



Henfield Cricket Club

Development Plan 2018-19

Mission Statement

Henfield Cricket Club's mission is to provide a first-rate and inclusive cricket opportunity for all its members, players of all abilities and ambitions, and the local community of Henfield.

We combine the best of modern sport and cricket traditions through competitive and social cricket, social activities and community involvement.

Our aim is to play as high as possible in the renewed Sussex Cricket pyramid whilst maintaining our strong community, social and family-orientated status. We will do this by continuing to develop our cricket infrastructure and the facilities we provide.

Section 1 - Cricket

1.1. Development of Junior Cricket

Summary

We continue to benefit from strong community ties and a steady flow of young players from Henfield St. Peters primary school. The village is relatively remote from population centres and there are limited sport and leisure alternatives in the immediate area. In 2017 Henfield CC joined the ECB All Stars programme, extending our membership range and establishing a natural pathway in to our youth section. We now number 40 Under 5's to 8s, and potential coaches and managers from amongst the parents have been identified. Full membership numbers are itemised in the appendices.

We continue to make good use of local media to encourage recruitment especially the local 'BN5' magazine which promotes local businesses on the back of local news stories and has high visibility in the local community.

Whilst still not having the strength in depth of some clubs from larger population centres, we compete in junior cricket at a respectable level and have a recent history of improving our relative strength as an age group progresses to their mid teens, local more talented children tending to return to their home village club once efforts at establishing themselves at elite clubs, slightly further afield, have petered out. Such is the size of Henfield that we find it most practicable to run sides at every second year of age. In 2018 we ran the following age groups U9, U10, U11 U13 and U14. The new SAJCL rule of allowing players to play down an age group, allowed us to ensure the limited number of U15's at Henfield CC played junior cricket. We will decide the teams to be run in 2019 when age split numbers are more clearly known in early 2019

Our league and Festival performance and placing across the same age groups in 2018 was mid-table, winning and losing games in roughly equal proportion.



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We again played an U19 side in 2018 in the Nat West T20 competition, this age group represents the keystone team pathway from youth to senior cricket. A slightly weaker squad than the preceding season, due to the age progression of talented older players, fared reasonably well. We did not progress from a strong group but we were exceptionally unfortunate not to achieve an even win loss ratio although several games were left unplayed when opposition were unable to raise sides.

Many of the U19's squad are playing regular Saturday league cricket over each of our three Saturday teams and at least 4 have played first team cricket albeit when we have short Saturday availability. Those players who have not played league cricket have at least played Sunday recreational cricket. The competition remains a vital development tool in retaining playing commitment at an age when so many players drift away from the game. The retention of this team provides three more years of 'youth' related cricket in which barriers to progression to the men's senior ranks can be broken down.

In 2017 we identified that we had a critical weakness at the older junior age groups for the two years 2018 and 2109. We were unable to field an U16's team in 2018, which was purely due to a lack of numbers at the age group, and our initial assessment is that next year we will be in the same position. We should be aiming to field an U16's team in 2020, however traditionally we have struggled to field U16's teams as many parents restrict their child's playing activity on account of exams in the critical May/June period and then holidaying during the August SJCF. We must ensure that good links are maintained through that early part of the summer however and by the mid-point of the season at the end of the exam cycle we should be able to call upon U16's for U19's and senior team cricket.

We ran a summer school for cricketers aged 9-12.

Coaching development was satisfactory, we are able to field level II coach's across all our active playing youth age groups and the women. See the chart at the end of this report.

Aims

1. We will continue to press for new coaches over the winter 2018/19, with a target of two new UKCCIs, current parents to step up from the 'helper' and level I or II functions.
2. We will continue to actively recruit players at U5 and older to provide a nursery academy from which first age group sides can be populated and enthusiastic parent helpers and potential coaches can be identified and developed **Action:** Senior players in the membership with children in that age band identified to help lead a group.
3. We will continue to discuss and put in place retention plans to strengthen the transition to senior cricket for young player's aged 16+ utilising Sunday cricket opportunities and pursuing any further U19 initiatives. **Action:** Cricket committee to discuss options, and discussions to continue with other like-minded local clubs for league options.



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1.2 Development of Women and Girls Cricket

Summary

In 2018 our women's section fielded a joint team with Chippingdale CC in the SCF Women's 35 over league and remained undefeated through the season winning the league. The joint team also played in the SCF Women's T20 8-side Group 3, winning 6 of 8 matches and reaching the Finals Day to be played in early September. In the winter break before the 2018 season, the team also played in the Indoor League played at Rottingdean. In June Henfield CC hosted a women's six a-side competition with teams from other local clubs. After an enjoyable and successful day, it was decided that the event should become a regular event on the fixture calendar. We have successfully used Teamer this season to request and manage player availability and will be continuing with it in 2019.

In 2019 we will consider continuing to field a joint team with Chippingdale CC in the SCF leagues.

Aims

1. Field a joint team in the SCF leagues in 2019 with Chippingdale CC that offer competitive 35 over league cricket at Henfield. **Action:** The women's cricket committee to work with Chippys develop a plan for the 2019 season
2. Continue recruitment of new players - ideally including those returning to cricket and as well as those new to cricket, and young players from the girls section of our club.
3. Put plans in place for the 2019 season to join up our approach to coaching, training sessions and the competitions we enter to maximise the opportunities for playing and enjoying cricket for our players.

The girls section up to age U14 continues to train though a decision on competitive matches remains pending. A dedicated squad coach (and parent) has taken on the coaching role for our girls.

Aims

1. We will develop a girls section formally with the aim of playing U12 or U14 cricket in 2019. **Action:** we will continue to actively target Henfield St. Peters primary school for players.
2. Links with Jolesfield School at Partridge Green need to be established
3. We will continue to work on personal coaching plans for the established women players over the winter with the aim of improving league performance in 2019.
4. We will explore all means of extending our playing base including sharing playing resources with other sides experiencing similar availability issues



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1.3 Development of Senior Men's Cricket

Summary

The 1st XI play in the SCL Division 4 West and will finish comfortably mid-table. The team, with an average age in the mid-twenties includes up to 8 players brought through the Henfield CC colts system. Unlike 2017 the club did not have an overseas amateur to improve the standard of our side.

The 2nd XI play in the SCL Division 7 West and going into the last fixtures their position in the division for next season is not secure. Availability of senior players, many with considerable 1st team pedigree was again frustratingly inconsistent. The team regularly featured players unable to retain a 1st team place but on too many occasions also had to rely on drafts from the 3rd team squad of players playing above their ability level. With reasonable availability Henfield can aspire to be competitive with a 2nd team in the tier it is presently placed however on the evidence of 2018 that is presently more an aspiration than a reality.

The 3rd team playing in Division 10 West (North) will finish the season comfortably in mid-table. The third team draws on older colts and seasoned veterans but as always has had availability issues, predominantly due to the inconsistent availability of the 1st and 2nd XI's. At the end of the 2017 season, based on availability, we tentatively considered folding the 3rd XI although this proposal was unanimously rejected. This season we have managed to fulfil all league fixtures, albeit it occasionally with a weakened team. The 3rd XI remains the entrance path for colts into league cricket and a number of more talented colts have been identified through playing with the 3rd XI. We intend to approach the county about setting up coaching sessions for identified individuals

Sunday Cricket: The collapse in the clubs Sunday cricket activity was a most significant feature of our mens senior activity in 2018. A special meeting of HCC in October 2017 produced a consensus that the club should not set up a full fixture list for the Sunday 2nd XI for 2018 in favour of maintaining an effort on Saturdays for our third team. It was decided that a handful of Sunday 2nd XI fixtures should still be scheduled for the peak summer months. Notwithstanding, we still struggled to fulfil the handful of fixtures set up. We have tasked a member of the Committee to investigate and put forward proposals for the future of Sunday cricket. The investigation is to include:

- Traditional game format
- "big" games e.g. Nomads, Cuckfield
- Development of a lads and dads team which could maybe join the Transitions League
- Limited overs with a local mini league
- Veterans games
- Single/double wicket
- 6 a-side which could be men, women or colts
- Women's fixtures
- Colts and seniors mixed events e.g. Big Bash
- Touring sides
- Social cricket e.g. the White Hart match moved from a Friday
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In July 2018 we wrote to many local clubs to outline our issues and proposals regarding Sunday cricket and to invite consultation to mutually solve the issues which invariably also exist at other clubs. To date we have not received a response from any club written to.

Aims

1. Promotion for the 1st team in 2019 and where possible each other league team. **Action:** The cricket committee, under new leadership, will put in place an appropriate structure to support the teams aims including options for new players, coaching, management, mentoring and overseas playing input.
2. Adjust our Sunday activity commensurate with current members demands.

Section 2 - Facilities

Summary

Our Henfield Common location continues to be loved and admired by all players and visitors but facilities are ageing. Pavilion management and maintenance is fortunately of the highest standard.

A sub-committee has been set up to review the refurbishment of the pavilion. An outside consultant has been employed to prepare some proposals for the future of the pavilion, including a refurbishment, extension and rebuild. We are in the very early stages of consideration with no clear direction currently being in favour.

The nets were refurbished in 2015 but issues of excessive bounce emerged in 2017 and following negotiation with the original supplier, improved matting was re-laid.

The main square continues to be highly rated. Our sloping and mole effected site is complimented by an improved outfield. The youth 'development' ground on the site of the artificial strip further up on the Memorial field was unplayable in 2018 on account of a drainage project for the football club.

Facilities were secured at Blackstone in 2017 for our 3rd team. They are simply amongst the best cricket facilities any club cricketer can expect to enjoy. However as our access could not be guaranteed in the long term and the pitch was a suitable size for colts rather than a senior team, when Partridge Green became available, it was decided to move the 3rd XI home ground. As we approach the end of the season the consensus of opinion is that it was the correct decision to move the team. Securing a second permanent senior ground nearer to Henfield remains a high priority.

Our location at Henfield Common is under intense use. Our magnificent grounds team work marvels to produce fantastic playing conditions, at busy times on up to 6 summer days a week. A second ground for HCC close to our village base is simply essential in the medium and longer term.

- **ACTION:** There are no formal plans in the extensive current housing development of Henfield for a new playing field area though an area behind the Wantley Estate is, by anecdote, allocated for this purpose. That development is hampered by objections to further housing development in that locality. **This remains the single most pressing issue to**



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be resolved if HCC is to continue in the longer term to provide 3rd if not 4th Saturday league team cricket and be able to service the cricket needs of the current numbers of young players moving into senior cricket with the club. Without a viable permanent second ground nearer to the village, practical and significant further club development will be impossible, our main facility has no further capacity to 'develop' HCC and the game locally.

Aims

1. A 250th anniversary approach's HCC in 2021 and a committee set up to manage same and achieve a legacy from the event is exploring expansion or refurbishment of the main pavilion to accommodate more changing rooms and improved umpires' facilities.
2. We will continue to investigate the possibilities of acquiring a second cricket space within the village, including council land behind Wantley. **Action:** general committee to ascertain the Parish Council position on the proposed Wantley Playingfield Area.

Other Facilities

Indoor facilities are currently used at Henfield Leisure Centre (junior), Steyning Leisure Centre and the County Ground, Hove.

Henfield has no indoor net facility – Steyning L.C. has restrictive advance billing, which affects cash flow, so is unlikely to feature in plans for this winter.

Falmer and the Aldridge Academy is a first-class facility and will be the location of choice for senior players' winter development in February 2019

Section 3 - Club Management

Summary

The club structure remains largely unchanged. It remains under constant review, in particular for selection processes, development and coaching structure. Each of the sections covered by this report have a committee and individual 'lead'.

Clubmark is being updated with the assistance of the appointment of an administrator and an autumn ECB 'health check' process has shown our systems and standards remain compliant.

We also continue to work by a devolved decision making model with working authority to sub-committees, so that the main committee retains an over sight role.

3.1. Social

Summary

A new social secretary was appointed at the January AGM. The social activities of the club were well supported in 2018 by the youth end of the club and non-playing members. It remains difficult to get significant numbers of playing members engaged in social activities such as quiz nights. A well run bar, Colts training on a Friday evening and a good summer has contributed record bar takings.



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3.2. Communication

Summary

Increased use of established social media continued in 2018 with Facebook groups and 'twitter' used for team communication, underpinned by a relevant new club social media policy. The primary website relaunched successfully. Play-cricket.com will continue to be the main results and stats admin system.

Aims

In 2019 we will review our team communications with a view to managing match notifications by the Teamer App.

Action: Teamer to be applied to senior match selection and organisation

3.3 Financial

Summary

The club's financial position remains strong, with turnover in excess of £39000 and a projected surplus for 2018 in excess of £5000, subject to audit. Sponsorship was developed and maintained well in 2018 in the form of advertising banners for the ground and fixture card advertisements and the support of The White Hart public house. The Dove Nursery maintain their presence at the pavilion continuing thus to provide a strong income stream for HCC albeit one pressured by recent cutbacks in Nursery subsidies from government. The Dove will be closely monitored and supported to continue this income stream

Aims

1. We will continue to seek external revenue sources from sponsorship, updated relationships and loans or grants for agreed projects.



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3.4 Membership

Playing Membership

	2017			Target 2018		Variance
	Players	Teams		Players	Teams	
Senior men	46	5		50	4	
U19	8	1	U19	15	1	
U16	6	0				
U14 boys/girls	13	1	U14	13	1	
U12 boys/girls	20	1	U12	16	1	
U9/10 Boys/girls	32	2	U10	10	1	
			U9	20	1	
			5-8 All stars	41	0	
Snr. Women		2		22	1	
U16 Girls	3	0	U16	6	0	
U14 Girls	8	0		14	1	

Membership growth is highlighted and is undertaken as follows:

- Senior Men: With 6 u16s this year expected to make the formal transition in 2018 the numbers of senior are expected to remain stable or slightly recede. Our location and word of mouth provide the primary sources outside of our youth system.
- U5 –U9 boys and girls: recruitment from Henfield St. Peters
- Senior Women: social networking a) friends U30 and b) sports networking (rugby and hockey) and merger possibility with Worthing Chippingdale
- U15 / U13 girls: primarily Henfield St. Peters Yr5 and Yr6 girls. Also Steyning Grammar school and Hurst College Yrs7-9

Aims

1. Action to review our Senior Cricket in the close include and how to provide for expected increased numbers at Senior Men level without compromising development.

Social Membership

Social membership is unquantified. There is an opportunity to increase social membership from junior parents and generally. This needs active monitoring and a recommendation for action in 2018 – see Social



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Section 3.4 – Coaches

2018 Coaching Summary Actual

Coaches	Level	1 st XI	2 nd XI	3 rd XI	Women	U14	U13	U11	U10	U9	Girls
Frances Block	UKCCII				Y						
Kathy Sealy	UKCCII+				Y						
Ben Helps	UKCCII										
Philip Tremewan	UKCCII					Y					
Mark Minchell	UKCCII						Y				
Matt Pound	UKCCII							Y			
Nick Bandy	UKCCII								Y		
Nick Philips	UKCCII									Y	
Tim Furber	UKCCII										Y
Tom Paine	UKCCII										
Harry Stewart	UKCCII										
George Stewart	UKCCII										
Ken Scott	UKCCII+*										
Craig Scott	UKCCII*										
Richard Dale	UKCCII										

Assistants

Nigel Younger	UKCCI						Y				
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Co-ordinators

Serena Gurney						Y					
Tammy Garmston							Y				
John Morley								Y			
Jo Mackinnon									Y		
Esme Crowther										Y	
Carolyn Scott					Y						

The coaching team for 2019 is yet to be decided, however all coaches are expected to keep with the existing teams. A new coaching team will need to be found if another team is introduced.

Senior men's cricket presently has no coach or direct management involvement. The committee has identified that there is no formal coaching for players after they leave the colts. It is currently being considered whether the club should employ the services of an external coach to reinvigorate senior training nights. **Action:** approach the county for assistance in employing the services of a senior team coach.



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Section 4 – Volunteers

Summary

The club has recently struggled in recruiting sufficient volunteers. Although the main roles on the Committee have been filled.

The membership form is being redesigned to include a request for volunteers and to identify those members that may be available to provide appropriate services to Henfield CC.

Aims

In 2018/19 we will continue to work to attract volunteers by

- Talking with parents via newsletter and by direct contact
- Recruiting more young players into volunteer roles as coaches and assistants and committee membership
- Investigating opportunities through SCB

Section 5 – Schools and Community

Summary

Chance to Shine was not delivered in 2018 to Henfield St. Peters primary school. Ironically our new intake via All Stars program was strong. This is not to discard past good work in the school via Chance to Shine, the club retains other active links in to the school via staff who are club members. If a suitably qualified coach can be identified Chance to Shine will be pursued.

The local primary schools tournament was held on the Common in June, attended by Henfield St. Peters, Steyning St. Andrews, Ashurst, Upper Beeding and Jolesfield.

We ran a restricted summer school in 2018 for young children

The club house continues to provide a base for the Dove Nursery and also provides facilities for other sports clubs and societies meetings, as well as a private hire party venue.

Aims

1. Our ability to deliver schools coaching in 2019 needs review since our schools-qualified coach is presently 'inactive' Action: Discuss plans with SCB
2. In 2019 we will once again consider running a summer school open to the community providing sufficient coaching support is on hand.



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Section 6 – What does good look like?

	What does good look like?	Met?	Action?	Priority - Observations
Purpose	Our committee is representative of our club (includes junior/senior players, parents, volunteers etc.)	No	Yes	Insufficient playing representation on the committee.
	Our committee takes time to ensure it has a clear understanding of where we want to be in 5 years	Yes		This plan to be published
	We always let our members know what we are trying to achieve as a club	Yes		
People	We work proactively with our members and leagues to improve the player experience	Yes		
	We are innovative in how we attract new members, and we create a welcoming environment	Yes		
	We understand the importance of retaining our existing volunteers/players/members and take time to understand their motivations for being part of our club	Yes		
	We are innovative in how we attract new volunteers to our club, utilising the skills, knowledge and attributes of our members effectively	Yes		
	We recognise the need to reduce bureaucracy and administration for our volunteers e.g. Maximising the use of new technology, influencing leagues etc.		Yes *	<ul style="list-style-type: none"> The web site is being revived , Teamer APP is to be utilised in 2018
Finances	We are innovative in increasing our income streams ensuring we can proactively plan for the future	Yes		Expansion of Friday evening social activity
	We work to reduce our running costs and redirect funds into the player experience	Yes		
	We manage our finances effectively and are compliant with tax legislation	Yes		
	We work proactively with the leagues to reduce travel costs	Yes		Restructuring in full swing
	We produce an annual budget to ensure we are in control of our finances and are sustainable in the future	Yes		
Facilities	We work to improve access to better indoor facilities for our members		Yes	We need to lobby Henfield Leisure Centre to improve facilities. See Section 2.



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	We work to improve access to better outdoor facilities for our members (practice and match play facilities)		Yes	Ongoing work needed to improve ground and secure second ground. See Section 2.
	We manage our energy and water use effectively to help reduce our costs	Yes		
	We are prepared for changing climate patterns and to reducing the impact that drought and flooding may bring to our club	Yes		
	We continuously monitor the usage of our facilities and our membership levels and look to source alternatives / new facilities		Yes	Work in hand to identify a second ground location
	We work proactively with our community to open up our facilities creating a warm, welcoming environment and help raise money		Yes	We see our facilities as open to all. There is always more that we could do to raise revenue but the trend is upward. See section 3.

Richard Dale (updated by Michael Cleary)

Development Manager and Chairman of Cricket

Henfield Cricket Club

Compiled; August 2018