



Ulverston Cricket Club

Club Development Plan 2019 – 2022

The Ulverston Cricket Club Action Plan sets out the club's strategy and development planning for the three years from 2017 to 2020. It also sets out specific action plans in more detail for the year ahead.

The plan is developed through discussion and consultation with representatives of all members of Ulverston Cricket Club.

The plans will be reviewed and developed throughout the year.

The aim is to develop cricket in the Ulverston area so that Ulverston Cricket Club meets the cricketing needs of the wider community and is an established team in the higher tiers of the local cricket league, currently the First Division of the North Lancashire and Cumbria League.

Aims – our vision for the club

We aim to provide everyone in the Ulverston community with the opportunity to experience high quality cricket. To develop a life-long enjoyment of cricket and recognise the part sport can play in become confident people, ambitious for their own futures, while respecting the rights of others.

Strategic Plan – 3 year Goals

1. To secure the future of two open age teams for the competitiveness of the 1st team and to bridge the gap between adult and junior cricket.
2. To develop the cricketing ability of all by providing high quality coaching, particularly the youth teams to help build individual self-esteem and sense of achievement.
3. To provide and maintain high quality playing and training facilities.



Goal 1

"To secure the future of two open age teams for the competitiveness of the 1st team and to bridge the gap between adult and junior cricket.

Priority	Timescale	Lead	Intention	Success Criteria
High	October 2019	The Committee	Two teams in C&NL League	Zero Conceded games in 2019 season

Actions

Key Task	Success Criteria	Lead	Completion Date	Cost Resources	Monitoring	Status
Explore Professional costs & options	Decision made on Professional	General Committee	Jan 2019	Labour	General Committee	
Identify Ideal A team leadership	Committed Captain & Vice-Captain	General Committee	Feb 2010	Labour	General Committee	
Raise attendance at Open Age practice	25% 1 st team attendance 75% 2 nd team attendance	Captains & Vice-Captains	July 2019	Labour	General Committee	
Deliver Adult player Coaching plan	Coaching programme for Winter 2019	Captains, Vice-Captains, Coaches	Mar 2019	Labour	General Committee	

Goal 2

"To raise the numbers and cricketing ability of all particularly the youth teams".

Priority	Timescale	Lead	Intention	Success Criteria
High	October 2019	General Committee	Convert casual players to full membership	Number of adult players signed as members
Medium	May 2019	Junior Committee	Each junior team has one Level 2 coach / manager and one Level 1 coach assistant	Assigned Coaches per team
Medium	September 2019	Junior Committee	To raise the number of female juniors to 30% of all juniors	3 girls playing in each age group
Medium	May 2019	General Committee	To establish a Women's Softball team	Attendance at all local Softball festivals
Medium	October 2019	Junior Committee	To maintain high levels of participation of juniors in District and County cricket	6 on Player Pathway programme 2 in County programme

Actions

Key Task	Success Criteria	Lead	Completion Date	Cost Resources	Monitoring	Status
Identify new coaches from parents / adult players	Attendance at coaching courses	Junior Committee	July 2019	Labour Course fees	General Committee	In progress
Winter Indoor programme	Multi team indoor sessions	Junior Committee	March 2019	Hall Costs	Junior Committee	In progress
Engagement with local primary schools	Chance to Shine / Festivals / All Stars promo in all Ulverston primary schools	Junior Committee & District Dev Officer	July 2019	Labour	General Committee	In progress

Goal 3

"To provide and maintain high quality playing and training facilities."

Priority	Timescale	Lead	Intention	Success Criteria
High	October 2018	The Committee	The ground and training facilities are of a high quality	Positive comments from umpires and opposition teams

Actions

Key Task	Success Criteria	Lead	Completion Date	Cost Resources	Monitoring	Status
Paint & repair changing rooms	Changing Rooms are painted and in a good condition to be used by both teams and umpires	Ground staff	May 2019	£500 Labour	General Committee	
Renovate existing outdoor all weather nets	Repair netting and padding. Relay base and mats	Finance committee	May 2019	£2,000	General Committee	100% funding secured