



# **Pinner Cricket Club**

## **Club Development Plan**

**November 2017**

**Version 1.1**

## Document Revision History

Date	Version	Changes	Author
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
13/11/2017	1.1	Updated to include results of 2017 surveys and revised 3 yr plans.	Nadeem Aslam

## Distribution

A copy of the Development Plan will be put on our website and sent out via our distribution lists. A printed copy will be made available in the clubhouse and promoted via our social media sites.

Website - <http://pinnercc.hitssports.com/default.aspx>

Facebook - <https://www.facebook.com/groups/19652213163/>

Twitter - <https://twitter.com/PinnerCC>

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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

## 1.1 Aims

This Development Plan states the aims of Pinner Cricket Club over the next three years. It covers:

- The foundation work already put in place by the club
- The wish to continue a good standard of senior cricket in the club
- The wish to develop junior cricketers to ensure the future of the club
- Investment by the club in equipment, coaching and facilities
- A commitment to sound planning and management of each element of the plan.

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 2017 season

In 2017 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 Division 3 champions whilst the second team finish a very creditable third place 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 U10's were able to play all their matches and used this season as a learning experience. The U13's had a good season, despite having to play only friendlies this year. The U15's won approx. 50% of their matches. The minis were excellent during their softball games and won 90% of their games with real progress being shown by new players. The club also had a successful All Stars course, with on average 35 new members attending each session. Focus for 2018 is to continue to rebuild the colts section from minis' upwards as well as ensuring all coaches receive their level 2 qualification. The club was also one again awarded ClubMark status.

The club has a large and 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 2018 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
U13 Eleven	Colts team MCA North Area Division 4
U15 Eleven	Junior team MCA North Area Division 4

## 2.3 Membership

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

## 2.4 Facilities

Facility	Comment
Montesole Playing Fields	Main ground and pavilion - 1 Antoneys Cl, Pinner HA5 3LP
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.
- To have a established softball women's team and either playing in a softball league or playing friendlies against other clubs
- To have on-field and off-field facilities that attract and retain existing and new members.
- To have strong links and mutually beneficial relationships with other community clubs within the surrounding area.
- As a cricket club we would like people to see us as a friendly welcoming club that is both competitive and that plays to win, but with an ethos rooted in the Spirit of Cricket.

## 4 SWOT Analysis

STRENGTHS	WEAKNESSES
1. Good senior teams playing competitive cricket within the Chilterns league.	1. Shortage of junior players at each age in order to guarantee outing out a team for every colts game
2. Solid membership base with over 40 playing members	2. Just enough coaches available to run colts training sessions.
3. Club Mark Status achieved in 2017	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	6.

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 DEVELOPMENT AREAS

Objective	How	Who	By When	Comments on 2017
<b>Clubmark accreditation</b>	<p>Ensure all coaches, players, members are aware of clubmark standards.</p> <p>Identify gaps in implementation and address. Generate a Clubmark Checklist and follow the Clubmark Resource Pack.</p> <p>Provide appropriate documentation to Middlesex CC Clubmark officer.</p>	Nadeem Aslam/ Dan Langan	<p>2017 – Re - accreditation</p> <p>Ongoing – annual reviews</p> <p>2020 – Re- accreditation</p>	Achieved re-accreditation in 2017.
<b>Build the adult membership and play competitive cricket across all four teams.</b>	<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	Ongoing	<p>Survey completed in 2017 and follow-on actions incorporated into development plans.</p> <p>Significant improvement in timely payment of subs in 2017</p> <p>More colts played in senior teams in 2017</p>
<b>Invest in colts cricket and rebuild from the mini's section</b>	<p>Target existing members to re-sign for 2018.</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>	Committee/ Colts Manager	Ongoing	<p>Survey completed in 2017 and follow-on actions incorporated into development plans.</p> <p>Approx 35 new cricketers as</p>

Objective	How	Who	By When	Comments on 2017
	<p>Provide opportunities for all colts to play a match against another club</p> <p>Survey the club membership</p> <p>Introductory membership pack for colts in 2018</p>			part of a successful All Stars programme.
<b>Coaching</b>	<p>Encourage all coaches to update their qualifications and move to ECB Level 2 or above.</p> <p>Ensure all coaches are DBS checked</p> <p>Ensure all coaches are first-aid trained.</p> <p>Support children (U15) who wish to gain coaching experience whilst at school and encourage them onto the coaching pathway.</p> <p>Find parents willing to run junior teams at the lower age groups and who will continue to be involved as their child progresses through the age groups.</p> <p>Use professional coaches during some training sessions.</p> <p>Encourage and support any existing members who are interested in gaining qualifications.</p> <p>Distribute club policies on child protection, health and safety etc.</p>	<p>Colts Manager</p> <p>All Members (Health and Safety)</p>	Ongoing	<p>New coaches recognised from parents and senior players.</p> <p>2 Colts completed Duke Of Edinburgh award through club</p> <p>Online DBS checks now being conducted</p> <p>First aid course held for all coaches</p> <p>All coaches and Child Welfare Officer upto date with Child Protection policy.</p> <p>All club policies are now available on the club website</p>
<b>Develop plans for refurbishment of the clubhouse and facilities</b>	<p>Retain use of existing facilities.</p> <p>Build on initial clubhouse structural surveys to develop future plan</p> <p>Use Club Force weekend to</p>	Committee	<p>2018</p> <p>2017</p> <p>2017</p>	<p>Successful cricket force weekend held by the club.</p> <p>Absorbed</p>

Objective	How	Who	By When	Comments on 2017
	<p>communicate club plans to membership. 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 including:</p> <ul style="list-style-type: none"> <li>• Conducting a feasibility study with an agreed refurbishment option.</li> <li>• Producing structural and building plans based on agreed option.</li> <li>• Seeking planning and buildings approval</li> <li>• Seeking external funding through grants</li> <li>• Initiating internal fund-raising activities</li> </ul>		2018 - 19	rent increase and retained use of existing facility
<b>Obtain local business partnership</b>	<p>Visit local businesses with opportunities for sponsorship offering different levels of sponsorship possible.</p> <p>A Major Sponsor to assist in developing the club by providing financial support</p> <p>Look to utilize the skill set and sponsorship opportunities we have within the club, i.e. members with businesses.</p>	Committee	<p>2018</p> <p>2019 – Major Sponsor</p> <p>2018</p>	A formal sponsorship pack is now available for businesses to review sponsorship opportunities with the club.
<b>Grow the Women's and Girls section and affiliate to a league</b>	<p>Working with Middlesex and local clubs to establish a women's and girl's sections and promote cricket in schools and other social groups.</p> <p>Participate in friendly matches in first year</p> <p>Promote within local sports including Hockey Club and Rugby Club.</p> <p>Member(s) of the Women's Section to represent the Women and Girls Section on the Club committee</p>	Committee	<p>Start the Section in 2018</p> <p>Join league by 2020</p>	<p>Women's softball tournament held in 2017 at Pinner.</p> <p>Grant received from MCC to further develop women's cricket in the club. Specific playing members</p>

Objective	How	Who	By When	Comments on 2017
	Use local women's cricket team/s to learn lessons and help establish good practice at Pinner			women's subs introduced for 2018
<b>Promote Disabled cricket</b>	Provide facilities to local community Make special schools aware that club coaches are available either 'on or off-site' to these groups.	By contact and liaison with special schools and groups	Contact school in 2018	

**END of DOCUMENT**