

Club Development Plan June 2022

South Northumberland Cricket Club



A comparison of Club membership numbers in 2022 and 2019 and teams shows considerable increases particularly in the numbers of juniors at the U13, U11 and U7 / U9 age groups. The number of women and girls has also shown considerable increase and reflects the commitment in the Club's previous Development Plan of making the growth of women and girls cricket a key priority for the Club.

Player / Member Facts September 2019

	Players / Members		Teams	
	Male	Female	Mixed	Female Only
U7 & U9	75	5	0	0
U11	50	12	3	0
U13	34	7	3	1
U15	33	10	2	0
U19	19	4	1	0
Senior	24	9	5	1
Social Members	201	91	N/A	N/A

Player / Member Facts May 2022

	Players / Members		Teams	
	Male	Female	Mixed	Female Only
U7 & U9	119	22	1	0
U11	68	13	5	0
U13	54	18	3	1
U15	33	11	2	1
U19	11	5	2	1
Senior	26	19	5	2
Social Members	246	135	N/A	N/A

5 - Year Vision

To be a highly successful, accessible and welcoming community cricket club serving Gosforth and the North East.

Objectives

- To be one of the leading cricket clubs in the North East and with a national playing reputation at both senior and junior level.
- To be a centre of excellence for cricket coaching delivering outstanding and popular cricket development programmes throughout the year to members and non-members, boys and girls with a broad range of ages and cricketing skills.
- To provide the opportunity for every member to reach his / her playing potential.
- To develop the women and girls' cricket sections of the club.
- To be embedded in, respected and recognised as an asset of the local community.
- To have a strong youth development culture offering opportunities for the development of the life skills of our youth membership and opportunities to play senior cricket.
- To further integrate the various cricket and social sections of the club so that it is an enjoyable place to be a member and a volunteer and to be associated with and offering regular and well attended social activities.
- To be a good employer for permanent and temporary staff and to offer opportunities for young people to have coaching and other employment opportunities.
- To operate in a safe and supportive environment for employees, members and visitors.
- To be financially self-sufficient such that we break even on a cash basis (i.e. ignoring premises depreciation).

How do we communicate this to our members?

- We publish our vision and objectives on club notices boards and the club website to encourage feedback and membership involvement.
- We will arrange a discussion forum to present our vision and objectives and our actions for achieving them and take on board feedback received from our members in prioritising and implementing the proposed action plan.

Action Plan 2022 / 23

Governance

Action Point	Time scale	Responsibility	Comments
Governance	Ongoing	Board	The Board of Directors will continue to meet at least once a month to oversee the affairs of the Club. During 2021 / 22 Alan Fletcher resigned from the Board to concentrate on other activities and Michael Richardson left the CEO post to move to Switzerland, resulting in more directors being actively involved in the running of the club. The board promotes diversity and inclusion throughout the club's activities and will seek to reflect this with greater diversity at board level during 2022.
Clubmark	30 June 2022	Board	Comply with ECB compliance requirements for re-accreditation.

Membership

Action Point	Time scale	Responsibility	Comments
Continue to investigate ways of increasing club membership	Ongoing	Board and Director of Coaching	This applies both to the playing membership and the social membership, with particular focus on women and girls playing membership.
Prepare programme of social events for 2022/23	Ongoing	Board	The Club will prepare a programme of social events taking into account lessons learned from recent years. The programme will include events for all age groups including established events such as the Sporting Dinner and the Fireworks Evening, and new events aimed at engaging a wider cross-section of the Club's membership.
Consider whether any new senior players are recruited for the 2022 season	Winter 2021/22	Cricket Committee	Several existing senior players are approaching the end of the 1st XI playing careers. A more structured approach to player recruitment has been established in recent years. There will be consultation between the relevant team captain and the Cricket Committee on all player recruitment. It is anticipated that instead of having a 'playing' CEO, an overseas player with strong coaching credentials will be employed. Additionally, an overseas player with good coaching skills for the Women and Girls section will be employed. Visa issues meant that the two overseas / players did not arrive at the Club until late June 2022.
Prepare new advertising and marketing material	2022	Board	Communication and promotion of club activities is an improvement area. The existing marketing material is out-dated and needs to be brought up to date. New marketing material will be prepared and relevant materials will also be added to the website and social media sites, as well as within the Clubhouse and Cricket Centre.

Workforce and Volunteers

Action Point	Time scale	Responsibility	Comments
Chairman and Board	2022 and beyond	Chairman and Board	The CEO left in February 2022 and many of his tasks have been reallocated to Board members, existing staff and volunteers. Each Board member has an area of responsibility and reports on this at each monthly Board meeting. Greater membership participation is being encouraged to better utilise members' skillsets and increase member involvement.
Office Manager	Ongoing	Treasurer and Chairman	Sarah McCloud is the Officer Manager and with support from Sarah Bell reports to the Treasurer.
Review staffing requirements, contracts, employment and job descriptions	Ongoing	Chairman and Board	Staffing requirements, staff contracts and job descriptions are subject to continuous review.
Ensure that all coaches have the required accreditations before coaching	Ongoing	Director of Coaching and Club Secretary	No coach will be deployed unless all the necessary requirements are in place, including obtaining references for coaches who are not Club members.
Encourage more members to volunteer	Ongoing	Board	More members are needed to volunteer to help at events such as our Cricketforce Day, All Stars Cricket, Fireworks Evening and special matches. Appropriate training and instruction will be provided to ensure that volunteers work in a safe and secure environment.

Finance

Action Point	Time scale	Responsibility	Comments
Investment Committee	Ongoing	Investment Committee and Board	The remit of the Committee will continue to be to oversee the Club's investments and ensure that fund managers are managing the investments for the benefit of the Club. Minutes of meeting will be circulated to Directors.
Review subscription rates	Annually	Board	Subscription rates are subject to annual review.

Finance

Action Point	Time scale	Responsibility	Comments
Continue to adopt a cost benefit approach to new events, extension of current events, facility and ground hirings etc.	Ongoing	Chairman and Board	There is a need to build on the progress made in recent years in increasing the income generated by events and functions.
Audit all operations and cost structure to optimise commercial effectiveness	Ongoing	Chairman and Board	All contracts and purchases are scrutinised with care and the best deals sought.

Senior and Junior Cricket

Action Point	Time scale	Responsibility	Comments
Review 2022 season and take on board learning points in planning for 2023	Autumn 2022	Cricket Committee. W&G Cricket Committee and Junior Cricket Committee.	The Cricket Committee will consider all aspects relating to the 2022 season including results, performances, coaching arrangements, practice sessions, team manager responsibilities, competitions entered etc. and take on board lessons learned in planning for the 2023 season.
Decide on which discretionary senior and junior competitions to enter in 2023	Autumn 2022	Cricket Committee. W&G Cricket Committee and Junior Cricket Committee.	The Club withdrew from the NTCL Midweek League for the 2022 season and the intention is to utilise the additional ground space to develop women and girls cricket, as well as junior cricket.
Increase participation in Women and Girls cricket	Ongoing	Cricket Committee. W&G Cricket Committee and Junior Cricket Committee.	The Women's and Girls' teams have achieved success at national, regional and County levels in recent years. With the hosting of a Women's 100 match in 2021 and the appointment of an overseas international player, there is the opportunity to build on this success and increase participation in women and girl's cricket.
Review the Winter and Summer's coaching programmes	Ongoing	Director of Coaching	The programmes will continue to be reviewed to ensure that they are attractive to potential participants, fit for purpose and held at the most appropriate times.

Senior and Junior Cricket

Action Point	Time scale	Responsibility	Comments
All Stars and Dynamos Cricket	Ongoing	Director of Coaching	Continue to offer the programmes in 2022.
Integration of senior and junior cricket	Ongoing	Cricket Committee. W&G Cricket Committee and Junior Cricket Committee.	Continue to introduce ways of further integrating senior, junior, women and girls' cricket with the aim of promoting a 'one club' atmosphere.
Scorers	Ongoing	Cricket Committee. W&G Cricket Committee and Junior Cricket Committee.	The Club is very reliant on John Ruddick to score for the 1st XI and there is an absence of experienced scorers for other senior teams. The recruitment and training of new scorers will be a priority.

Facilities and Equipment

Action Point	Time scale	Responsibility	Comments
Clubhouse and Indoor Centre	Ongoing	Board	The condition, functionality and use of the facilities will be subject to continual monitoring with a view to taking any actions required. Plans for major refurbishment and improvement to the Indoor Centre are being developed and grant aid is being sought. Improvements to the clubhouse and the front terracing are currently on hold. New showers in the home changing room and more efficient energy systems will be installed.
Web and Social Media Sites	Ongoing	Board and Office Manager	A web site has been created to assist in the efficient running and promotion of the Club, with new faster and improved broadband installed. The web site will be kept up to date to provide information and news about Club activities. Protocols will be introduced for social media sites and user arrangements will be reviewed.
Cricket Square	Autumn 2022	Board and Head Groundsman	Three new hybrid pitches have been installed to improve performance and increase playing time. The condition and performance of the cricket square in the 2022 season will be reviewed with a view to considering whether any further specific actions need to be taken.
Equipment	Ongoing	Head Groundsman and Board	Consideration will be given to any equipment requirements identified by the Head Groundsman. Repairs and maintenance will be carried out to the ground and ground equipment on a regular basis.
Grant aid	Ongoing	Board	Grant aid will be sought where possible for any capital works and equipment purchases that are planned.
Prestige Matches	Ongoing	Head Groundsman and Board	The Club will continue to seek to host prestige cricket matches including matches involving Durham County Cricket Club 1st and 2nd XIs, Northumberland County Cricket Club, Northern Diamonds and County Junior representative matches.