



The benefits of having a Club Development Plan

What were the aims you set out to achieve in your development plan (i.e recruit players, volunteers etc)?

The overall aims were to:

- Grow both Women's and Girls section with regards to numbers
- Retain current membership – keep engagement with members over the winter
- Ensure there is playing offer for all i.e. social/recreational, semi competitive and competitive
- Develop and build an internal workforce/support network, i.e. adult players supporting junior section with coaching (in turn to make transition from junior to adult easier), parents supporting with junior section but also adult sections supporting each other – Women's scoring for men's and men's umpiring/scoring for Women's
- Embedding the 'One Club' ethos

What impact have you seen from the Development plan (i.e. more players, volunteers, extra revenue etc)?

- Middlesex Cricket have supported local delivery in primary schools, strengthening the schools to club links which has helped us increased the numbers of girls joining the Girls section over the past 2 years.
- With the support given to a local primary school, the PE teacher from the school completed the level 2 course and not only enhanced the offer at the school, but it really allowed us to strengthen the school link. He attended most training sessions on a Sunday, this helped particularly at the start of the season where there were several players attending from his school.
- Engagement over the winter (friendly indoor games against other clubs/training) for both Girls and Women's has helped with retention and allowed us to recruit players that may have been interested in the sport and the back end of the season.
- The Women entered a 20 over midweek league ensure there was sufficient cricket for new players/ those that could not commit to a full Sunday, but this also created a stepping stone for those juniors wanting to move up to senior cricket
- Festivals for both Girls and Women ensure those that enjoyed the social element of the game were still able to enjoy what was on offer this also gave us another opportunity to promote the cricket section amongst other sports at the club and invite Women's to join – we have had Women's from badminton, football and hockey attend one off the cricket festivals.
- The club have successfully embedded the 'one club' ethos this has encouraged parents and players to take up coaching/volunteering roles to support different sections of the club. Women regularly score for the men's teams and members from the men's team also support Women's games and events when needed. We have several members including women from the Women's' section who have completed their coaching qualifications which has enhanced our work with the junior section.
- Our 'One' Club philosophy is encapsulated by the social events at the club, particularly the Annual Cricket Club Dinner.

Did the club players and members have an input into the Development plan (how- did you run consultation event with members, players etc /surveys etc)?

Members of the Women's' committee attended a development session run by the ECB/Middlesex at the club, on the back of this we consulted with the Women's' section and put forward plans ideas to be integrated within the whole club development plan. Each section has a team of volunteers who sit down regularly throughout the year to discuss plans and moving forward, there is a committee member within each of these sections to allow communication through to the main club committee. This allows us to ensure we are listening to all members of each section and the club development plan considers everyone.

Who was involved in writing the Dev Plan- (did you receive support from CCB's)?

This was written by the experienced players at the club, with assistance from Middlesex Cricket. The experienced players at the time had input in to it. The Women and Girls plan was fully integrated with the overall development plan at the club. The women team is fully integrated as a part of the club, and representatives sit on the club committee and are involved in all decision making for the whole club. The Girls coaching is fully integrated with the overall junior colt's programme at the club.

Do you feel the Development plan has been a useful tool for the growth at your club?

For there to be sustainable growth a development plan is essential, without this growth can be adhoc and may not service the current members or understand the barriers of engagement for those not engaging.

The evolution of your dev plan overtime- have you needed to adapt it if so what changes have you made?

We are in an ever-changing environment, although a plan is essential for development, there must always be flexibility. Different aspects/formats of the game attract different people whether it be Girls or Women's, Boy's or Men. Being a club with all four sections included, it is paramount to ensure there is always a review process to continue to grow and ensure we are delivering on and meeting the needs of our current members but also have an attractive offer those who may want to join.

From our experience the development plan gives a club a focus. Volunteers are needed to implement it. The most important aspect is to have the club volunteers all working together to support all cricket at the club rather than working in silo. At Actonian's we are all one club, not separate sections, and this helps us to foster good working practices across the club. This has been instrumental to our success on the pitch and most importantly the ability to retain and recruit players.