



# Malahide Twenty22

Cricket Development Strategy 2018-22

2019 End of Year Update



Welcome to *Malahide Twenty 22*- the cricket development strategy that will drive performance, increase participation and firmly place Malahide Cricket Club as the *leading cricket club in Leinster*.

As a club we have a wide base of participation at junior level, and this strategy is about putting the frameworks and structures in place so every player, no matter their ability can reach their potential.

The strategy sets out a Vision, Mission, Core Values and Objectives that will guide our progress over the next five years. We've also created a range of metrics that will objectively measure our performance comparing us against other clubs – this is the only fair way to decided who is the Leading Club in Leinster.

However, the focus should not be purely on looking outside, the club will continuously improve it's internal performance with an increase in participation, and an advancement of our programmes and processes.

Our Vision is ambitious, but with Malahide's potential it is achievable. But to do so requires a team effort, not just from players on the pitch but from all members across the MCC family.



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## **VISION|**

# **To be the leading Cricket Club in Leinster**

**A good vision is ambitious, focussed and measurable.**

**Whilst this Vision appears to be subjective, we have established 7 key metrics that will rank Leinster's best clubs, in areas of on field performance, participation numbers and facility quality – the key ingredients of a successful club.**

## **MISSION|**

***The mission of Malahide Cricket Club is to provide all members with opportunities for participation and competitive cricket, utilising the best club playing facility in the country to allow all players and coaches to reach their cricket potential in an engaging, proud and safe environment.***

**This mission is what we as a club exist to do, and the guidance for Malahide T22 to adhere to.**



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**CORE VALUES** | these values underpin our objectives, and drive the Strategy. Each of these core values has 1 x Key Strategic Objective which will be delivered as a priority

### **Increasing Participation**

Participation in cricket is the fundamental building block of everything we do. The club exists so people can play and enjoy the sport. It links all areas of the strategy and is the core value that drives Malahide T22.

### **Inspiring Youth Development**

Developing young players and helping them maximise their cricket potential is a key responsibility. It is vital for the future of the club that young players are being nurtured into good club citizens as well as players.

### **Creating a Culture of Excellence**

Performance on the pitch at senior level is the key measure of a successful club. It is vital that the right processes are put in place that creates a progressive environment for players to perform.

### **Safety, Safeguarding and Protecting Children**

Safeguarding and protecting children is the number one priority for our club. We will strive to ensure that all participants can enjoy cricket in a safe environment, and all legislation related to the Children's First act is complied with.

### **Developing Coaches and Volunteers**

To develop young players, to grow participation and to ensure high performance- the club needs a coaching development plan. Our coaches need to be engaging, organised and passionate about cricket and helping young people reach their potential. The core value will provide a lasting legacy for the strategy.

### **The Best Facilities**

To grow participation and nurture performance a club needs quality facilities. To be the leading club in Leinster we need to maintain the best playing and training facilities. This includes the development of a top class pavilion.

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## **Key Objectives| these are our priority actions;**

- 1. Employ a full time Cricket Development Manager to drive forward the improvement of junior players, increase participation and enhance cricketing experience. The position should be a multi-year contract to give continuity and to attract a first rate candidate. COMPLETE**
- 2. Develop and deliver a thorough cricket development pathway and blueprint that allows all children to reach their potential. COMPLETE**
- 3. Instil a culture of excellence across senior teams, encouraging players to continuously improve their technical and physical performance. COMPLETE**
- 4. Ensure compliance with the Children's First act at all times, becoming an exemplar of best practice for community sports clubs. COMPLETE**
- 5. Launch a coaching academy programme that supports volunteer coaches develop their skills and give back to the club. Nearly Done.**
- 6. Develop a new clubhouse that will firmly position Malahide CC as the best club playing venue on the Island. In Progress**



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# Strategic Objectives

## Core Value > Increase Participation

Objective Completed

Not Started, but on track

Behind Schedule or removed

Objective	Priority	Timeline	Status	2019 Update
Recruit a full time, permanent Cricket Development Manager for 12 months in the year. This will give the club best chance to create continuity and recruit a first rate candidate to increase participation and drive forward youth development.	A	2018	Completed	Completed - This was completed in March 2018 with the appointment of Michael Hingston
Deliver a recreational Women's soft ball cricket programme, this will attract new players and members to the club and help educate parents on the rules of the game, enhancing their experience when watching their children play.	C	2021	Not Started	Not started, but on track to complete in 2021
Deliver a walking cricket programme. This will engage older members in physical activity, provide social opportunities and bring the club together.	C	2021	Not Started	Not started, will possible be de-prioritised
Deliver a 'pub league' competition for local businesses. This will attract new players and members, whilst widening sponsorship opportunities.	C	2021	Not Started	Not started, will be dependant on pitch availability
Host local school blitzes at the club for specific target age groups both primary and secondary. This will widen our community programme reach and help attract new junior players to the club.	B	2019	Completed	Completed - expanded programme
Deliver multi sports camps that focus on athletic development. This will expand our camp offering therefore generating sustainable income. It will attract new participants to the club who may not be solely motivated by cricket. It will also help existing cricketers improve fundamental movement skills.	A	2019	Completed	Multi sports camps were trialled in 2018 with mixed results. Elements of multi sports skills are included in Cricket camp programme.
More mother and daughter evenings at the club - these have been a huge success over the years and there is scope to develop further reaching new participants.	C	2021	Not Started	Not started, but on track to complete in 2021
Expand the schools programme into the Portmarnock, Swords and Donabate area. This will widen the clubs engagement and provide more opportunities to recruit new members.	B	2018	Completed	Completed - the programme has been expanded significantly with MCC operational in those areas
Grow the Bitesize programme with an average attendance of 60+ children taking part each week	C	2022	Completed	Completed - average attendance of 92 per week in 2019
Develop an introductory and indoor soft ball programme over the winter months for Junior players, providing a pathway from School sessions to Club activity.	A	2019	Completed	Completed - Saturday morning winter sessions and activities at Holywell CC taking place
Introduce a range of After School Clubs to increase participation in local schools.	B	2018	Not Started	After school clubs introduced in a number of schools with scope for further development
Rejig the camp programme delivering a primary school age soft ball camp, building on the success of the current camp programme.	A	2018	Completed	Complete - this occurred in 2018 and led to an improved experience at Camps

# Strategic Objectives

## Core Value > Inspire Youth Development

Objective Completed

Not Started, but on track

Behind Schedule or removed

Objective	Priority	Timeline	Status	2019 Update
Expand camp programme for teens by introducing a 'performance camp' for players currently active in teams. This will focus on technique development, game management, conditioning, resilience and tactics.	B	2018	Complete	Complete - the performance camps operate at most mid term breaks
Create a player development programme and blueprint to highlight a pathway for all children to reach their potential.	A	2018	Complete	Complete - CDM developed this model and it is operational
Deliver a Fundamental Movement Skills programme in local primary schools at strategic ages of 6-8years old, best preparing children in throwing, running and catching skills. This will increase the physical literacy of young people ensuring they enjoy cricket more and can learn sport specific skills quicker when they attend club sessions.	B	2020	Complete	Complete - this is part of the school programme
Introduce a Senior Players coach programme whereby senior/retired players coach juniors on a rotation basis with with a specific theme in place. This will provide role models for young people and create a stronger link between youth and adult cricket.	B	2022	Not Started	Part done - elements of this delivered but on track for full roll out
Deliver the 'President's Cup' a pre-season internal tournament between 3rd-Dev team players, each team managed by a senior player. This will help create a link between junior and senior teams and also allow a mechanism for talent ID.	C	2021	Not Started	Not Started - on track for 2021
Put in place Individual development plans for every youth player, with self assessment and coach reporting a key aspect, The report system will develop self reflection and place ownership on players for their own development. Data from the system will be stored electronically and shared with parents.	A	2020	Not Started	Part done - elements of this delivered but on track for full roll out
Enter the LCU boys u19 competition, this will give players peer support and motivation.	B	2021	Not Started	TBC
'Drill of the Week' to be published on social media by the head coach or CDM. This will give all players a new game to play on their own or in small groups enhancing their development away from the club.	B	2020	Not Started	Not Started - on track for 2020
Develop a leadership programme for young players, helping instil key skills that will enable the leadership and captaincy skills for the future.	C	2021	Not Started	Programme development in progress
Appoint a coach specifically for the Women and Girls sections of the club.	A	2018	Complete	Specific purpose coach appointed, initially Paris Crowe followed by M Hingston
Put in place a coaching structure that ensures all junior players have access to quality coaching.	B	2020	Complete	Ahead of schedule with an expanded coaching team in place
Develop and deliver a Fitness training programme for 12-16 year olds through Summer Months, keeping them sharp for cricket. The sessions will include cricket themed drills and games.	B	2019	Behind Schedule	This was trialled in 2018 with mixed results. CricFit may be revisited in 2020
Implement a training programme for club players selected for LCU winter nets, giving them the best possible preparation.	B	2019	Complete	Completed - sessions regularly delivered before winter nets
Develop a pre season winter coaching programme for club players, including soft ball intro classes and hard ball sessions.	B	2019	Complete	Completed - programme delivered in Holywell CC.

# Strategic Objectives

## Core Value > Instil a Culture of Excellence

Objective Completed

Not Started, but on track

Behind Schedule or removed

Objective	Priority	Timeline	Status	2019 Update
Appoint the Club's first female Pro to play for the Women's Senior team. The player should act as a role model for younger players.	A	2019	Complete	Complete - Paris appointed in 2018, followed by Bhavi in 2019.
Instil a culture of excellence across senior teams, encouraging players to continuously improve their technical and physical performance.	A	2020	Complete	Complete - whilst subjective there has been a clear improvement in the playing culture of senior players
Set KPIs for teams and players to achieve throughout the season. This will give accountability and ownership for their own performance.	A	2018	Complete	Complete - targets are put in place for Senior teams
Programme more training sessions for women players, perhaps integrate into Men's Thursday night sessions.	A	2018	Complete	Complete - Women's sessions have been expanded with additional training in operation
Create an inspirational Hall of fame or Honours board for Malahide bred International players. This will act as inspiration for all and celebrate success.	C	2022	Not started	Not started - feedback from members on this idea welcome
Employ a Men's Head Coach and a Women's Coach aligning structures equally across the club.	A	2018	Complete	Complete - Fintan McAllister appointed, as well as key part of Michael Hingston's role focussing on the Women's team.
Appoint a Men's Chair of Selectors and a Women's Chair of Selectors, ensuring structure alignment and equality across the club.	A	2018	Completed	Completed in 2018 with Callum Riches and Alun Brophy appointed.
Organise a pre season fitness programme for senior players with fitness KPIs/testing in place	C	2019	Completed	Completed - Holywell programme delivered since 2018
Host a proper presentation evening to celebrate adult team success across both men and womens sections.	B	2019	Behind Schedule	The Big Bash reverted to previous format, but this seems a popular event. This Objective to be re-evaluated

# Strategic Objectives

## Core Value > Ensuring Safety and Safeguarding

Objective Completed

Not Started, but on track

Behind Schedule or removed

Objective	Priority	Timeline	Status	2019 Update
Ensure all elements of the Children's First act are complied with. Safeguarding and Protecting children is the top priority for our club.	A	2018	Objective Completed	Complete
Create a parents info document to circulate pre-season this will inform on policies, procedures, training sessions, coaches, team managers and the basic rules of cricket. The aim of this is to help parents become more informed, educated and engaged with the club. It will also promote our policies across the club.	A	2019	Not Started, but on track	Parents briefing sessions held and some information circulated, look to formulate into more formal handbook in 2020
Ensure all coaches, employees and team managers are garda vetted.	A	2018	Objective Completed	Complete
Deliver an ethics course in the club for team managers, coaches, employees and any interested members. This will help improve safeguarding knowledge across our membership.	A	2020	Not Started, but on track	Part done - elements of this delivered but on track for full roll out

# Strategic Objectives

## Core Value > Coach Development

Objective Completed

Not Started, but on track

Behind Schedule or removed

Objective	Priority	Timeline	Status	2019 Update
Create a coach development plan that helps retain adult players into coaching and team management, utilising the wide breadth of knowledge and expertise in the club.	A	2020	Objective Completed	No formal process established but several adult players currently completing coaching courses
Implement a coaching bursary, ringfencing €1200 per year to invest in coach education for volunteers.	A	2019	Not Started, but on track	Funding is not ringfenced, however allocations are provided to support this action
Deliver mandatory training for team managers to upskill them on policies, rules and general cricket guidance. This will help recruit more team managers and give confidence to new ones.	A	2019	Objective Completed	Complete - led by CDM
Develop a coaching academy for teenagers to inspire them into coaching, becoming role models for younger players. The academy will include bitesize and camp training as well as the welcome to coaching course.	A	2019	Objective Completed	Complete - CDM delivers a Coaching module and mentor programme with young players working on camps, junior sessions and bitesize

# Strategic Objectives

## Core Value > The Best Facilities

Objective Completed

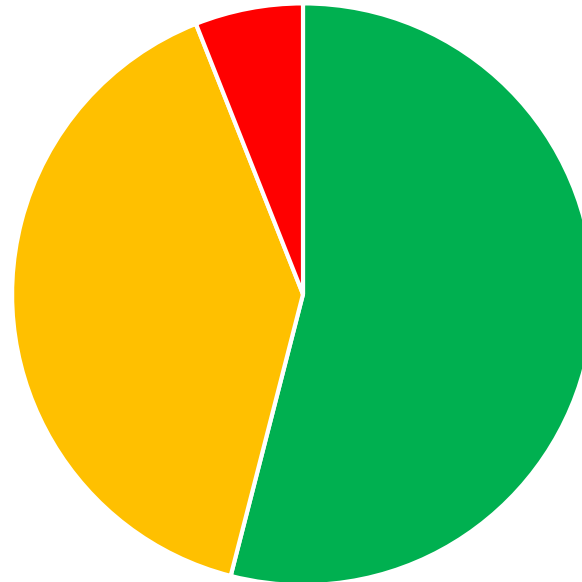
Not Started, but on track

Behind Schedule or removed

Objective	Priority	Timeline	Status	2019 Update
Explore options to develop an indoor training facility in the Malahide area. This will provide winter training opportunities and will upskill/improve all players. The current commute/times available at North County is not sustainable.	B	2021	Not Started, but on track	Explored a few options with schools, as well as application to Sports Capital Grant programme. No real progress
Develop an indoor gym in winter months for members to keep involved in the club and physically active.	C	2022	Not Started, but on track	Not started - but look to further explore within time lines set
Improve top pitch facility installing sightscreens and covered seating.	A	2019	Behind Schedule or removed	Not complete - some opportunities explored but no firm plans or developments
Explore the installation of Tarpaulin sheet over the nets, so players can train in rain/winter months.	C	2021	Not Started, but on track	Not started - but look to further explore within time lines set
Work with the club groundsman to provide basic grounds training for interested parties. This will help support the club and provide a contingency plan for illness etc.	C	2022	Not Started, but on track	Not started - but look to further explore within time lines set
Ensure more adult matches are held on the Main Pitch each season, with a minimum of 40 matches	A	2018	Objective Completed	Complete – average main pitch club match =
Develop a new clubhouse that will firmly position Malahide CC as the best club playing venue on the Island.	A	2022	Not Started, but on track	Good progress made - timelines may be established by 2022

# ACTION SUMMARY

## Progress



**COMPLETE 27**  
**ON TRACK 20**  
**BEHIND 3**

■ Complete   ■ On Track   ■ Behind

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## Measuring Success|

Measuring the success of the strategy is imperative if we are to judge its worth. The vision to be the leading club in Leinster must be objective. Therefore a range of relevant metrics have been put in place that scores each club in Leinster versus this strategy.

Seven metrics have been identified, the top 9 clubs in each metric is then ranked. The top club scores 10 points, 8 pts for second all the way down to 1pt for 9th place.

This system has been created purely for the benefit of measuring this strategy.

**Measure 1: Men's 1<sup>st</sup> XI Performance, taken from the LCU League tables**

**Measure 2: Women's 1<sup>st</sup> XI Performance, taken from the LCU League tables**

**Measure 3: Men's 2<sup>nd</sup> XI Performance , taken from the LCU League tables**

**Measure 4: Women's 2<sup>nd</sup> XI Performance, taken from the LCU League tables**

**Measure 5: Youth Team Performance, taken from the LCU League tables**

**Measure 6: Participation, taken from number of teams each club registers in LCU Leagues**

**Measure 7: Quality of playing Facilities, this is taken through internal MCC club questionnaire – each player rates their favourite LCU cricket ground**

**2017**

**2018**

**2019**

**5<sup>th</sup>**

**4<sup>th</sup>**

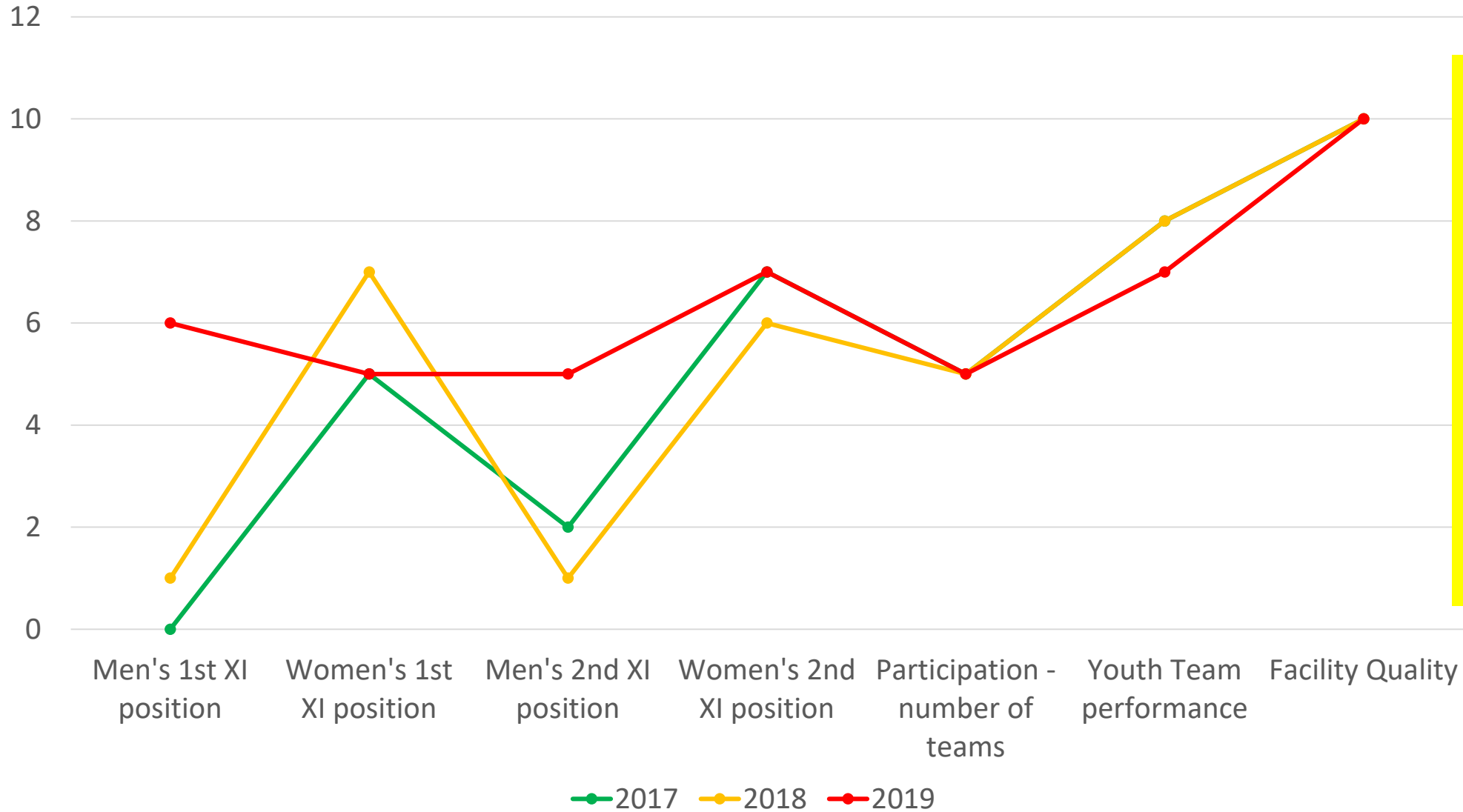
**2<sup>nd</sup>**



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# Malahide Progress



**On field  
Performance  
Only**

**2017 – 22pts  
2018 – 23pts  
2019 – 30pts**



# The League Table

## 2017 Scores

1.	Leinster	48
2.	Merrion	45
3.	YMCA	40
4.	Pembroke	38
5.	<u>Malahide</u>	<u>37</u>
6.	Clontarf	35
7.	The Hills	33.5
8.	Phoenix	12.5

## 2018 Scores

1.	Merrion	53
2.	Leinster	47
3.	Clontarf	40
4.	Pembroke	39.5
5.	<u>Malahide</u>	<u>38</u>
6.	YMCA	36
7.	The Hills	27.5
8.	North County	16

## 2019 Scores

1.	Leinster	50
2.	<u>Malahide</u>	<u>45</u>
3.	Merrion	44
4.	Clontarf	44
5.	Pembroke	38
6.	YMCA	31
7.	Phoenix	19
8.	The Hills	18

# Summary Scores

	2017													
Metric	Mal	Clo	Lei	YM	NC	TH	Pho	Mer	Pem	Cor	Nki	Rus	Rai	Tri
Men's 1st XI position	0	8	10	6	5	7	4	1	3	2	0	0		0
Women's 1st XI position	5	3	6	10	0	4	0	8	7	0	2	1		0
Men's 2nd XI position	2	5	7	3	1	8	4	6	10	0	0	0		0
Women's 2nd XI position	7	4	10			5		6	8		3	0		0
Participation - number of teams	5	7	8	6	3	2	1	10	4					
Youth Team performance	8		5	10	1	4	2.5	7	2.5			6		
Facility Quality	10	8	2	5	0	3.5	1	7	3.5	0	0	0		6
<b>Total Points</b>	<b>37</b>	<b>35</b>	<b>48</b>	<b>40</b>	<b>10</b>	<b>33.5</b>	<b>12.5</b>	<b>45</b>	<b>38</b>	<b>2</b>	<b>5</b>	<b>7</b>		<b>6</b>
<b>Ranking</b>	<b>5</b>	<b>6</b>	<b>1</b>	<b>3</b>	<b>9</b>	<b>7</b>	<b>8</b>	<b>2</b>	<b>4</b>			<b>9</b>		<b>10</b>

	2018													
Metric	Mal	Clo	Lei	YM	NC	TH	Pho	Mer	Pem	Cor	Nki	Rus	Rai	Tri
Men's 1st XI position	1	8	3	5	7	4	2	10	6					
Women's 1st XI position	7	5	10	3	0	4	0	8	6	0	0	2		1
Men's 2nd XI position	1	6	4	7	5	2	3	8	10	0	0			0
Women's 2nd XI position	6	4	10	3		8		5	7			1		2
Participation - number of teams	5	7	8	6	3	2	1	10	4					
Youth Team performance	8	2	10	7	1	4	6	5	3					
Facility Quality	10	8	2	5	0	3.5	1	7	3.5	0				6
<b>Total Points</b>	<b>38</b>	<b>40</b>	<b>47</b>	<b>36</b>	<b>16</b>	<b>27.5</b>	<b>13</b>	<b>53</b>	<b>39.5</b>	<b>0</b>	<b>0</b>	<b>3</b>		<b>9</b>
<b>Ranking</b>	<b>5</b>	<b>3</b>	<b>2</b>	<b>6</b>	<b>8</b>	<b>7</b>	<b>9</b>	<b>1</b>	<b>4</b>					<b>10</b>

	2019													
Metric	Mal	Clo	Lei	YM	NC	TH	Pho	Mer	Pem	Cor	Nki	Rus	Rai	Tri
Men's 1st XI position	6	1	3	5	0	7	4	10	8			2		
Women's 1st XI position	5	8	10	6		1		7	4		3	2		
Men's 2nd XI position	5	6	3	10	4	1		7	8				2	
Women's 2nd XI position	7	6	11	5			2		8		3	4		
Participation - number of teams	5	7	10	2		3	7	7	4			1		
Youth Team performance	7	8	10	3		1	4	6				5	2	
Facility Quality	10	8	3		0	5	2	7	6	4	0	0		1
<b>Total Points</b>	<b>45</b>	<b>44</b>	<b>50</b>	<b>31</b>	<b>4</b>	<b>18</b>	<b>19</b>	<b>44</b>	<b>38</b>	<b>4</b>	<b>6</b>	<b>14</b>	<b>4</b>	<b>1</b>
<b>Ranking</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>6</b>	<b>10</b>	<b>8</b>	<b>7</b>	<b>3</b>	<b>5</b>		<b>10</b>	<b>9</b>		

# other stats – Youth Rep Honours



Malahide Youth Rep Honours; Leinster & Ireland

