** Planning for the Future ‘Our Club’**

**Who influences our direction?**

(Our **‘**leaders’ e.g. chairman, treasurer, captains, welfare officer, coach, volunteer co-ordinator)

**Chairman & Committee, Coaches, Members**

**Who do we work with to develop & deliver our offers and services?**

(Our ‘partners’ e.g. leagues, CCBs, schools, community groups)

**HCB, HCL, SEPCL, Milton Forum, Copnor Primary School, Meon Junior School, Mayville High School,**

**Where do we get our income from?**

(Our ‘income sources ’e.g. members, sponsors, bar revenue)

**60% members**

**30% Sponsors**

**10% Refreshments**

**How do we make decisions**?

(Our management processes)

**Limited to a few driving individuals (see above) supported by committee involvement and regular conversations with players and family stakeholders**

**What do we deliver for players, members, volunteers, and the wider community?**

(Our ‘offers and services’ e.g. coaching, competition, social events, facility use, reward and recognition)

**Opportunity to play members, our colts being, primarily, state schooled children. Good playing facilities. Plus all of the above.**

**Who benefits from our activities?**

(Our ‘members and community’ e.g. players, members, parents, local businesses, schools, community groups)

**Members, parents, school – Mayville, Copnor, SEHant District, Hampshire County Cricket, Community Groups**

**Why do we exist? What are we trying to achieve?**

(Our ‘purpose’**)**

Our Mission is to play the highest standard of recreational cricket we can with four adult Saturday teams and a colts team at each age group.  We strive for excellence whilst keeping it enjoyable and embodying the spirit of cricket

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Who should we engage with ***internally?*** e.g. players, parents, coaches | Do we currently?  (Yes / No) | How regularly? | Is this engagement one way or two way? | Do we engage effectively? Do we understand the impact we are having? | Any improvements we could make? |
| Players | Yes | At least weekly | Mostly two way | Yes | Mix contact mediums to ensure best links |
| Parents | Yes | Fortnightly | Two way | Yes | News letters – request feedback |
| Coaches | Yes | When necessary | Two way | Yes | Ensure they have input into adult club issues |
| Who should we engage with **externally**? e.g. schools\*, businesses, community groups |  |  |  |  |  |
| Local Business | No |  |  |  | Explain benefits of partnership |
| Meon, Copnor and Mayville Schools | Yes | Chance to Shine Links (not currently in the Scheme) and use of the our Ground | Two Way | Yes | Confirm sufficient available coaches. To date, Jake Peach & possibly Paul Barsby |
|  |  |  |  |  |  |

**Club Support – Planning for the Future**

**Who Do We Engage With?**

**CLUB SUPPORT – PLANNING FOR THE FUTURE**

**CLUB SELF ASSESSMENT - UNDERSTANDING OUR STRENGTHS AND WEAKNESSES**

|  |  |  |  |
| --- | --- | --- | --- |
| CHARACTERISTIC | WHAT DOES GOOD LOOK LIKE? | ACTION REQUIRED?  Yes or No | PRIORITY  Top 5? |
| PURPOSE | Our committee is representative of our club (includes junior/senior players, parents, volunteers etc.) | No |  |
| Our committee takes time to ensure it has a clear understanding of where we want to be in 5 years | **YES** | 1 |
| We always let our members know what we are trying to achieve as a club | No |  |
|  |  |  |
| SOCIAL | We work proactively with our members and leagues to improve the player experience | **YES** | 5 |
| We are innovative in how we attract new members to our club, ensuring we create a welcoming environment | **YES** | 3 |
| We understand the importance of retaining our existing volunteers/players/members and take time to understand their motivations for being part of our club | No |  |
| We are innovative in how we attract new volunteers to our club, utilising the skills, knowledge and attributes of our members effectively | **YES** | 2 |
| We recognise the need to reduce bureaucracy and administration for our volunteers e.g. maximising the use of new technology, influencing leagues etc. | No |  |
|  |  |  |
| ECONOMIC | We are innovative in increasing our income streams ensuring we can proactively plan for the future | No |  |
| We work to reduce our running costs and redirect funds into the player experience | No |  |
| We manage our finances effectively and are compliant with tax legislation | No |  |
| We work proactively with the leagues to reduce travel costs | **YES** |  |
| We produce an annual budget to ensure we are in control of our finances and are sustainable in the future | No |  |
|  |  |  |
| ENVIRONMENTAL | We work to improve access to better indoor facilities for our members | No |  |
| We work to improve access to better outdoor facilities for our members (practice and match play facilities) | No |  |
| We manage our energy and water use effectively to help reduce our costs | No |  |
| We are prepared for changing climate patterns and to reducing the impact that drought and flooding may bring to our club | No |  |
| We continuously monitor the usage of our facilities and our membership levels and look to source alternatives / new facilities | No |  |
| We work proactively with our community to open up our facilities creating a warm, welcoming environment and help raise money | **YES** | 4 |
|  |  |  |

**Club Support / ECB Clubmark – Planning for the Future**

**Example Template**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Our Club Purpose:**  What are we trying to achieve? To play the highest standard of recreational cricket we can with adult Saturday teams and a colts team at each age group.  We strive for excellence whilst keeping it enjoyable and embodying the spirit of cricket | | | | | |
| **Challenges** | **Objectives** | **Actions** | **Who** | **When - (1/3/5 y)** | **Cost** |
| **Social** e.g. referring to club players, members, volunteers, community and committee  C:\Users\HelenP\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\GFXRD920\MC900439612[1].png | 3 balanced adult sides  Start and support a 4th team again in 2017 | Retain colts, Support/coach adults | SK & Coaching staff | 1 | £2,000 |
| Integrate Colts & Adult Clubs | Provide opportunities to mix. Adult 1st team “Sponsors” to support colts sides and practice | SK, DC, Members | 1 | NIL |
| Have 1st Team back in the Premier League | Continue to provide coaching a selection focus | KD, PB, DC | 1 | NIL |
| Reinvigorate U9 colts section | If possible, re-engage Chance to Shine. Running an All-Stars Program | SK and Coaches (TJ & BS) | 3 | NIL |
|  |  |  |  |  |
| **Environmental** e.g. referring to club facilities and capital expenditure[Pavilions](http://www.ecb.co.uk/showcase.html) | Maintain newly refurbished changing/tea facilities | Ensure the “new” facilities are maintained and used to further Club Cohesion | Committee and full club | 1 | £2,000 |
| Ground Purchase | List ground as an Asset of Community Interest (application in Successfull – with Portsmouth City Council – Apr 17) | SK, JS, DC, | 1 | NIL |
| Purchase Ground/Pavilion | Planning, hospital liaison, funding, on back of Asset of Community Interest | KW TJ and Committee | 3-5 | £100,000 |
|  |  |  |  |  |
|  |  |  |  |  |
| **Economic** e.g. referring to club finances, revenue, costs and contingency | Ensure all subs etc paid | Tight control and visibility, chase earlier | JT, DC, SK, Members | 1 | NIL |
| Retain a long term significant sponsor | Work to embed our relationship with Southsea Beach Cafe | Committee | 1 | £200? |
| Create value from socials | Have an attractive calendar of events | AB, committee & members | 1 | NIL |
|  |  |  |  |  |
|  |  |  |  |  |

Do your objectives all contribute to your club’s purpose?

An equal balance of activity and resource must be put into the social, environmental and economic elements of any cricket club in order to improve its sustainability

Useful links:

****CLUB SUPPORT <http://www.ecb.co.uk/development/club-cricket/club-support/>

NATIONAL CLUB STRATEGY <http://static.ecb.co.uk/files/ecb-national-club-strategy-final-12295.pdf>

CLUBMARK <http://www.ecb.co.uk/development/club-cricket/clubmark/>



SAFE HANDS <http://www.ecb.co.uk/ecb/safeguarding-children-and-child-protection/>

[](http://www.ecb.co.uk/photo-story.html?LphotoId=72)