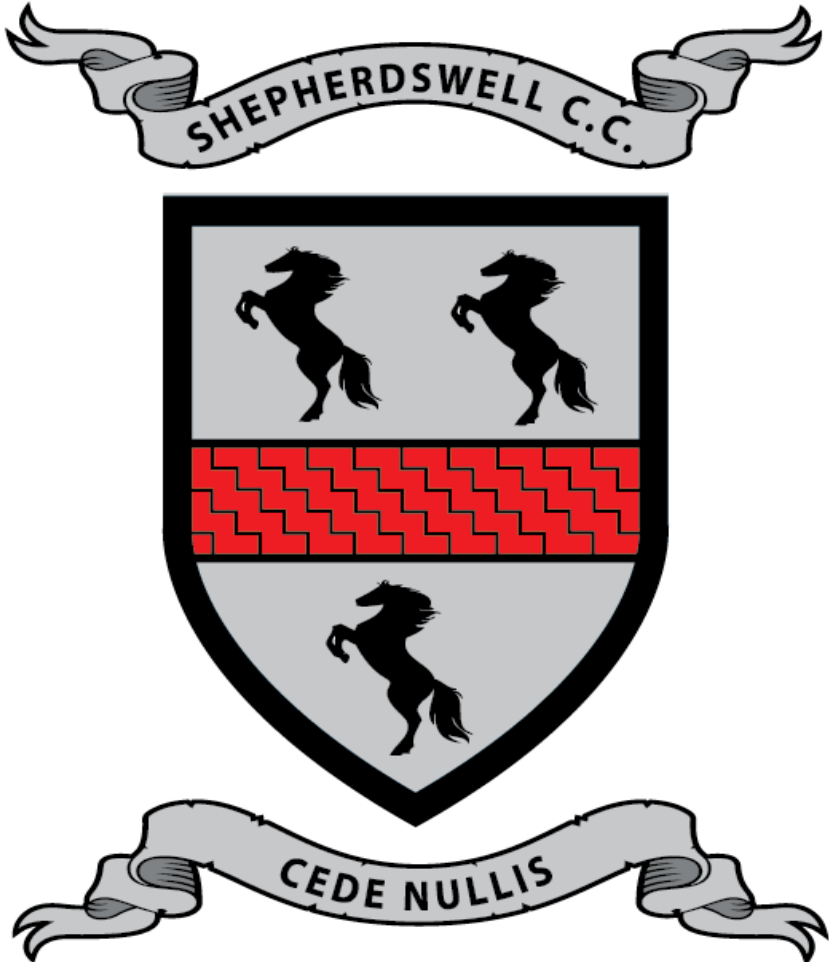


***Shepherdsweil Cricket Club***  
***5 Year Development Plan 2022-2027***



**The Executive Committee of  
Shepherdsweil Cricket Club**

***The Club aims to:***

- To foster and promote the sport of amateur cricket at all levels within the community and within the sport, providing opportunities for recreation, coaching and competition.
- To ensure that all members, playing and non-playing, abide by the ECB Code of Conduct which incorporates the Spirit of Cricket and by the Laws of Cricket.
- To ensure a duty of care to all members of the club by adopting and implementing the ECB 'Safe Hands-Cricket's Policy for Safeguarding Children', and any future versions of the Policy.
- To ensure a duty of care to all members of the club by adopting and implementing the ECB Cricket Equity Policy and any future versions of the policy.
- To encourage all members to participate fully in the activities of the club.

## **Contents:**

### *1. Introduction.*

### *2. 2021 Review of One Year Plan.*

- I. Organise and fullfill 6-8 fixtures for our Development XI.
- II. Achieve ECB Clubmark
- III. Gain Planning Permission for a purpose-built Cricket Pavilion
- IV. Organise a Major Fundraising Event
- V. Relaunch our Softball Coaching
- VI. Purchase a club owned Roller

### *3. 2022 One Year Objectives.*

- I. Increase revenue streams and organise online banking
- II. Increase volunteer base and skills of volunteers

### **4. Five Year Plan & Objectives**

- I. Improve playing and non-playing facilities.
- II. Digitalisation of Club.
- III. Expand and further vary club's playing programme.

### **For each of our objectives we consider:**

#### **1. What we have now.**

#### **2. What we need to do.**

#### **3. Requirements to achieve the objective.**

**4. The cost.**

**5. When it will be implemented.**

***Introduction***

To begin there will be an assessment of our progress against the objectives of the previous year.

When assessing progress for each One Year Objective, there will be a statement indicating the position in January 2021 and a second statement indicating our position in December 2021. There will then be a final statement indicating how progress with regard to these objectives will continue.

Our Five Year Objectives will remain constant or become One Year Objectives to ensure sustained and constant growth.

## ***2021 Review of One Year Plan***

### ***1) Organise and fulfill 6-8 fixtures for our Development XI.***

#### ***January 2021***

- Last season, the club organised and fulfilled 3 Development XI games, with one victory and two defeats.
- Each game saw six of the club's young players (aged 16 and under) playing alongside selected senior players.
- The club has a cohort of around 8 players of appropriate age and skill to play in such games.
- The matches were the first time in living memory that the club has had sides playing on consecutive days over the course of a weekend.

#### ***December 2021***

- Six Development XI matches played over 2021 against sides of a similar standard.
- Development XI members achieved runs, wickets, catches and, most importantly, enjoyed these matches.
- The number of players available to feature in these matches is increasing and a growing player pool of players aged 12-16 is increasing.

#### ***Continued areas for progression***

- Attempt to source a sponsor for the Development XI.

- Continue to grow Development XI fixture list and ensure players progress.
- Consider entering youth leagues as and when numbers increase.
- Continue to expand coach and volunteer base.

## II. Achieve ECB Clubmark

### **January 2021**

- Over the 2020 season all criteria were fulfilled by the Clubmark Officers and the club had a site visit booked for May 2020 in order to achieve Clubmark. However, due to the COVID-19 Pandemic this site visit was cancelled.
- All documentation and procedures were up to date for 2020 criteria.

### **December 2021**

- Clubmark achieved after site visit.

### ***Continued areas for progression***

- Ensure clubmark is achieved in all coming seasons.
- Club to liaise with appropriate bodies (mainly Kent Cricket) to ensure Clubmark is achieved and complete all appropriate paperwork.

## III. Gain Planning Permission for a purpose-built Cricket Pavilion

### **January 2021**

- The club currently pays £25 for access to the “Scout Hut”, this is required for every Sunday

Home Fixture and for every Saturday Coaching session.

- The club, having engaged in appropriate research and discussions, have agreed that Passmores will be the company engaged to build and provide the shelter.
- The club have accurately measured the appropriate site and decided upon the size of the Pavilion.
- Passmores have been paid in order to draw up plans for the Pavilion.

### ***December 2021***

- Planning Permission granted for one site, but this site not accepted by Sport England or the ECB.
- Plans are being drawn up for another application, the Parish Council have agreed to support this application at this location.
- Slight modifications to building in line with latest requirements of TS5 documentation.

### ***Continued areas for progression***

- There is a need for a land survey in the corner of the Rec that the Parish Council agreed for building.
- The Recreation Group have also asked SCC to consider working with the football club to build a single building for both clubs, the club is in the early stages of considering this.

## ***IV. Organise a Major Fundraising Event***

### ***January 2021***

- The club currently raise funds through a range of charitable endeavours. Historically, the club have completed The Three Peaks Challenge (raising circa £1,700) and a Brave the Shave Campaign (raising £1,290- split between four village organisations).
- The club also raises funds through the Dover District Community Lottery (circa £180) per year and Easyfundraising (circa £30 per year).
- The club intended to launch the Shepherdswell Cricket Club Community Raffle but this was cancelled due to Covid-19 Pandemic.

### ***December 2021***

- Club hosted Beers and Brains night, which raised more than £500, this was a good effort considering the restraints of COVID.

### ***Continued areas for progression***

- Continue to host regular fundraising events and diversity and increase revenue streams (e.g. sponsorship and through fixture card).

### ***V. Purchase a club owned Roller***

#### ***January 2021***

- The club currently rent a private roller prior to the beginning of the season to roll the square.
- Last year, due to the COVID-19 Pandemic, a local Farmer kindly rolled the square for us (free of charge) due to the difficulties of sourcing a private roller.



- Due to the imminent completion of the Storage Shelter, the club is now in a position to purchase its own roller to improve the quality of strips at The Rec.

### ***December 2021***

- The club purchased a second hand but reliable and working roller, the roller was transported to the Rec in May 2021 and has been regularly used.
- The Storage Shelter has also been completed and is used to house the roller, mowers and scarifier, as well as the club's coaching and youth kit.

### ***Continued areas for progression***

- Ensure roller is serviced annually and remains in good working order.
- Continue to enhance and improve quality of machinery available for groundwork.
- Members and appropriate volunteers to attend appropriate groundskeeping/ maintenance courses to support in square and strip maintenance.

## **2022 One Year Objectives**

*I Increase revenue streams and organise online banking*

### **1. What we have now.**

- For the past two years, the club has been unable to increase our range of sponsors due to the COVID-19 Pandemic. Our fixture card has not been run and fundraising activities have been limited.
- The club has a Natwest Community account with no online access, quarterly statements and payments only made by cheque.

### **2. What we need to do.**

- Re-launch fixture card with an increased range of sponsors.
- After appropriate research, open a more suitable account with a different bank.
- Organise more fundraising events (similar to Beer and Brains) which have proved successful over recent years.

### **3. Requirements to achieve the objective.**

- Committee time and liaison with a range of businesses/ groups for sponsorship.
- Committee time and documentation to open appropriate bank account

### **4. The cost.**

- No costs associated, provided that fixture card continues to be produced in exchange for sponsorship with one known organisation.

## ***5. When it will be implemented.***

- Much of the appropriate “work” should be completed before the 2022 season commences in April.

### *II Increase volunteer base and skills of volunteers*

#### ***1. What we have now.***

- The club has 3 Level II coaches and a group of volunteers who have supported with coaching over recent seasons without qualifications.
- A team of volunteers who work on the Square and Ground, but, since the departure of our previous Groundsman (to Oxfordshire), none of them have official qualifications or knowledge.

#### ***2. What we need to do.***

- Continue to grow the number of individuals supporting the club by volunteering to either coach, work on the ground, work behind the scenes etc.
- Attempt to source funding for coaching and groundwork qualifications.
- Determine appropriate qualifications for coaching and groundskeeping.
- Train volunteer members with coaching badges and groundskeeping qualifications.

#### ***3. Requirements to achieve the objective.***

- Committee time to apply for funding and select appropriate courses.
- Willingness of members to be certified.

#### ***4. The cost.***

- Foundation II course £150 per person.
- Groundwork Qualifications circa £300 for range of appropriate courses.

### ***5. When it will be implemented.***

- Funding has been sourced as of January 2022 (from Kent Community Foundation).
- Members will attend courses over the course of 2022 before sharing expertise with the club.

## ***Five Year Objectives***

### ***1) Improve playing and non-playing facilities (Pavilion and Square)***

#### ***1. What we have now.***

- We currently have an appropriately sized square (with 10 tracks) which we utilise for our youth coaching sessions, matches and adult nets.
- We rent our pavilion facilities (£30 per match) from the Local Scouts, we have no club specific pavilion.
- We currently have no access to water for the square.
- A purpose-built Storage Facility has just been built and is now in use by the club for the storage of around £10,000 of coaching and ground maintenance equipment.

#### ***2. What we need to do.***

- Fundraise ourselves and through appropriate grant funding to be able to pay for such improvements.
- Apply for appropriate grant funding to support these endeavours.
- Organise and appropriately prioritise these endeavours.
- The club is also, after discussions with the parish council, exploring the possibility of installing an artificial strip on the square at The Rec in Shepherdswell.

### ***3. Requirements to achieve the objective.***

- Achieve ECB Clubmark in order to widen the field of grants we can apply for.
- Fundraise as a club to ensure we are contributing some of our own income to these endeavours.
- Source appropriate equipment, services etc. at reasonable cost and high quality.

### ***4. The cost.***

- Cost of new pavilion (circa £100,000).
- Cost of making water easily accessible to the square (circa £5,000).

### ***5. When it will be implemented.***

- The Club is continuing to explore the possibilities of building a pavilion at the Recreation Ground.
- Making water easy accessible to the square will aim to be achieved after the building of a Pavilion.

## ***II) Digitalisation of Club***

### **1. What we have now.**

- The club inputs fixtures, results and appropriate statistics onto PlayCricket manually after matches.
- Scoring is recorded into a scorebook.
- We have no wi-fi connection or television screens in our clubhouse equivalent.

### **2. What we need to do.**

- Acquire (either through bidding to appropriate grant bodies or own purchasing) equipment necessary to fully digitalise our club. This equipment would include: Laptop, Electronic Scoreboard, Wi-fi connection, television screens/ computer monitors and appropriate electrics to allow this equipment to work.

### **3. Requirements to achieve the objective.**

- Appropriate purchasing and installation.

### **4. The cost.**

- £1,000 estimated based on digitalisation of local club St. Margaret's Cosmopolitan CC.

### **5. When it will be implemented.**

- As a priority, the club believes achieving Clubmark and developing our Playing and Non-Playing facilities as more important, therefore this aim is likely to be implemented towards the end of our 5 Year Development Timetable.

### **III) Expand and further vary club's playing programme**

#### **1. What we have now.**

- We currently have the Development XI and Sunday XI. Once at the appropriate age and standard, players from our youth sessions represent the Sunday XI (since the start of the 2017 season we have had 12 “graduates” of our sessions play for the side. Some have been incredibly successful, achieving 50s in men’s cricket at 15 or five-fers at 14).

## ***2. What we need to do.***

- As membership and the youth section grows, we need to expand and further vary the club’s playing programme.
- This could include the development of a Sunday Second XI, the entering of leagues for appropriate age-group teams or the arranging of a friendly softball tournament for under 9’s sides. These are only examples of how the playing programme could be varied as this would be dependent on the growth of the club and the decisions and wishes of members and committee officers at the time.

## ***3. Requirements to achieve the objective.***

- Appropriately trained and DBS checked individuals within the club (e.g. Level Two Coaches, Assistant Coaches, Club Welfare Officer, Team Managers, First Aiders and others).
- Adapting playing programme according to demands of members at the time.

## ***4. The cost.***

- League Entry.

- Potential training (e.g. Level 2 Coaching Qualifications, Welfare Officer Training).
- Associated costs.

***5. When it will be implemented.***

- As the club's membership grows and evolves.