

NORTHWOOD CRICKET CLUB

Club Development Plan

2017/18

Club Support – Creating Our Future

5 Year Vision: What do we want people to be saying about our club in 5 years time?

Club has managed to retain its fabulous reputation for its social atmosphere despite the ever changing cricket world. The bar and social activities remain key to this family club, that embraces new members and encourages the camaraderie of all the sides late into the evening every Saturday and Sunday after matches. It is also great to see ex Youth Section members now playing at all levels of the adult teams.

How do we communicate this to our members?

New member induction, Email & Website, published playing Code of Conduct policy

How do we engage with our local community?

Little Crickets Nursery
Northwood Residents Association

Key Player Facts: End 2017 season

	No. Players		No. Teams		No. Coaches
	M	F	M	F	
U6 & U7	13	0	0	0	2 + 2 CSW
U8	9	0	0	0	2 + 1 CSW
U9	16	0	1	0	1 + 1 CSW
U10	15	0	1	0	1 + 1 CSW
U11	17	0	1	0	1 + 2 CSW
U12	18	0	1	0	2 + 1 CSW
U13	19	0	1	0	2 + 1 CSW
U14	12	0	0	0	
U15	3	0	1	0	2 + 1 CSW
U17	0	0	0	0	0
Senior	62	1	4	0	1
Disability	0	0	0	0	0

Our Key Volunteers: Who are the key people in our club?

Chairman Keith Watson
Youth Section Manager: James Ayling
Club Development Officer: Shameen Neebar
Cricket Committee: Dan Rodgers, Ram Nandiraju and Steve Dickson
President: Keith Knowles
Treasurer: Doug Edmonds
Grounds: Chris Rodgers

Our Finances:

- Profit or Loss? 2016 Annual Surplus £30k
- Good level of reserves? Yes.

What do we need to do to achieve our vision?

	Objectives	Actions	Who	When - (1/3/5 years)	Cost
Players, Members and Volunteers What do we need to do to improve their experience at our club?	Get More adults trained to support the Youth Section	2 Coach Support Workers in place and trained for 2017 Season	Youth Section Manager	1 year	£500 Club Funded.
	Ongoing recruitment of members	Marketing via schools, Libraries, Sports centres, Gyms, local press, banner advertising	Cricket committee	On-going	£500
	Youth Section U14/U15	We will field 7 sides in 2018 with 2 U15 teams. A target of 5 new colts players introduced into adult teams by end 2018. 10 Colts played adult cricket in 2017.	Youth Section Manager	1 year	£0

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	4 th Eleven	New Fourth X1 to be included in the Herts League	Cricket Committee	1 Year	£0
Facilities What do we need to do to improve our facilities?	Additional ground to support the 3 rd XI and Colts cricket.	A new ground is currently being sought to support the 3 rd XI and colts cricket matches. This is currently in the research phase.	Ground Team	5 year +	£200K – Funding required.
	Electronic scoreboard	Completed and now spectators from pavilion are able to use this facility.	Main Committee	1 year	£4k
	Outfield renovation	Looking at greater levelling off the bottom end of the ground and reducing level at top. An improved watering system with a second outlet is required.	Main Committee	3-5 years	£15k
	Pavilion Expansion Phase 1 Main extension Phase 2 Refurb of communal areas	P1 - Completed during Winter 2016. P2 – Completion in Winter 2017.	Chairman	1 year	£160K
Finances How can we save and make money to invest back in our club?	Present trading	Club makes sufficient funds from trading and donations to have reduced our pavilion loan from £220k down to c£18k, which will be repaid totally within 2 years. This has freed up the club to pursue the outfield renovation which cost £160k			
	Advertising	Looking at making better use of the community in advertising through banners fixture card and other avenues	Chairman	On-going	

Club Support – Planning for the Future

Who Do We Engage With?

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 Parents and Coaches	Yes	Weekly during the cricket season. 10 weeks in off-peak season	Two-way	Yes and Yes	
Who should we engage with externally? e.g. schools*, businesses, community groups					
Nower Hill School Vyners School St Martins School Mount Vernon Hospital	Yes	Weekly during summer.	Two-way	Yes	

*Evidence of an effective school/club link is required to achieve ECB Clubmark.


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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.)	Yes	X
	Our committee takes time to ensure it has a clear understanding of where we want to be in 5 years	Yes	
	We always let our members know what we are trying to achieve as a club	Yes	X
SOCIAL	We work proactively with our members and leagues to improve the player experience	Yes	
	We are innovative in how we attract new members to our club, ensuring we create a welcoming environment	Yes	
	We understand the importance of retaining our existing volunteers/players/members and take time to understand their motivations for being part of our club	Yes	X
	We are innovative in how we attract new volunteers to our club, utilising the skills, knowledge and attributes of our members effectively	Yes	
	We recognise the need to reduce bureaucracy and administration for our volunteers e.g. maximising the use of new technology, influencing leagues etc.	Yes	
ECONOMIC	We are innovative in increasing our income streams ensuring we can proactively plan for the future	Yes	
	We work to reduce our running costs and redirect funds into the player experience	Yes	
	We manage our finances effectively and are compliant with tax legislation	Yes	
	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	Yes	X
ENVIRONMENTAL	We work to improve access to better indoor facilities for our members	Yes	
	We work to improve access to better outdoor facilities for our members (practice and match play facilities)	Yes	X
	We manage our energy and water use effectively to help reduce our costs	Yes	
	We are prepared for changing climate patterns and to reducing the impact that drought and flooding may bring to our club	Yes	
	We continuously monitor the usage of our facilities and our membership levels and look to source alternatives / new facilities Yes	Yes	
	We work proactively with our community to open up our facilities creating a warm, welcoming environment and help raise money	Yes	

Club Support / ECB Clubmark – Planning for the Future

Our Club Purpose: What are we trying to achieve?					
Challenges	Objectives	Actions	Who	When - (1/3/5 years)	Cost
<p>Social e.g. referring to club players, members, volunteers, community and committee</p> 	<p>Good spirit of the club is reflected both off the pitch but equally on it. We take behaviour extremely seriously. The old fashion values of enjoying the game, being sociable with the opposition, respecting the umpires are crucial to our ethics whilst looking to win and be successful. Our reputation took years to build and the Committee's brief is to uphold that through the ages and continue to improve and enhance the facilities</p>	<p>Organising the Quarterly Quiz nights, Ladies night and food served on Saturday evenings to encourage social side</p> <p>Club organises a cricket week where five all day games are played, with the help of the ladies putting on quality lunches and evening food.</p> <p>An annual tour where a touring party may well consist of 30 players / social members.</p>	<p>Club Social Committee.</p>	<p>1 year</p>	<p>None</p>

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<p>Environmental e.g. referring to club facilities and capital expenditure</p> 	<p>We always constantly try to improve facilities: Nets, Clubhouse, bar, scoreboard and pavilion expansion.</p>	<p>We request informally and via email on annual basis from both players and social members wish list on facilities. Construction has nearly concluded on the scoreboard and pavilion</p>	<p>Club Committee</p>	<p>1 year +</p>	<p>None</p>
	<p>Furniture</p>	<p>We are to look at replacing much of the pavilion internal furniture, consulting with all members, male and female to understand needs and desires.</p>	<p>Main Committee</p>	<p>1 year</p>	<p>£1-5k</p>
	<p>Additional ground to support the 3rd XI and Colts cricket.</p>	<p>A new ground is currently being sought to support the 3rd XI and colts cricket matches. This is currently in the research phase.</p>	<p>Committee</p>	<p>5 years+</p>	<p>£200K</p>
<p>Economic e.g. referring to club finances, revenue, costs and contingency</p> 	<p>See section above under finances</p>				

Do your objectives all contribute to your club's purpose? *Yes every decision is built around the values of the club ensuring that we consider all parties connected to the club.*

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

Club Support – Planning for the Future

'Our Club'

