.businesslink.gov.uk

Business Support Wales:
www.venturewales.com or
www.business.wales.org

THE FRANCHISE WORLD'S TOP 10!

1

HAMPTON HOTELS

START-UP COSTS: \$3.75M - 13.11M

In 1984, the first Hampton Inn opened in Memphis, Tennessee as the first mid-price national hotel chain to offer a free continental breakfast and free local phone calls. In 1999, Hampton Inn was acquired by Hilton Worldwide

2

AMPM

START-UP COSTS: \$1.85M - 7.76M

First opened in Southern California in 1978, there are now nearly 3,000 combination gas station and convenience stores across the U.S. and internationally, offering nearly 2,200 different hot and cold snack food and drink items.

3

MCDONALD'S

START-UP COSTS: \$1.07M - 1.89M

In 1954, milkshake mixer salesman Ray Kroc heard a hamburger stand was running eight mixers at once. Seeing a sales opportunity, he encouraged brothers Dick and Mac McDonald to open a chain of their restaurants - and became a partner in this global brand.

4

7-ELEVEN INC.

START-UP COSTS: \$30.8K - 611.1K

5

SUPERCUTS

START-UP COSTS: \$106.05K - 199K

6

DAYS INN

START-UP COSTS: \$202.17K - 6.76M

7

VANGUARD CLEANING SYSTEMS

START-UP COSTS: \$8.08K - 38.1K

8

SERVPRO

START-UP COSTS: \$132.05K - 180.45K

9

SUBWAY

START-UP COSTS: \$84.8K - 258.8K

10

DENNY'S INC.

START-UP COSTS: \$1.13M - 2.4M

[Source: America's 2011 top franchises from Entrepreneur's Franchise 500]

SINGH WHEN YOU'RE WINNING

Rudra Singh, enjoyed a 14-year first-class career between 1982-1996 for Uttar Pradesh in the Ranji Trophy and represented India in one-day cricket. Towards the end of his career, he starred as overseas pro for Burnley but injury forced him to think seriously about a new vocation.

INTERVIEW: MATTHEW WOOD

WHAT INSPIRED YOU TO BECOME A CRICKET DEVELOPMENT MANAGER?

When I broke my ankle early in the season while at Burnley CC, I wasn't sure whether or not I would return to first-class cricket when I returned home. I was keen to stay involved and fortunately at that time a newly structured ECB were recruiting Cricket Development Officers in the Lancashire region. I loved the game and was always keen to help the younger guys. I had a good perspective of the amateur scene in England and realised how important it was to both youngsters and the community. I call this job my second innings - I have been doing it for 16 years now and have seen the role evolve massively.

WHAT SATISFIES YOU MOST ABOUT THE JOB?

The ultimate satisfaction is when you see players come right through the ranks and playing county cricket. I remember Jimmy Anderson at the age of 14 at Burnley CC and seeing him playing for England is very satisfying. Lots of the current Lancashire squad have all come through the system and that's very rewarding. The success of the England team is having a positive effect at grassroots and club level so the challenge now is to keep raising the standard.

HOW HAS THE ROLE CHANGED AND WHAT FACTORS HAVE DRIVEN THIS?

In recent years we have seen funding from the ECB increase and this has helped develop not only grassroots cricket but also improve facilities around the local clubs. The links between schools and clubs are now much closer and with improved coach education we are seeing the standards driven upwards. One of my key roles is overseeing and managing coaches within the district and there has been a significant rise in the level of coaching now available to youngsters.

HAS PLAYING PROFESSIONALLY HELPED YOU IN THE ROLE OF CDM?

Most definitely. I think if you have played to a high level then you gain a lot of instant credibility, not only with your peers

and coaches but also the youngsters. Professional cricket has given me lots of transferrable skills which I feel have helped me along the way. The job requires high energy levels, a willingness to help and engage others along with the ability to communicate and interact in group situations. There is also a high element of administration skill required and this is something for which I have trained and studied. We are constantly improving ourselves and benefit from training provided by the ECB and the Lancashire Cricket Board.

RUDRA SINGH
PASSES ON HIS
EXPERIENCE;
(FAR RIGHT)
THE NEXT
GENERATION
OF LANCASHIRE
CRICKETERS





AND FINALLY, WHAT ADVICE WOULD YOU GIVE TO SOMEBODY CONSIDERING CDM AS A FUTURE CAREER?

It's important that players realise while playing cricket they develop lots of useful skills that can help them in future careers. If you have a passion for the game then there are lots of jobs within cricket. However, a CDM's job is not just limited to knowing about cricket. There are many other areas to it. Motivating and enthusing people around you are key, as you often work at club level and with volunteers. How you interact with others is very important, however it's very rewarding and offers a continuous challenge.

CRICKET DEVELOPMENT MANAGER - THE LOWDOWN

WHAT'S INVOLVED?

The role of the Cricket Development Manager is one of the most diverse roles in cricket. Most Cricket Development Managers (CDMs) are employed by one of the 39 ECB County Cricket Boards, who are the governing bodies for recreational cricket within their counties.

RESPONSIBILITIES?

CDMs play an important role in developing cricket within the recreational game and are usually responsible for three or four specific boroughs, districts or areas within their county. Their role is to help develop individual clubs, teams or groups within these areas, in line with Club Development Plans. This involves building effective partnerships with all key stakeholders and putting plans and strategies in place to ensure standards and levels of cricket develop and improve.

QUALIFICATIONS?

The diverse nature of a CDM's job means that there are no mandatory skills or qualifications needed for the role, as every county will be looking for something slightly different. While a Sports degree is useful, it is not necessary, and many CDMs start their careers in administration jobs or community or coaching roles. CDM roles require a good level of administration and most also involve an element of coaching, so getting experience in either of these areas is a useful way to get your foot in the door.

WHAT SKILLS AND EXPERIENCE DO I NEED?

- Self-motivation and a passion for cricket
- Be positive, approachable and reliable
- Good management, budgeting, organisational and IT skills
- Knowledge of cricket structures and pathways
- Flexibility to work in different environments and with different people
- Cricket coaching qualifications - minimum UKCC2 - and experience
- Good communication and negotiation skills

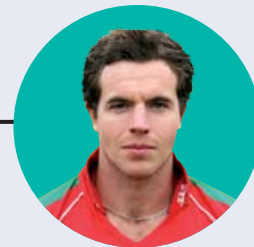
WHAT DAY-TO-DAY TASKS WOULD I DO?

- Writing the county's development plan, ensuring the adherence to targets and budgets
- Writing, implementing, tutoring and assessing the county's coach education programme
- Working with clubs to ensure that they develop both their standard of cricket and their facilities, to meet the needs of their members and local community
- Help guide clubs towards meeting the county and ECB strategic development plans
- Coaching (county age groups, girls/women's, county elite teams)
- Work with and manage volunteers e.g. community coaches, club officials

PRACTICALITIES OF THE ROLE?

- Salary - The role's diversity means that you could earn anywhere from £18k to £35k depending on your skills, experience, the job description and the county.
- Hours - These can be very long and anti-social as a lot of work is done in the evenings and at weekends
- Motivation - The variety of workload means every day is different and the role can be extremely rewarding when you see how a club or team has improved and developed.
- Career Progression - The main career move would be up to Head of Development but the broad nature of the role would allow you to follow many different career paths.

To find out more, speak to the CDM at your county or contact your Personal Development and Welfare Coach



TAKING THE POSITIVES

Adam Shantry was forced into retirement this year, but explains that his glass is still very much 'half full.'

No matter what situation we find ourselves in, we always have the option of how we view, and ultimately, go about dealing with the challenges in front of us. Were you unlucky to crash your car, or were you fortunate to walk away from the wreckage? Should you regret not getting that pretty blonde's number, or be thankful that you got so far with her in the first place? Just like the examples above, these matters can be trivial or potentially life changing, but once our cards have been dealt, it is up to us to deal with them as best we can.

After joining the Northamptonshire Academy in 2002 and having subsequently spent time at Warwickshire, and most recently Glamorgan, my career has now been ended by injury. While this is obviously not the way a player envisages going out, such is the nature of professional sport. I am not the first, nor will I be the last to suffer this fate, and maintaining a sense of perspective is crucial at this juncture. Do we sit back and dwell on what could have been, on those missed opportunities and unfulfilled dreams? Or are we thankful for our time spent living the life we dreamed about as children?

Undeniably, there will be things that will be hard to replace. As you will doubtlessly have seen and heard many times before, from ex-sportsmen all over the world, the dressing room camaraderie is top of the list. There are everyday occurrences in the changing room that would constitute immediate dismissal in the workplace. Cricketers are paid to travel the country (and during pre-season tours, the Southern Hemisphere), challenging their skills against some of the best in the world, whilst sporting a vast array of free clothing and equipment. In addition, not many jobs offer effectively five months holiday per year, three hour working days in the summer, or a flexible 'Go home if it rains' policy.

While I enjoyed that lifestyle immensely, my injury made it impossible to continue, and I am now looking to move forward to the next stage of my life. Admittedly the list of things that I won't miss is considerably shorter, but a few notable entries include having to see Gareth Rees' ample posterior on a daily basis; that most despised of creatures, the token fitness session; and when celebrating a wicket



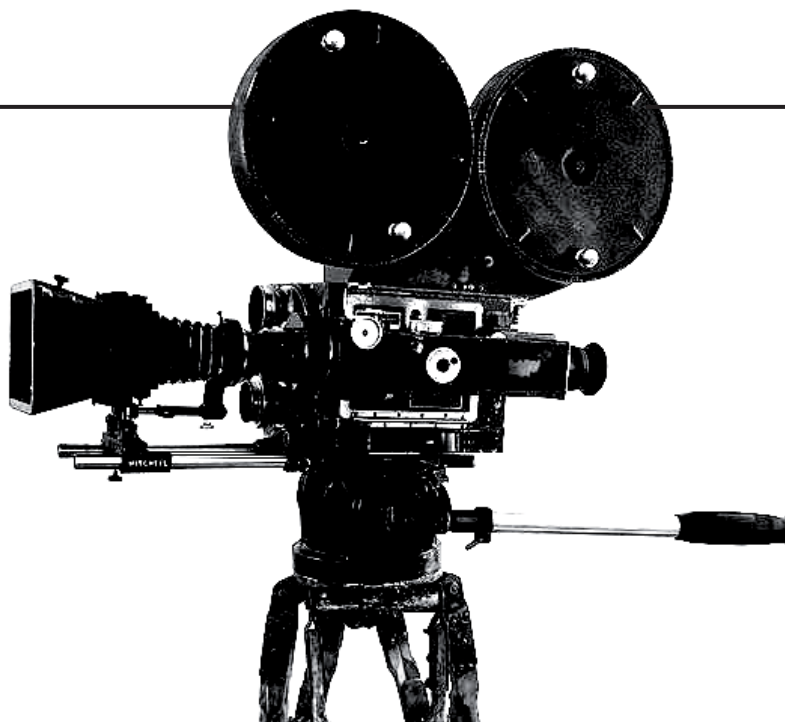
(normally one of the highlights of a bowler's work) being embraced by Will Bragg - the smelliest man in world cricket.

This has been a transitional period, and the support network provided by the PCA has been invaluable. I have had many conversations with Ian Thomas, Jason Ratcliffe, Ian Smith, and Dean Conway, and an otherwise considerable burden for one player has been shared among these highly qualified and extremely helpful professionals. Thanks to their help, and the work that I have done previously with the Personal Development programme (something that I recommend every current player does), this potentially tough time has been navigated with comparative ease.

I said at the start that we all have a choice. For those of us not fortunate enough to leave the game on our own terms, ours is to resent the way fate conspired, or to be thankful that we experienced the life for which so many would give everything. With that life come so many memories, so many skills, and so many qualities that will stand you in good stead for the rest of your days. The choice is easy.



ANOTHER DAY OFF IN CARDIFF, AND PDW COACH IAN THOMAS



THAT'S ENTERTAINMENT

THREE PAST PLAYERS WHO HAVE FORGED VERY DIFFERENT CAREERS IN THE MEDIA INDUSTRY REVEAL THE SECRET TO THEIR SUCCESS.

WORDS: JIM HINDSON

The life of a professional cricketer is inextricably linked to the media throughout his career. The news that Johnny Briggs has signed for the 'Shire' will be pumped out onto the wires by the club and picked up on websites, in the local newspaper and possibly even on radio and TV. A first team debut receives similar treatment - and then the pressure really is on both the individual and team to perform.

A cricketer soon learns that it is only the extremes of performance that will be reported by the media machine. Hundreds, five-fers, and international call-ups are broadcast for all to see, as is, alas, injury or de-selection. The relationship with the media ends normally with a couple of lines on Johnny Briggs being released and leaving with the club's best wishes or very occasionally, with a longer piece charting a glittering career.

But does it have to end there? Whether you manage one year on the professional staff or 20 years, playing day in day out, for six months on end ensures that you know more about the nuances of cricket than pretty much everyone else on the planet. That information has to have a value and the media provides an obvious outlet. Are there any cricketers out there who wouldn't fancy sitting in the studio passing comment on a game in progress >

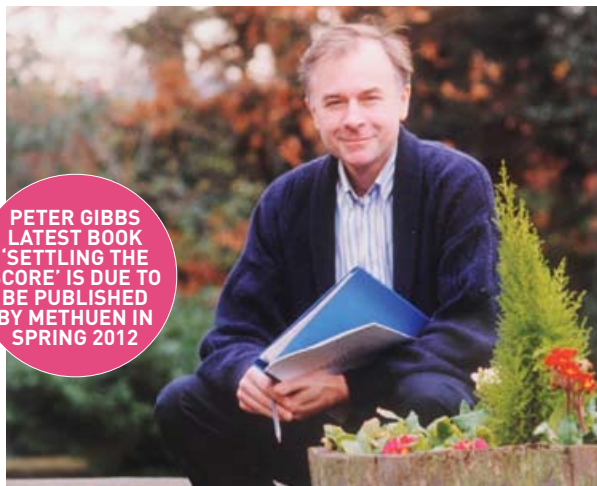


SKY SPORTS NEWS
REPORTER AND
FORMER KENT
OPENING BATSMAN
DAVID FULTON

– the expert in his field cast to enlighten mere mortals on what the hell is going on?

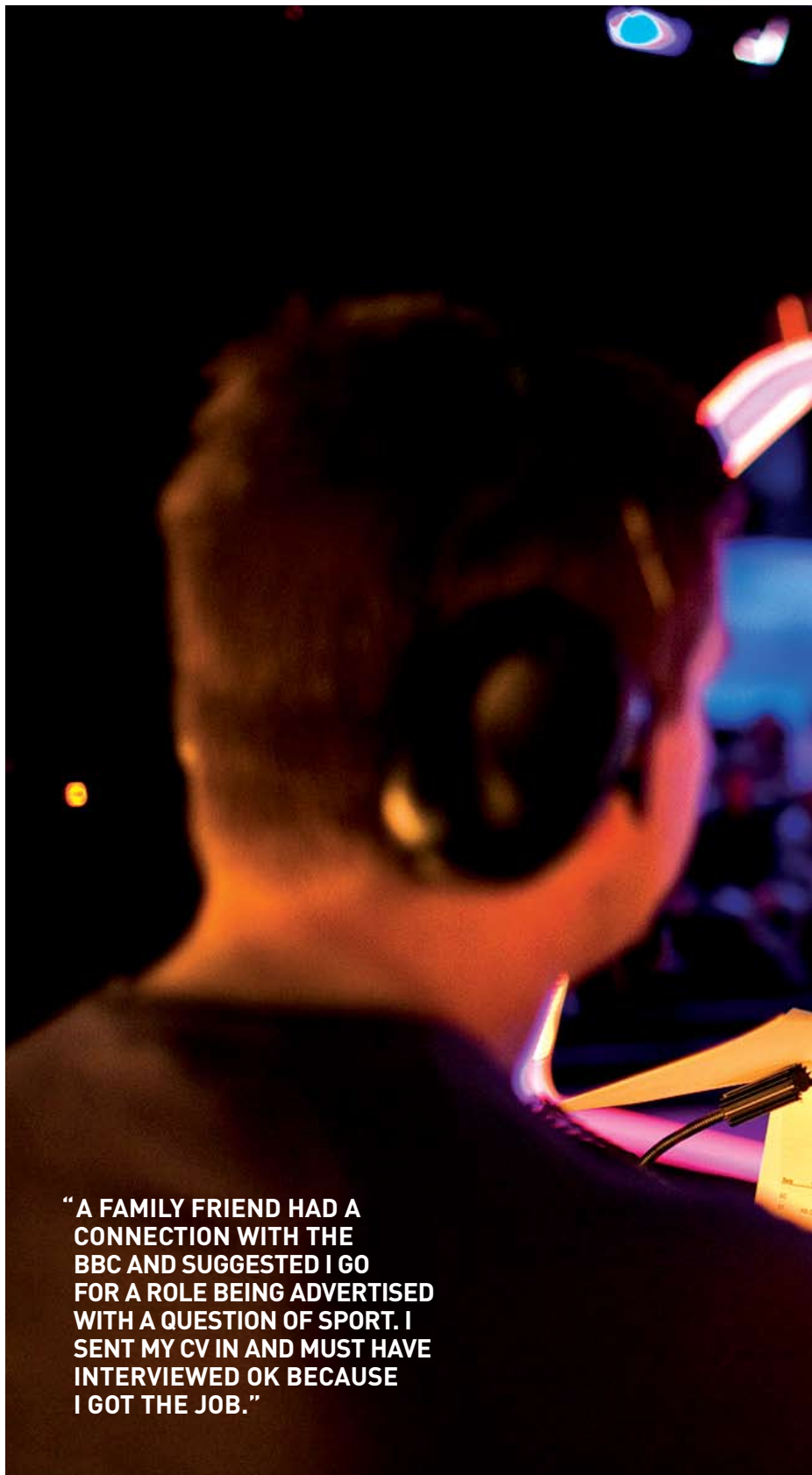
“Only if you are qualified enough,” said former Kent batsman David Fulton who now works as a roving reporter for Sky Sports News. “You need to have been a superb player to be able to sit at the table in the studio and talk about the game. And with the likes of Robert Croft and Dominic Cork looking to carve a career for themselves in the near future, these jobs are few and far between. There is the host’s chair, of course – asking the questions. Ian Ward, who played for England, has made a fine career out of this but again, opportunities are at an absolute premium.”

Fulton, who came within a whisker of an England cap during a 2001 season that saw him score eight centuries, was proactive during the off-seasons, writing for the Kent Messenger and Medway Today. After retiring, he spoke to Sky Sports and pursued the news route, utilising his skills as a journalist and experience as a player. And Fulton is a huge advocate of players making contacts during their career. “While you are a player, you will find people a lot more accommodating and that can change very quickly when you become a washed up old has-been! If you are interested in the media, make enquiries – shadow a journalist or news reporter. Get out there and do stuff.”



Former Derbyshire player Peter Gibbs echoes Fulton’s sentiments. The opening batsman played for the Midlands club in the late 1960’s and early 70’s, making 1,000 runs in a season on five occasions. Since then, he has become a full-time playwright with over 100 broadcast television scripts to his credit, and he was the leading contributor to the ITV drama ‘Heartbeat’. Speaking from his Warwickshire home, he said: “There are a lot of people who watch cricket, so it is up to the players to keep their eyes and ears open. The first step into your next career is contacts.”

Gibbs was always inventing sketches at college and admitted his first break was winning a writing competition for a local radio station, which then led to >



“A FAMILY FRIEND HAD A CONNECTION WITH THE BBC AND SUGGESTED I GO FOR A ROLE BEING ADVERTISED WITH A QUESTION OF SPORT. I SENT MY CV IN AND MUST HAVE INTERVIEWED OK BECAUSE I GOT THE JOB.”



THE QUESTION OF
SPORT STUDIO,
SALFORD

IN THE MEDIA

some commissioned work. During his playing days, he could often be found at the team hotel writing while his team-mates were on the golf course. He spoke of the opportunities now available to cricketers with an interest in writing. "There are club websites to write for now and yearbooks as well. Maybe a player could pen a colour piece, giving insight into day two of a Championship match – bringing the match to life. By creating the opportunity to write something, players will give themselves a chance to find out whether they actually like it – and also whether they are any good at it."

For off-spinner Gareth Edwards, writing questions and answers provided the key to opening up his career in the media industry, as he explains. "I spent most of my career at Glamorgan, then a bit at Surrey, and when I finished I was doing bits and pieces but wasn't sure exactly what I wanted to do. A family friend had a connection with the BBC and suggested I go for a role being advertised with A Question Of Sport. I sent my CV in and must have interviewed ok because I got the job."

Over the next 13 years, Edwards has steadily climbed the media ladder to his current role as series producer. But he warned that players leaving the game should be prepared to start from square one. "Think back to

when you were a colt and were trying to get onto the playing staff. Do the mundane tasks well and show willing to help anyone out who needs it. Also don't narrow your options down just to a job in sports media. I'm in entertainment – which is great as it means I can still play cricket on a Saturday."

Edwards now runs a team of 15 and works virtually all year round on A Question Of Sport. "Lots of preparation goes into producing all the content you see on TV and deciding on the guests who will appear on the show. I also manage Sue (Barker), Matt (Dawson) and Tuffers (Phil Tufnell), and then there's producing the shows when we record them plus overseeing the entire editing process."

In common with Fulton and Gibbs, Edwards has found a niche in the media industry, which on the face of it may not be as glamorous as being the suited and booted pundit. However, the enjoyment of their post-cricket careers came through vividly in the interview. The last word belongs to Edwards, who when asked if a career in the media is worth pursuing simply said: "Honestly, it's a great profession and I cannot speak highly enough of it."

FOR MORE INFORMATION ON A CAREER IN THE MEDIA, CONTACT YOUR PDW COACH OR VISIT THEPCA.CO.UK/CAREER-MENTORING



FROM TOP: MATT DAWSON, SUE BARKER & PHIL TUFNELL; THE PRODUCER'S VIEW; EDWARDS ON CALL IN SALFORD



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Every year 37,000 men are diagnosed with prostate cancer – that's enough men to fill Lord's.



Thank you to Nick Cook, ECB umpire, for supporting our campaign.

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DRESSING ROOM NOTICES



PCA Masters Fixtures

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Budding Journo's
Fancy having your work published?

The PCA is looking for contributors to their website now – call Jason Ratcliffe to find out more on **07768 558 050**.

Charity begins at home

Beneficiaries Graham Napier and Geraint Jones have added the PCA Benevolent Fund as their charity for 2012. Big thanks also goes to Jon Batty who made the largest single donation of £8,000 from his year.

The Fund is there to support all players in times of trouble and you can return that support by raising money and awareness for the fund.

To discuss fund-raising ideas, call Jason Ratcliffe on **07768 558 050**



Travel Policy

Applicable to current and full PCA members, there have been important changes to the PCA Travel Policy.

Key points:

24-hour Emergency Number is now +44 (0)208 763 3155

The policy number is now RKK806998

Visit: www.thepca.co.uk/travel_policy

County Cricketers' Golf Society

The CCGS provides the chance to renew old friendships, play on some superb courses and raise funds for the PCA Benevolent Fund.

Contact Honorary Secretary Graham Cottrell for more on **01280 822 624 / g.cottrell@homecall.co.uk**

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PCA AWARDS
DINNER**
DATE TBC

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PCA Past Player days
will be announced soon.

Keep a look out for the
texts, newsletters or visit
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Past players are now
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Jason Ratcliffe and Ian Smith have
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their contracts in the last two years
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Legal Director

Mobile: 07798 698 201
Email: ismith@thepca.co.uk

Angus Porter
Chief Executive
Mobile: 07584 262 083
Email: aporter@thepca.co.uk

Jason Ratcliffe
Assistant Chief Executive
Mobile: 07768 558 050
Email: jratcliffe@thepca.co.uk

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DEMANDS - JUST HELP
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created specifically for the benefit of professional cricketers and their families, both past and present.



Members offers password

www.thepca.co.uk/member_offers

User name: pca
Password: offers

FTI MVP Rankings - check out the tables
England - www.thepca.co.uk/mvp-11
County - www.thepca.co.uk/county-mvp-teams-11



ROLL-OVER JACKPOT!
NAME ALL 58 PLAYERS
FEATURED ON THE COVER OF
THE LAST ISSUE OF BtB AND
WIN A CASE OF WINE. THEY'RE
ALL PCA MEMBERS, PAST AND
PRESENT... FOR FULL DETAILS
GO TO WWW.THEPCA.CO.UK



OWEN-THOMAS, D

A SCHOOLBOY
PROTÉGÉ WHO MADE
A DRAMATIC IMPACT
WHEN HE JOINED
SURREY IN 1970, DUDLEY
OWEN-THOMAS THEN
RETIRED BEFORE
MAKING A BRIEF BUT
MEMORABLE COMEBACK
IN 1978. THIS IS HIS PAST
PLAYER STORY.

LEAVING THE GAME?

I played in the first-team at Surrey for six years and was also at Cambridge University. The reality is that the pay was really poor. By 1975 I had mates working in the City and John Edrich, who was like a mentor to me, kept saying: 'Dudley, you have got to get out of this game'. He'd just come back from a Test Match where he'd earned £250. There was no TV money back then, and the game was run by out-of-date committees. I felt I had no alternative - so I retired.

BUT YOU MADE A COMEBACK?

After cricket, I read law at university and went to Law School. Then Mickey Stewart became manager at Surrey in 1978 - just after I'd finished my articles - and he asked me why I wasn't playing cricket. I practised for a couple of days, then played in the 2nds, where I top-scored. I was then picked for a John Player League game and top-scored again. I was offered a three-year contract - but turned it down.

ENGLAND INVITATION?

I got a letter in 1972 saying I'd been picked for England to go to India and Pakistan and that my fee would be £1,500 plus £25 for each previous tour.

CAREER LOW?

I really got upset when I was eventually left out of the tour (above) to India and Pakistan - the captain withdrew as a batsman and they put a bowler in.

HIGHLIGHTS?

I met some really interesting characters. I enjoyed playing and particularly enjoyed batting.

WHAT DO YOU MISS?

Since playing in the England schoolboys system, I've been involved in dressing rooms and miss the unique banter.

TOUGHEST THING ABOUT LEAVING?

You are leaving a protected environment where everything is provided and you have a great time. Then suddenly you are on the outside - I had to sell my car to go to Law School on the bus. Suddenly people don't know who you are.

ANY REGRETS?

I think I was really lucky and as I wasn't going to be picked by England for every game I think I timed it just right.

WHAT DO YOU DO NOW?

I'm involved in venture capital in the oil and gas industry. For some years I was a lawyer - and I spent most of my time trying to stop being a lawyer!

TOUGH TIMES?

I got a nasty attack of Prostate Cancer but thankfully I'm over it now.

CAREER FUNNY?

I played for Surrey against Durham in the NatWest Cup. The match was at Chester-le-Street, a famous coal mining area and Ces Pepper, the brash Australian, was umpiring. I went out to bat and was tapping down the wicket when Ces shouts: "Oi - careful. There are men working underneath there!"

**THE MOST
VALUABLE
PLAYER ISN'T
A MATTER OF
OPINION.
IT'S A MATTER
OF SCIENCE.**



FTI Consulting is working with the ECB and the PCA to ensure that the most accurate accumulation and analysis of data is coupled with best-in-class technology to give statistics real currency for coaches, players and fans. You can follow the FTI MVP Rankings online at thepca.co.uk

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FORENSIC AND LITIGATION
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Cricket and JLT: A Winning Team

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