

The Disability Market

August '08



**R. Wildgoose
C.F.P.D.**

(Chairman of C.F.P.D. and member of the ECB Disabilities Management Committee)

www.cfpd.org.uk

Table of contents

The Disability Market	1
August '08.....	1
Table of contents	2
1 Introduction - The Time to Test the Disability Market	3
2 Assessment figures for people with disabilities	4
2.1 Population Statistics.....	4
2.2 Population Considerations	5
2.3 Available Market by Category	6
2.4 Disability Type.....	7
3 Area Numbers for England and Wales	8
3.1 Area Numbers for Available Market.....	8
3.2 Area Numbers for CC1 and CC2	8
3.3 London and South East	9
3.4 South West.....	9
3.5 Midlands.....	9
3.6 Wales	9
3.7 North inc Yorkshire and Humberside.....	9
4 Review.....	10
5 History	11
6 The Way Forward.....	12



1 Introduction - The Time to Test the Disability Market

It was on the 23rd May, 1989 that I first coached a physically disabled group with high levels of disability in Oswestry.

Therefore, in 2009 the Sport of mixed disability cricket will be 20 years old and the ECB through Ian Martin (Disability Manager) is placing our sport as a vital part of their development plans. As cricket is now being developed in more and more countries it is now time to evaluate the opportunities that exist across England and Wales.

The above mentioned along with many other groups with high levels of disabilities must remain at the top of all considerations. Players with high levels of disability deserve equal opportunities to develop and to compete in all sports. Many of them never thought they could possibly play competitive cricket and this truly does alter their lives, "SPORT IS FOR ALL". The Cricket Federation for People with Disabilities have successfully used the categories system in all their matches and have guidance leaflets for anyone working with these groups.

I have consulted a Senior Education Officer for Special Needs and have been working with a Data Analyst to produce this report. The population data used to produce the report was supplied by the Office for National Statistics and the Department of Health.

I thank all of you who returned my questionnaire sent out in February.



2 Assessment figures for people with disabilities

2.1 Population Statistics

Values to ,000	Population						Disability Population					
Area	All ages	Under 5	5-15	16-29	30-64	65+	All ages	Under 5	5-15	16-29	30-64	65+
United Kingdom	60,587	3,496	8,041	11,077	28,286	9,688	11,506	210	482	886	5,374	4,553
England and Wales	53,729	3,116	7,120	9,821	25,062	8,611	10,209	187	427	786	4,762	4,047
England	50,763	2,955	6,719	9,300	23,703	8,086	9,628	177	403	744	4,504	3,800
Northern Ireland	1,742	112	268	343	779	239	311	7	16	27	148	113
GB	58,846	3,384	7,773	10,733	27,507	9,449	11,195	203	466	859	5,226	4,441
Government Office Regions												
North East	2,556	137	332	471	1,185	431	493	8	20	38	225	203
North West	6,853	393	929	1,254	3,170	1,108	1,302	24	56	100	602	521
Yorkshire and The Humber	5,142	294	686	987	2,352	825	972	18	41	79	447	388
East Midlands	4,364	241	579	783	2,054	708	835	14	35	63	390	333
West Midlands	5,367	320	738	967	2,466	876	1,021	19	44	77	469	412
East	5,607	323	755	944	2,648	937	1,084	19	45	76	503	440
London	7,512	513	932	1,627	3,557	884	1,308	31	56	130	676	415
South East	8,238	470	1,111	1,411	3,887	1,359	1,585	28	67	113	739	638
South West	5,124	264	658	858	2,384	960	1,028	16	39	69	453	451
Wales	2,966	160	401	521	1,359	525	580	10	24	42	258	247
Scotland	5,117	269	653	912	2,445	838	987	16	39	73	464	394

Population figures taken from the Office of National Statistics most recent survey (2006).

Disability Population taken from information supplied by Dept. of Health.

Values shown in ,000 of population

Disability Population Great Britain = 11.2 Million.

Disability Population England and Wales = 10.2 Million

Number of Adults = 9.6 Million

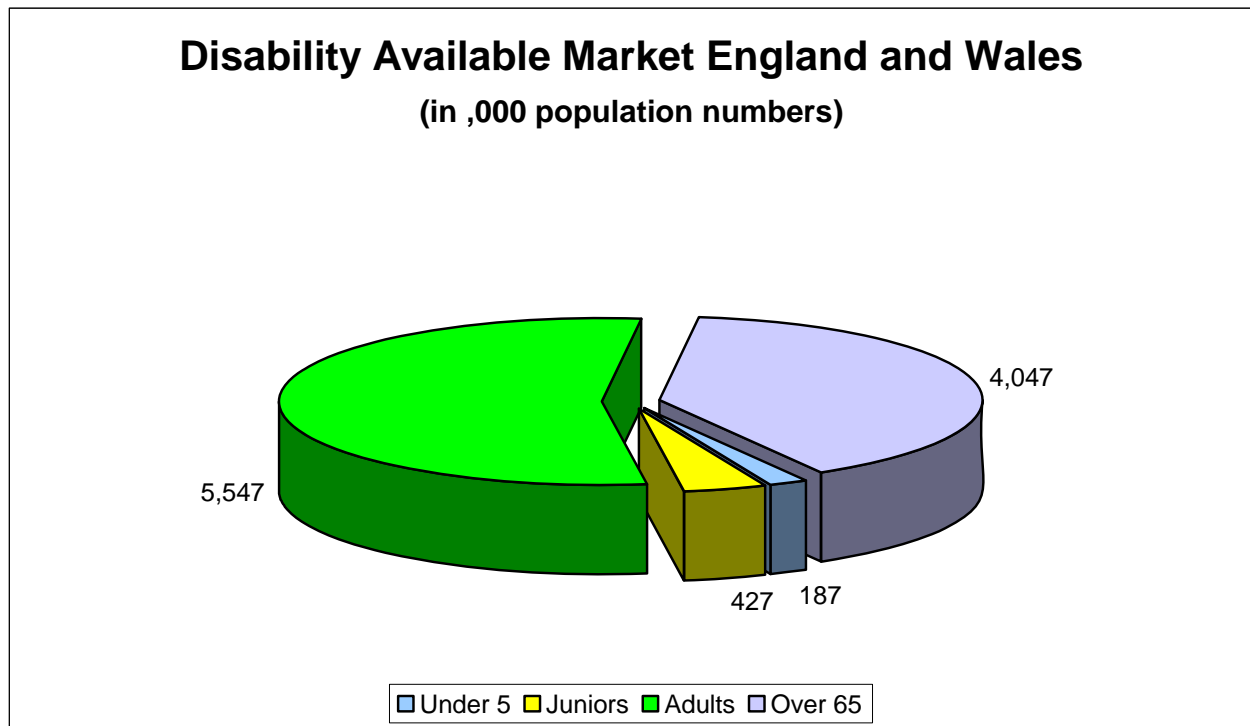
Number of Juniors = 0.6 Million



2.2 Population Considerations

Using the figures above the following must be considered for an accurate assessment:-

- 1) People over retirement age.
- 2) Youngsters under the age of five years.
- 3) Those with very severe tetraplegic disabilities.
- 4) Those not interested in sport.



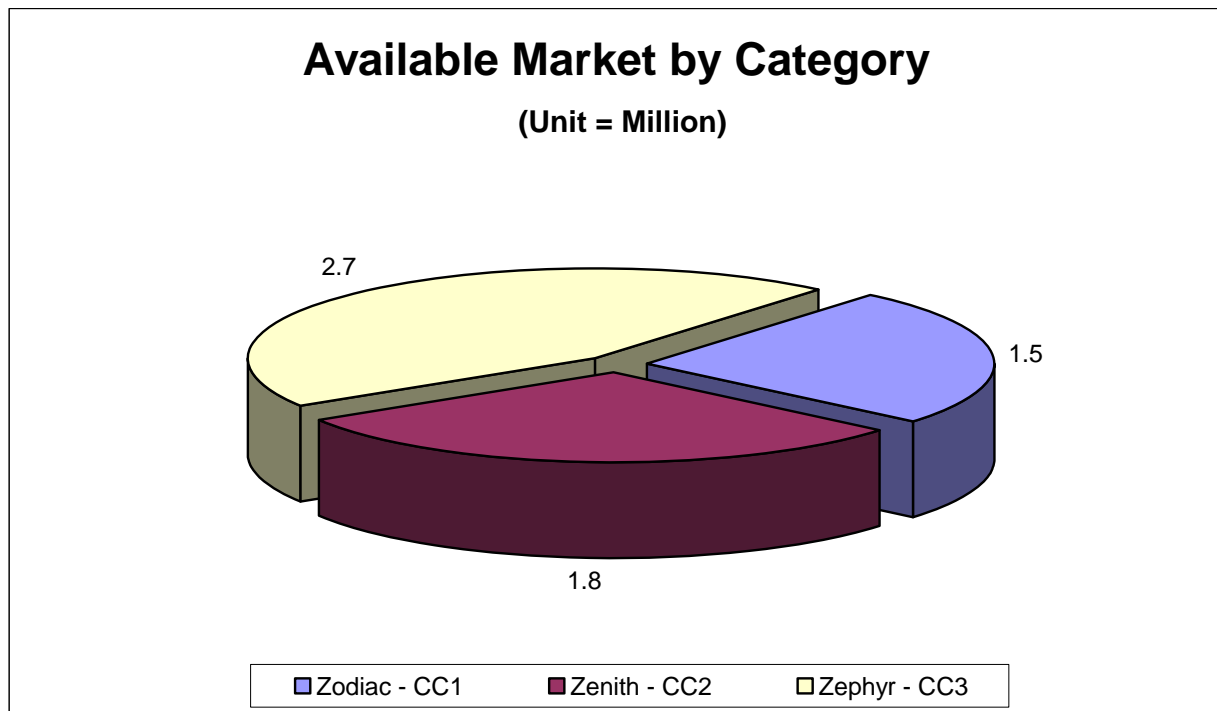
Assuming those with interest in playing cricket are above 5 years old and below 65.

Possible Available Market

- = 58% of the disability population.
- = 6 Million people.
- = 5.6 Million Adults.
- = 0.4 Million Juniors.



2.3 Available Market by Category

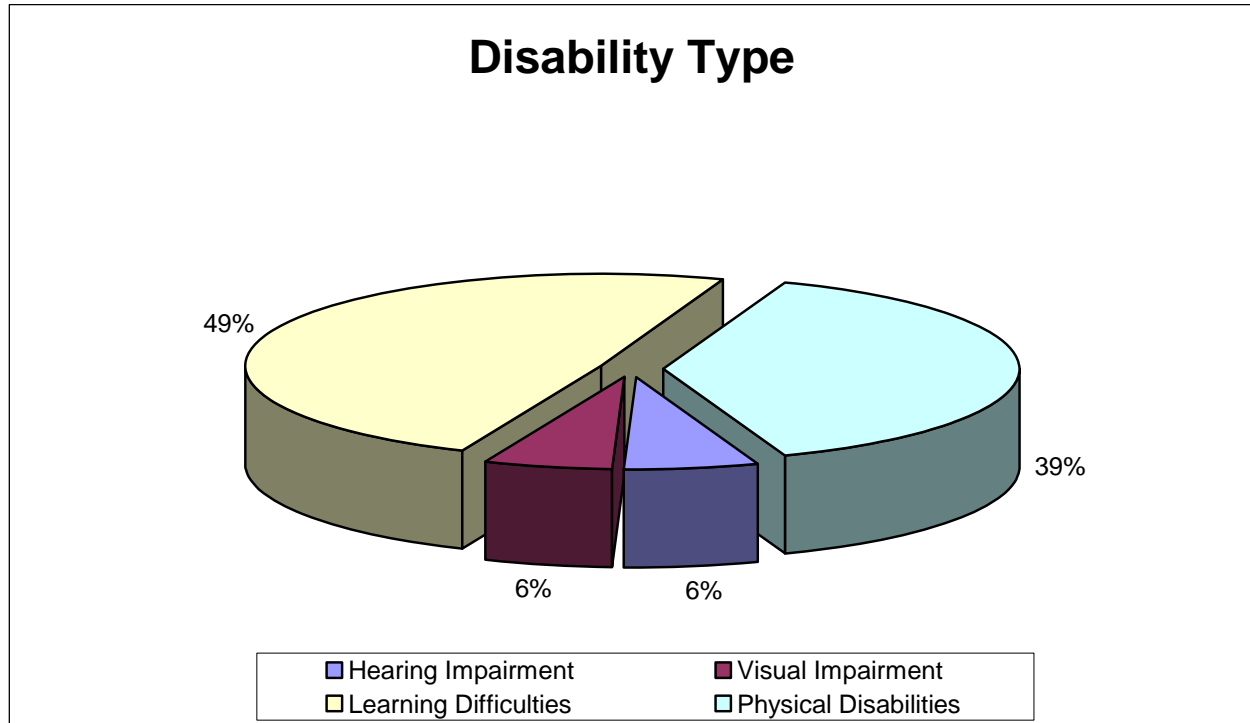


The percentages in the Zodiac category (CC1), High levels of disability 25%.
 The percentages in the Zenith category (CC2), Medium levels of disability 30%.
 The percentages in the Zephyr category (CC3), Low levels of disability 45%.

Note – Percentages are based on ECB sub-group information and on previous experience in Shropshire, Lancashire, Somerset, Leeds, Dorset and Staffordshire. Numbers of available players in category Zephyr (CC3) may differ due to the ability of some players to participate in able body sport teams.



2.4 Disability Type



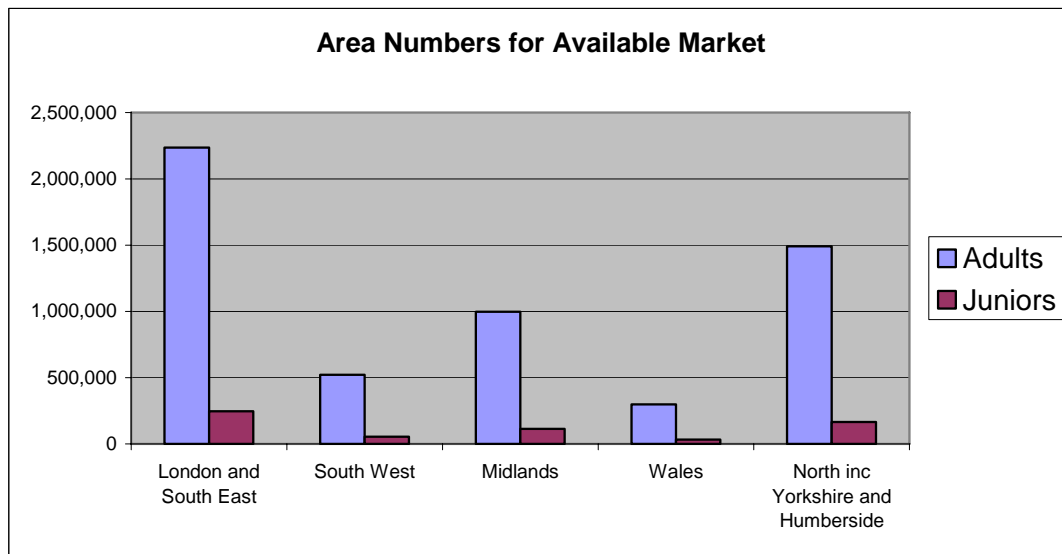
Hearing impairment = 6%.
 Visual impairment = 6%.
 Learning difficulties = 49%.
 Physical disabilities = 39%.

Note – Percentages are based on previous experience in Shropshire, Lancashire, Somerset, Leeds, Dorset and Staffordshire etc.

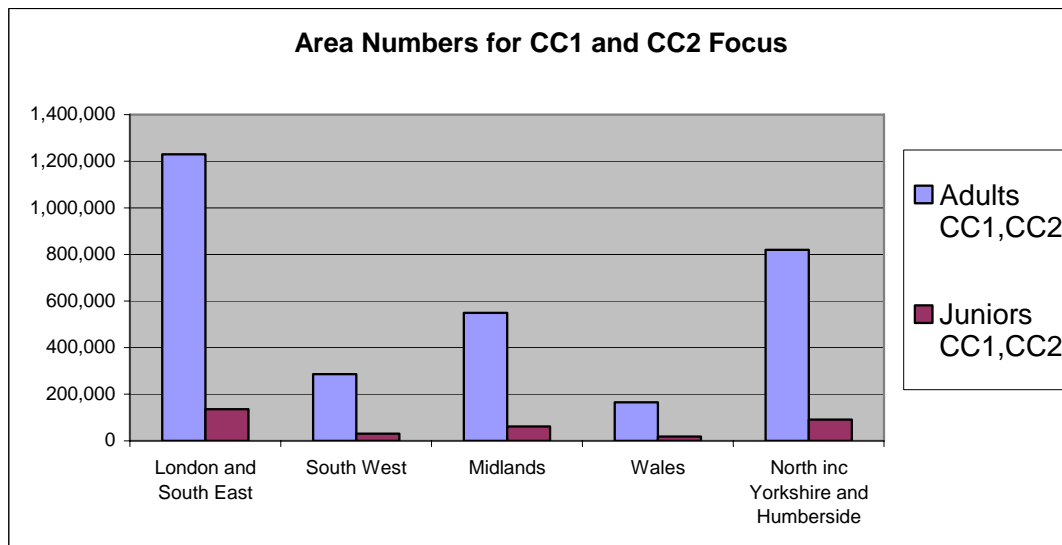


3 Area Numbers for England and Wales

3.1 Area Numbers for Available Market



3.2 Area Numbers for CC1 and CC2



3.3 London and South East

Adults = 2,236,017
 Juniors = 246,246
 From these figures;
 Adults - (CC1, CC2 combined) = 1,229,809
 Juniors - (CC1, CC2 combined) = 135,435

3.4 South West

Adults = 521,668
 Juniors = 55,326
 Adults - (CC1, CC2 combined) = 286,917
 Juniors - (CC1, CC2 combined) = 30,429

3.5 Midlands

Adults = 998,816
 Juniors = 112,620
 Adults - (CC1, CC2 combined) = 549,348
 Juniors - (CC1, CC2 combined) = 61,941

3.6 Wales

Adults = 299,874
 Juniors = 33,666
 Adults - (CC1, CC2 combined) = 164,930
 Juniors - (CC1, CC2 combined) = 18,516

3.7 North inc Yorkshire and Humberside

Adults = 1,491,069
 Juniors = 166,242
 Adults - (CC1, CC2 combined) = 820,087
 Juniors - (CC1, CC2 combined) = 91,433



4 Review

When reviewing individual counties we discovered that, whilst there was some small variation with regard to the numbers of individual types of disability, the overall disability population numbers were very similar to other counties of an equal size. If we reduce these official figures to a very low number, every county will still have in excess of 30,000 candidates for cricket and other sports. When you consider that in England and Wales there are between three and four thousand people with disabilities playing regular or occasional cricket at present, the available market for disability cricket is enormous. To make a point, in Shropshire we have a league programme with well over a hundred players and also 30-40 people that have been introduced to the game. However there is only one person with a visual impairment to my knowledge playing cricket. All of the others have a physical or a learning disability. However, recently in the Shropshire Star Newspaper a Mr. Ken Whitcombe, who has a visual impairment, stated that he wishes to start a visual impairment club in Shropshire. His own research highlighted that there are nearly 2,000 people living in Shropshire with a visual impairment.

It just goes to show that you just have to make an effort to find and located these groups and to offer them the opportunity to play cricket. You, the Club and County will benefit. When we first started, we never dreamed that in 2002, we would be taking a team to India for the very first Disabled International tour for Physical and Learning Disability Cricket. Similar opportunities could come your way.



5 History

A brief history of cricket for people with learning and physical disabilities (taken from the records):

23 May, 1989	First coaching session by Dick Wildgoose in Oswestry.
September, 1989	10 week coaching session for Shropshire Players.
February 1990	First Tournament held indoors at Oswestry Leisure Centre.
June 1990	First British Tournament outdoors at Sundorne, Shrewsbury.
Winter 1990	The Shropshire Disabled Cricket League is formed.
March, 1991	First inter-counties match Shropshire v Tameside.
June, 1991	Dick Wildgoose forms and chairs the British Association for Cricketers with Disabilities (B.A.C.D.) at Oswestry Cricket Club.
June 1992	First Midlands Tournament at Sundorne, Shrewsbury.
Early 1990's	Dick Wildgoose attends Focus Sport Meetings run by the Sports Council at Old Trafford and sends information for Focus Sport London S.E. Sports Council.
November 1994	Dick and Fred Wildgoose form the Cricket Federation for People with Disabilities (C.F.P.D.).
March 1995	First International at Lords Indoor School (England v Wales).
Summer 1995	First Outdoor International at Oswestry C.C. (England v Wales).
March 1996	The CFPD introduce the Zodiac(CC1) and Zenith(CC2) categories at Lords.
March 1997	The CFPD promote cricket for Women at Lords and other venues.
June 1999	First county league is formed by the BACD funded by the NCA.
January, 2000	The ECB Disability Sub Group held its first meeting.
March, 2000	First comprehensive Cricket Coaching Book for Disability published.
January 2002	First comprehensive Management Strategy Book for Disability Cricket published.
December 2002	CFPD take an England International Team to India for the First International tour for Physical and Learning Disabilities.
2006	The CFPD awarded the Queens Award for Volunteers.



6 The Way Forward

I very strongly suggest to all of those counties wishing to become involved in Disability Cricket to consider the following:-

1. All Counties to appoint a County Disability Officer, **thus mirroring Women's and Youth Cricket.**
2. The Officer to select 5 or 6 clubs situated to cover the entire County.
3. Encourage these clubs to appoint their own Disability Officer.
4. These clubs will then research their own areas to look for groups or individuals with a disability. They will find that the local Librarian and Social Worker will assist in finding groups.
5. Place an article in the local Press, T.V. and Radio
6. Offer the local group or individuals the opportunity to try cricket with coaching followed by a short match.
7. Approach your local Rotary Club, Lions or Businesses to ask for sponsorship towards the cost involved.
8. Liaise with other Club Disability Officers and arrange matches leading on to leagues etc.

Please remember that your ECB District Disability Forum is there to assist, also Ian Martin, the ECB Disability Manager and the ECB Disability Management Committee.

I and the CFPD will help in any way we can with many leaflets, development and coaching books especially on the additional laws and categories. Geoff Phillips CFPD Secretary and Adjudication Officer, will advise on categories.

If in doubt, visit www.cfpd.org.uk for contact information under the heading 'officials'.

Dick Wildgoose, Chairman, C.F.P.D. and member of the ECB Disabilities Management Committee

