



# **Pinner Cricket Club**

## **Club Development Plan**

**June 2017**

**Version 1.0**

## Document Revision History

<b>Date</b>	<b>Version</b>	<b>Changes</b>	<b>Author</b>
13/06/2017	0.1	Initial version for review and comment	Nadeem Aslam
<b>13/06/2017</b>	0.1 rb	Review edits and comments	Rob Bonneywell
16/06/2017	1.0	Updated to include comments	Nadeem Aslam

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# 1 Purpose of this Document

The purpose of this document is to:

- Provide a high-level assessment of the current status of the club
- Review the club vision
- Record the high level aims for the club
- Document development plans as a series of objectives to achieve the aims

The structure and content of the document is based on a combination of the now obsolete on-line Play-Cricket Club Development Plan template and the original ECB Club Development Plan template (also now obsolete).

The intent is that the document will be reviewed at least once a year, prior to the start of the season.

## 2 Current Status

### 2.1 Overview of the 2016 season

In 2016 the adults section of the club had two teams competing in the Marrant Chilterns Cricket League. The first team had a good year and finished 3<sup>rd</sup> in Division 3, whilst the second team were the runners-up in Division 4.

On Sundays the club ran a successful development squad playing friendly matches every week. The club also managed to hold a number of third team games, an increase on previous years.

The Colts section continues to build. The U13's had a good season in 2016 finishing second in their league. The other colts teams continue to learn and build their skills through friendly matches. A number of coaches received their level 2 accreditation in 2016. Focus for 2017 is to rebuilding the colts section from minis' upwards.

The club has a large and very active social membership, as a result of excellent clubhouse facilities and a bar which is open 7 days a week. The club is in a stable financial position.

The club has a strong committee of hard-working volunteers.

There are currently no major issues with the administration and management of the social side of the club. Monthly committee meetings are held to review the current position and manage any necessary actions. The focus of the club development plan in 2017 is therefore on the cricket side of the club.

## 2.2 Club Teams

Team	Comment
First Eleven	Saturday senior team Playing in Chilterns League Division 3
Second Eleven	Saturday senior team Playing in Chilterns League Division 4
Third Eleven	Saturday senior team Friendlies
Sunday Eleven	Sunday Development team Friendlies
U9	Colts Team Friendlies, Harrow Softball.
U10	Colts Team MCA North Area Group A (2017)
U13 Eleven	Colts team Friendlies in 2017
U15 Eleven	Junior team MCA North Area Division 3 (2017)

## 2.3 Membership

Membership Type	Count
Senior Playing Member	Approx. 40
Junior Playing Member	Approx 70
Social Members	

## 2.4 Facilities

Facility	Comment
Montesole Playing Fields	Main ground and pavilion
Nower Hill High School	Used for indoor pre-season training

### **3 Club Vision**

To be a successful local cricket club, playing at the highest level possible within our means.

To build our cricketing talent from within the club, providing junior cricketers with high quality facilities and professional coaching with the aim of improving their performance and retaining them as long-term members of the club.

## 4 SWOT Analysis

STRENGTHS	WEAKNESSES
1. Good senior teams playing competitive cricket within the Chilterns league.	1. Shortage of junior players at older age groups.
2. Solid membership base with over 40 playing members	2. Just enough coaches available to run colts training sessions.
3. Club Mark Status achieved.	3. Still heavily reliant on a few committed volunteers
4. Some dedicated and committed volunteers	4. The pavilion is showing significant signs of dilapidation and disrepair. Changing rooms are not fit for purpose.
5. Good communication with our members through web site, email and social media	5. As the pitch is rented from the Council the club is restricted on the work it can do to it, as well as being tied into Council-provided maintenance.
6. Bar open 7 days a week, with active social membership	

OPPORTUNITIES	THREATS
1. Use of local business to provide sponsorship and raise our profile.	1. Possible rent increases on existing lease could lead to an unsustainable financial position
2. Improving links between our Junior Section and local Schools	2. Potential league restructure could mean changes to playing conditions (rules) and also locations
3. The club has recently started the 'All Stars' programme, which introduces children to cricket. This has led to over 35 new children attending the cricket club and could lead to an increase in membership.	3. Insufficient junior numbers could lead to the folding of the colts section and subsequent lack of new players for the adult teams
	4. Reliant on a few key members and complacency of committee and membership. The viability of the club could be questioned if one or more were to leave.

## **5 Aims for 2017**

- Retain Clubmark accreditation
- Build the adult membership and play competitive cricket across all four teams.
- Invest in colts cricket and rebuild from the mini's section
- Develop plans for refurbishment of the clubhouse and facilities
- Obtain local business sponsorship

## 6 DEVELOPMENT AREAS

Objective	How	Who	Comments
Regain Clubmark accreditation		Nadeem Aslam/ Dan Langan	
Build the adult membership and play competitive cricket across all four teams.	<p>Monitor performance of existing players</p> <p>Continue to use current advertising methods to recruit new players.</p> <p>Continue to use capable colts in senior teams where possible</p> <p>Ensure all players pay their annual subscriptions</p> <p>Ensure all players pay their match fees</p> <p>Use ex-players/ members as Umpires for senior matches.</p> <p>Use professional coaches during some training sessions.</p> <p>Survey the club membership</p>	Committee/ Captains	
Invest in colts cricket and rebuild from the mini's section	<p>Target existing members to re-sign for 2017.</p> <p>Continue to use existing advertising methods to recruit new members.</p> <p>Reach out to local schools offering coaching opportunities</p> <p>Participate in ECB All Stars to recruit new 5-8 yr olds</p> <p>Provide opportunities for all colts to play a match against another club</p> <p>Recruit parents to assist</p>	Committee/ Colts Manager	

Objective	How	Who	Comments
	<p>current coaches</p> <p>Provide opportunity for existing coaches to train and become level 2 coaches.</p> <p>Survey the club membership</p>		
Develop plans for refurbishment of the clubhouse and facilities	<p>Build on initial clubhouse structural surveys to develop future plan</p> <p>Use Club Force weekend to communicate club plans to membership.</p> <p>Use club force weekend to implement repairs and initial refurbishment work on the clubhouse</p> <p>Continue to work with MCC development officer to develop long term plans</p>	Committee	
Obtain local business partnership	Visit local businesses with opportunities for sponsorship offering different levels of sponsorship possible	Committee	