



National Club T20 Expansion Proposals – Consultation Document

The Club T20 competition (currently sponsored by Vitality) takes the winners from the 29 Premier League T20 competitions plus three additional leagues from the North of England to make up 32 teams. These teams play in 8 Area Finals (4 teams at each) playing semi-finals and final. The 8 Area Final winners progress to Quarter Finals with the winners of these playing in the National Finals Day.

The National Finals were previously shown live on Sky Sports. In recent years this coverage has been scaled back to a highlights/magazine show of 30 or 60 minutes in length.

There are currently approximately 850 clubs that take part in the 32 T20 leagues that feed into the existing competition. It is felt that the competition is too restrictive. In-line with research commissioned by the ECB Strategy Team in conjunction with Populus and a recommendation to reduce the barriers to entry, below is a proposal to expand the competition to provide access to all clubs involved in T20 competitions across England & Wales.

Proposal

There are many T20 competitions that exist across England & Wales, many connected with an existing Saturday league programme, others running separately, including Sunday Park League competitions and bespoke midweek competitions. The proposal is to include those league T20 competitions into the National Club T20.

For example, in Yorkshire, currently the winners of the Bradford, North Yorkshire & South Durham, Yorkshire North and Yorkshire South Premier League T20 competitions progress through the national stages of the Club T20 competition. However, there are a number of other competitions in Yorkshire that could also put forward a winning side including the South Yorkshire League, Huddersfield League, Airedale & Wharfedale League, Dales Council League and many others.

The initial stages of the competition would see a quadruple increase in clubs able to enter with expansion from 32 Leagues to include up to 128 League winners. In this case there would be 32 Area Finals (4 teams at each) with the 32 winners progressing to 8 Regional Finals. The Regional Finals winners to progress to Quarter Finals and then National Finals. Consideration to introduce the ECB Premier League teams into the competition at a later stage. We are also interested in considering the possibility of a 2nd/3rd XI T20 competition offer to allow more players to have an opportunity to feel included.

The national stages of the competition would still be played in August and September (as currently happens) allowing May, June and July for the league T20 competitions to be completed. Some leagues could (as currently happens in the Club T20) put forward the winners of the previous year's T20 competition if the timings do not fit in with the league competition dates.

Barriers

Marketing the product to gain increased engagement is necessary. League competitions run with a wide variation in playing rules (15 x 8 ball overs or similar) and the new national competition would need to manage these differences under one set of playing conditions.

Timescales

Begin process of communicating with other leagues or standalone T20 competitions inviting them to take part in an expanded National Club T20 competition in the future through a survey of players, clubs and leagues. Liaise with CCBs to compile a comprehensive list of T20 competitions. Feedback to be received by the end of June. Decision to be made by the end of the season on whether the expanded competition should be introduced in 2019 or 2020.