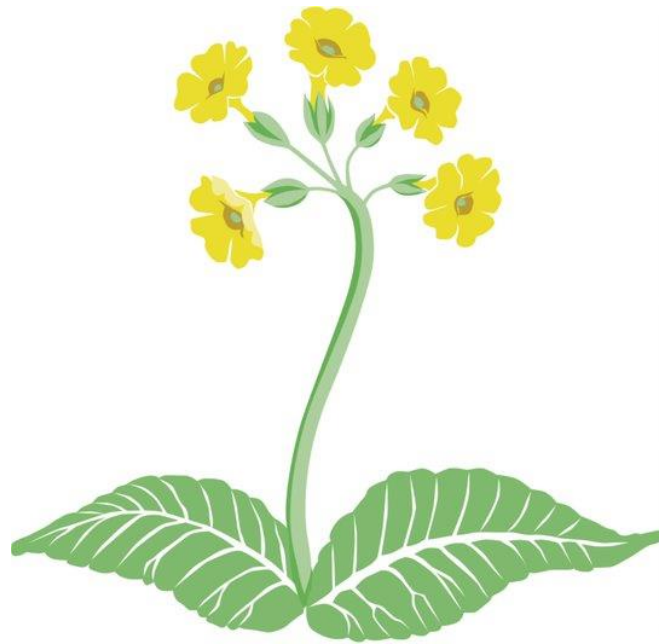




Little Bardfield Village Cricket Club

Club Development Plan

2022-25

Introduction

This development plan was established in early 2022. At the time of writing the Little Bardfield Village Cricket Club (LBVCC) is performing well on the field but, with very low player numbers and a complete lack of any youth cricket, it is acknowledged that without significant change our cricket club may not have a positive future, if any future at all.

No meaningful change can happen overnight and so, in order to improve the club's future prospects, six key areas for development have been identified. These are:

1) First team performance

2) Youth cricket

3) Clubhouse and ground

4) Community engagement & involvement

5) Income generation

6) Club marketing

Whilst many of these areas for club development are interrelated, each has its own individual objective which, if met over time, should combine to result in a positive future for the club.

As a small club it will be essential that everyone is moving in the same direction and that leading the changes are not left to the minority. Whilst the club Chairman will retain overall responsibility for ensuring that the club progresses in line with this plan, a member of the club has been assigned to each development area in order to encourage its success. That is not to say it is this person's sole responsibility to deliver success, but they will retain accountability for leading others, ensuring that their given area is driven forward. These lead club members are listed alongside each objective within the plan as well as additional club members that have agreed to contribute alongside. Each area has also been broken into a number of roles, responsibility of which may be aligned to other club members or met as a team. The lead club member for each development area will be invited to join the wider club committee and requested to provide monthly updates within committee meetings either directly or by submitting a written update.

In order to encourage progressive change each area has had annual goals which are presented in an *Annual Development Framework* later in this document. This framework establishes a year on year roadmap towards reaching the club's objectives as well as providing a mechanism for tracking annual progress with the ability to adapt plans as each area develops.

Progress against this plan will be reported at the clubs annual general meeting where all club members will be offered the chance to offer suggestions for amendments ahead of the next annual delivery phase.

Areas for Development

1) First team performance

Assigned lead club member: Richard Linney

Contributing club members: Matt Graham, Tom Graham, Will Slemmings

Objective: To create conditions to maximise on pitch performance as well as provide developmental cricket experiences for anyone that wants them.

Roles:

New player generation

Improved training

Developmental cricket opportunities

2) Youth cricket

Assigned lead club member: Will Slemmings

Contributing club members: Nelion Ridley, Mo Graham, Matt Graham,

Objective: To re-establish a club youth cricket offer, providing development experiences for young cricketers, growing club membership and feeding the senior cricket sides in the long term.

Roles:

Develop club youth cricket offer

Local awareness

Safeguarding

3) Clubhouse and ground

Assigned lead club members: Daryl Hymas & Joe Owen

Contributing club members: Kev Roberts, Ben Hounslow, Matt Graham

Objective: To establish and maintain a high standard of club facilities both on and off of the cricket field.

Roles:

Improvements/maintenance of cricket facilities

Improvement/maintenance of equipment

Improvements/maintenance of clubhouse and grounds

4) Community engagement & involvement

Assigned lead club member: Ben Hounslow & Jo Hoskinson

Contributing club members: Will Slemmings, Matt Graham, Mo Graham,

Objective: To ensure maximum efforts are made for the club to engage with all levels of the local community.

Roles:

Establishing the club as a community hub
Community involvement in club operations
Community engagement with club events
Club engagement with community events

5) Income generation

Assigned lead club member: Sandra Hitchcock

Contributing club members: Will Slemmings, Iain Graham

Objective: Maximise levels of monetary income to the club in order to encourage club growth.

Roles:

Fundraising events
Sponsorship, Membership & Subscriptions
Funding bids

6) Club marketing

Assigned lead club member: Matt Graham

Contributing club members: Will Slemmings, Tom Graham

Objective: Generate strong communication links to the wider community to raise awareness of club matters.

Roles:

Social Media
Printed media
Website
Posters/signage at the ground and in the community

Annual Development Framework

Outcome area	Short Term (2022)	Medium Term (2023)	Long Term (2024)	Ongoing (2025+)
First team performance	-Improved cricket training -Seek and secure new senior players -Sunday opportunities through shared club fixtures -maintain position in division 2	-More players available -Better ethos around training -Sunday opportunities through shared club fixtures -maintain position in division 2	-Assess potential for Sunday fixtures to return internally with older youth players taking part. -maintain position in division 2/push for promotion?	Ongoing conditions for high level Saturday cricket as well as additional developmental cricket experiences.
Youth cricket	-Continuation of Friday night events with youth cricket - 6 week youth cricket programme aligning with Primary School summer term (June-July).	- Weekly youth cricket sessions alongside school term - Possible summer holiday offer - Initial one-off fixtures?	--Youth cricket offer established -Youth cricket manager/coordinator in place. -Explore potential for regular youth cricket fixtures.	Established youth cricket offer providing opportunity to progress to senior cricket.
Club and ground developments	-Establish new playing surface -Better defined responsibilities between players -Resurface astro wicket -Front of clubhouse shelter -Improve lighting inside -Removal of tree stump -Improvements to outfield -New/fixed shed situation -Secure door situation -All machinery working -Refurb toilets / shower - Better irrigation system for pitch	- Playing surface quality maintained/improved - Machinery maintained and working - Club grounds well maintained - Upgrade to electronic scoreboard - New fencing along bottom of pitch - Revamped bar area?	- Playing surface quality maintained/improved - Machinery maintained and working - Club grounds well maintained - Upgrade to electronic scoreboard	High level of club and round facilities are developed and maintained.
Community engagement & involvement	-Review of historic events and return of all desired events -Continuation of Friday night events -Identify and deliver new events -Assess possibility for community involvement in club operation -players understand messaging to community (when spectators turn up – no missed opportunities!) - Assess where the club can engage better with community events.	- Increase in number and quality of community events at the club - Increase club volunteers - Club community hub offer established - Better engagement with community events	- Maintained number of quality community events at the club - Explore potential for non-cricket club events to be led by the community using club facilities.	Cricket club engages with all levels of the local community for both cricket and non-cricket matters.
Income generation	-Continue sponsorship with BN -Organise smaller sponsorship offer/deals -Identify and access local and national funding opportunities	-Develop 3 year income generation plan -Develop sponsorship package offers -Assess potential for cricket club as a hireable facility. - Continued horizon scanning for funding	- Increase number of club sponsors - Implement income generation plan - Continued horizon scanning for funding opportunities	- Well developed annual income of funding
Club marketing	- Assess and access local communication channels for surrounding villages - Increase social media presence and activity - Improve ground marketing (e.g. posters and signage) - Improved club website	- Review marketing approaches from year 1 and adapt as required. - Develop 3 year marketing plan	- Implement marketing plan - Review and adapt as required	-Well developed ongoing club marketing generating strong communication channels to the local community.

Ongoing Development

As previously referenced, whilst this plan offers a framework for development, it is intended that it will be assessed and altered annually in order to adapt to shifts in priorities, timelines and personnel. This process will be discussed by the club committee and signed off by the club's Chairman ahead of each playing season.

Further information

If anybody reading this document would like to find out more information about Little Bardfield Village Cricket Club you can view our website at www.lbvcc.co.uk. If you have any questions or suggestions please feel free to email the club on info@lbvcc.co.uk or find us on [facebook](#) or [twitter](#).

Last Review

This plan was last reviewed and updated in April 2022