

Summary of Club Development Plan – December 2016

Mission Statement

Yateley Cricket Club's mission statement: To continually improve and develop the club as a provider of competitive and social cricket for adults and juniors (male and female) supported by high quality facilities and played in a sporting and enjoyable atmosphere.

Our broad objectives are to:

1. Harness and develop all **young cricketers, girls and boys**, so they have the opportunity to contribute to the game of cricket at all levels and play a central role in club cricket life.
2. Develop and strengthen **senior playing teams**, providing positive role models to all club members, leading achievement and success
3. Continue to develop our **facilities** to become one of the best in the Thames Valley and Hampshire County leagues
4. Develop a Commercial Plan to generate the necessary **finances** to support the future development of the club
5. 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

Specific Current Objectives (to support the above)

N.B. Longer term Objectives **in Blue**. All others are short / medium term

Junior Cricket Development

- Increase Recruitment – push sibling attendance / develop U7 section: Chance to Shine involvement: 'Bring a friend' taster sessions; prepare 'flyers' for distribution through parents etc; repeat Summer Camp experiment (May half-term?); take a 'stand' at the May Fayre; improve use of Yateley Facebook page (JC / RMc)
- Build on relationships established through 'Taster Sessions' with Frogmore Junior, Newlands Primary, Westfields Infants
- Identify more potential future coaches especially Lady coaches for the Girls Section. Utilise NHCDV Volunteers courses. (CJ / RMc)
- Develop existing coaches via Hampshire Coaching workshops and run our own internal workshop (CJ)
- Develop our own 'Coaching Manual' to ensure consistent coaching approach and information across all age groups. (CJ / GP)
- Consider more friendly matches during July and potentially into August to 'keep the season going' in order to continue skills development (JC / RMc)

Senior Cricket Development (all JM / RMc)

- Maintain and develop the current pathway for the transition of junior boys and girls through to senior teams. Use the third and fourth XIs for U15s and the best U13 boys to acclimatise them in a supportive and non-threatening environment. Train and play talented girls with the Senior Ladies side when appropriate
- Re-establish the Mens coaching and development environment in line with previous years to ensure that members at all levels have access to qualified coaching support. Ensure that the First XI have the necessary support to recover their 2016 status
- Recruitment – significantly enhance our recruitment efforts through the formation of a sub-group of seniors to develop ideas and put them into effect.

Facilities Development (All CW)

- Re-furbish the far nets so that we have two high standard pairs on nets at the ground
- Repair the main nets to ensure full safety standards are met
- Refurbish the main pavilion showers by replacing all tiling
- Enhance the 'Max Kaye Pavilion' and general facilities on the second ground
- Revamp and upgrade the main pavilion and main nets

Commercial Plan (All PF)

- Increase income from company sponsorship and donations
- Hold more Social Events to generate income and encourage volunteering assistance in the running of those events
- Develop a plan for the external hiring out of both the pavilion and ground
- 'Community Events' - Build on success of Cork and Cask and hold a Comedy Night.
- Increase income generated by the 250 club

Community Relationships

- Build on relationships gained via taster sessions with Guides and Brownies groups (RMc)
- Build on relationships established via taster sessions with local Primary and Junior Schools (See Junior Development) (RMc / JC)
- Continue to work with Yateley Town FC and others to put on Community-wide events (See Commercial plan) - PF