



ECB FACILITY REVIEW

ENGLAND & WALES CRICKET BOARD

EPG helps English cricket rise from the Ashes.

In the lead-up to England's success on home soil in the 2013 Ashes series, the England and Wales Cricket Board (ECB) engaged the Event Planning Group (EPG) to conduct a review of its facilities to assess their suitability for International Cricket Council (ICC) sanctioned cricket matches.

With 'enhancing facilities, environment and participation' being one of the ECB's four (4) key pillars in its 2010-2013 'Grounds to Play' strategic plan and nearly three quarters of ECB revenue coming from broadcast revenue in that period, it was important for ECB's major facilities to be compliant for international competition.

Our facility review included a physical survey and operational audit of all of the facilities, as well as utilising the ICC technical manual to complete a gap analysis of ECB facilities. We then made recommendations for enhancements and modifications that needed to occur to ensure compliance. As part of the review of the design of the selected facilities, we also provided the ECB with a range of recommendations for potential revenue opportunities that weren't currently being realised.

Location & Year

London 2011

Client Sector

Corporate

Services Provided

Event Strategy