

**Club Development Plan 2016-2017**

**1. Financial Information:**

	<b>2016 - £</b>	<b>2015 - £</b>	<b>2014 - £</b>
<b>Annual Turnover</b>		£26,360	£33,687
<b>Profit or loss for the year</b>		Loss - £1902	Profit - £5,095
<b>Reserves</b>		£13951	£15,853
<b>Target reserve level</b>	£15,000	£15,000	£15,000
<b>Additional financial notes</b>	2015 – loss created by purchase of new wicket covers		

**2. Key Volunteers:**

<b>Name</b>	<b>Role(s)</b>	<b>Succession planning for future (indicate if not required (NR))</b>
Jeff Bartley	Committee Member, Fundraising lead,	1 new committee member per year
Ben Byram	1 <sup>st</sup> Team Captain	Vice Captain
Dave Cadman	6 a-side-fun day and Committee Member	1 new committee member per year
Katie Chesters	Welfare Officer	
Matthew Chesters	Coach – level 2	2 new coaches per year
Rachel Chesters	Coach – level 2	2 new coaches per year
Matt Conniffe	Committee Member	1 new committee member per year
Chris Cousins	Treasurer	No immediate need
Neil Davies	Coach – level 2, 2 <sup>nd</sup> Team Captain	2 new coaches per year Vice Captain
Stuart Edwards	Coach, Fixtures Secretary, 4 <sup>th</sup> Team Captain	2 new coaches per year Vice Captain
Steven Harrison	Coach Helper	3 new coach helpers per year
Ellen Hassall	1 <sup>st</sup> Team Scorer	1 new scorer per year
Christine Heath	Register	Deputy Register Taker
Stan Higgins	President	NR
Andy Hill	Coach/Manager	2 new coaches per year
Phil Hill	Ground	
Andy Johnson	Coach Level 2	2 new coaches per year
Hamza Lokat	Coach Helper	2 new coach helpers per year
Simon Mackeen	Junior Manager	
Dom Musgrove	Website	No immediate need

Dave Pope	3 <sup>rd</sup> Team Captain	Vice Captain
Fiona O'Sullivan	Ladies Captain	Vice Captain
Steve Pessall	Committee Member & Ground	1 new committee member per year
Simon Phillips	Coach Helper	2 new coach helpers per year
Austin Rowley	Coach Helper	2 new coach helpers per year
Sam Rowley	Coach – level 2	2 new coaches per year
Tom Savage	Coach – level 2	2 new coaches per year
Dave Seaton	Sunday Captain Kit Supplier	NR
Paul Smart	Groundsman	No immediate need
Dave Smart	Groundsman	No immediate need
Paul Taylor	Chairman, Welfare Officer, Coach – level 1	Vice Chairman  2 new coaches per year
Michelle Bartley	Coach Helper	2 new coach helpers per year
Lisa Yeats	Ladies & Girls	2 new coaches per year
Mike Waldron	Secretary, Coach level 1	2 new coaches per year
Malcolm Webster	Vice Chairman Coach – level 2	2 new coaches per year

### 3. SWOT:

What are your club's <b>Strengths</b> ? What do you do well?	What are your club's main <b>Weaknesses</b> ? What would you like to improve?
<ul style="list-style-type: none"> <li>- Historical legacy</li> <li>- Registered Charity</li> <li>- Sports &amp; Social Club facilities.</li> <li>- Security</li> <li>- Respected in local community.</li> <li>- Diversity of membership.</li> <li>- 4 Saturday teams</li> <li>- Junior section</li> <li>- Disabled, girls and ladies sections.</li> <li>- Clubmark accreditation</li> <li>- New net facility</li> <li>- New Covers</li> </ul>	<ul style="list-style-type: none"> <li>- Ability to compete at highest level</li> <li>- Unable to sustain U15 team.</li> <li>- Not enough active coaches</li> <li>- Lack of Umpires or scorers</li> <li>- Lack of volunteers</li> <li>- Limited collaboration between affiliated clubs, Social Club, Management Committee</li> <li>- Level of reserves</li> <li>- Loss of players (particularly County juniors) due to relegation from Birmingham League</li> </ul>
What are your club's <b>Opportunities</b> ? What are the things outside of the club that you could make most of? Voluntary groups that may use your facilities, etc?	What are the things that pose a <b>Threat</b> to your club? Things that you may need to be aware of?
<ul style="list-style-type: none"> <li>- Improved links with schools.</li> <li>- Partnership with other Clubs (U15 with Forton).</li> </ul>	<ul style="list-style-type: none"> <li>- Shortage of volunteers.</li> <li>- Lack of succession planning.</li> <li>- Declining popularity, appeal,</li> </ul>

<ul style="list-style-type: none"> <li>- Better collaboration between affiliated clubs, Social Club &amp; Management Committee</li> <li>- Grant funding – general</li> <li>- Grant funding – sport specific (e.g. ECB)</li> <li>- Better community engagement</li> <li>- Sponsorship</li> <li>- Greater demand as local population increases</li> <li>- Promotion to Birmingham League (to retain young talent)</li> </ul>	<p>retention of players versus other sports and activities.</p> <ul style="list-style-type: none"> <li>- Cost of Cricket.</li> <li>- Sports &amp; Social Club failure.</li> <li>- Failure of Ground machinery</li> <li>- Vandalism</li> <li>- Withdrawal of Council support</li> <li>- Succession/recruitment of volunteer grounds staff</li> <li>- Equipment breakdown/inability to finance replacement machinery</li> <li>- Falling bar profit impacting on reduced Management/Social Club support</li> <li>- Promotion to Birmingham League – increased cost/travelling</li> </ul>
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#### 4. Purpose (Why does our Cricket Club exist?):

St Georges Cricket Club main objective is to promote and sustain the development of cricket through juniors of all abilities, within our locality, enabling an increasing number of people to enjoy cricket, through playing (at a range of levels), helping or watching.

As a Cricket Club we aim to be one of the most successful clubs in the region by: - Establishing our senior sides in Saturday League Cricket - Maintaining the number of senior teams playing cricket - Continuing to develop our junior structure - Extending our links with local schools - Encouraging membership from all our local communities and cultures - Continuing to develop our disabled cricketer's section – Maintaining and developing our girls and ladies section - Developing the club facilities in partnership with the Recreation Ground Management and Sports & Social Club with whom we are affiliated - Developing a robust volunteering scheme - Sustaining a sound financial base.

#### Aims

**Harness and develop all young cricketers so they have the opportunity to contribute to the game of cricket at all levels and play a central role in club cricket life** - We will actively encourage juniors to participate in our junior practice sessions and have an open door policy. Juniors are the cornerstone of the club and will be encouraged and supported to play at levels commensurate with their skills and aptitude.

**Develop and strengthen a structure and pathway for women and girls to actively participate in and follow cricket** - We will actively encourage junior girls to participate in our junior practice sessions and have an open door policy. We provide our facility for District and County matches for SCB. Girls cricket commenced in 2011 and Ladies in 2012 and both sections are now well established.

**Develop and strengthen the whole club environment, promoting cricketing opportunities for disabled people** - St Georges already have a well established Disabled Cricket Team who contribute significantly to SCB County Disability teams. We encourage people with a disability to join our club and have an open door policy for membership and cricket activity.

**Develop and promote cricket for black and ethnic minorities** - As per women and girls and disabilities we have an open door policy to all from minority communities who wish to join and would like to be involved with cricket. We currently have a number of senior and junior players from ethnic minority communities and will continue to encourage participation from these backgrounds.

**Ensure that our cricket club is an integral part of the local community, contributing an invaluable service to all sections of the local community, developing club members, supporters and volunteers** - We actively promote cricket in our community supporting members of the community with a variety of functions and events for all ages throughout the year. The Club and its facilities are open and used by a range of groups in the local community, including hosting primary school cricket tournaments and junior County games.

**Develop and strengthen senior playing teams, providing positive role models to all club members, leading achievement and success** – We encourage senior players to be actively involved with the development of the club and have a robust code of conduct for all members ensuring key individuals act as ambassadors for the club and are committed to ongoing support and development. We encourage key people to become qualified coaches and ensure they act as role models, coaching and mentoring our youngster as people as well as cricketers.

**5. Year Vision:** (What do we want people to be saying about our club in 5 year's time):

- Financially sound
- Sufficient volunteers
- Ground facilities and equipment in good working order
- Flourishing junior, girls, ladies and disability sections
- Regained Birmingham League status

**6. Key Player/Volunteer facts:** April 2016

	Number of players		Number of teams		Number of coaches
	M	F	M	F	
<b>U8</b>	12	4			2
<b>U9</b>	16	3			2
<b>U11</b>	23	11	1	1	4
<b>U13</b>	16	8	1	1	2
<b>U15</b>	7	3	1		2

<b>U17</b>	13	2			2
<b>Senior</b>	47	17	5	1	1
<b>Disability</b>	15	3	1		1
<b>Non Playing Volunteers</b>	21	5			
<b>Totals</b>	170	56	12		16
	226				

## 6. Our key priorities from our Self Assessment (You are the Umpires Toolkit):

1. Changing Rooms – total refurbishment or replace
2. Electronic scoreboard - installation
3. Ground equipment – Slitter, Heavy Roller, Outfield mower
4. Sight Screens - renovation
5. Volunteers – increased numbers
6. Increased advertising and sponsorship income

## 7. What do we need to do to achieve our vision?

	<b>Objectives</b>	<b>Actions</b>	<b>Who</b>	<b>When (1/3/5 years)</b>	<b>Cost/Income</b>
<b>Players, Members and Volunteers:</b> (What do we need to do to improve their experience at our club?)	To better understand member's views	Survey	Committee	Annually	No cost
	Increase number of Coaches	2 new coaches per year	MWa	Annually	- £280 per person
	Increase number of Coach Helpers	3 new helpers per year	PT	Annually	- £75 per person
	Grounds Support	1 new helper per year	PT MWa PS	Annually	No cost
	Groundsman	Start discussions about future	PT	5 years	No cost
<b>Facilities:</b> What do we need to do to improve facilities?)	Changing Rooms	Develop Plan	PT, MWa	By 2020	- £100k
	Electronic Scoreboard	Fundraising underway. Develop spec.	CC, SE, MWe	By start of 2017 season	- £4k
	Sight	New build		By start of	- £600

	Screens	commenced		2017 season	
	Slitter	Order placed	AS	By end of 2016 season	- £6k
	Heavy Roller	Scope prices & options	PT	By start of 2019 season	£12k
	Outfield Mower	Order placed	AS	By start of 2018 season	- £5k
<b>Finances:</b> (how can we save and make money to invest back in our club?)	Increase reserves to £15k	Increase annual income over expenditure	CC	By 2018	+ £1k per year
	Ensure maximise use of grant funding	Regular meetings of Finance Committee	JB, PT	On going	No cost
	Improve participation of members in fundraising activities	Regular meetings of Finance Committee	JB PT CC	On going	No cost
	Increase advertising revenue	Brochure. Regular meetings of Finance Committee	JB PT	On going	No cost
	Establish new main sponsor	Brochure Regular meetings of Finance Committee	JB	By start of 2017 season	No cost