

# **Hythe and Dibden Cricket Club**



## **Club Development Plan**

**2018-2019**

**Version 1**

## **1 Purpose of this Document**

The purpose of this document is to:

- Provide a high level assessment of the current status of the club
- Review the club vision
- Record the high level aims for the club
- Document development plans as a series of objectives to achieve the aims

The intent is that the document will be reviewed at least once a year, prior to the start of the season.

## **2 Current Status**

### **2.1 Overview**

In 2017 the 1<sup>st</sup> team consolidated their position in County One. This has led the club to consider what improvements will be required to our facilities to enable the first team to be promoted to the Southern Premier League. 2018 sees a new captain take leadership of the 2<sup>nd</sup> team in County 4 South with the aim being to secure promotion. We see our 3<sup>rd</sup> and 4<sup>th</sup> team as a chance to develop younger players and strive to have a mixture of youth and experience within these teams. This is also the philosophy of the Sunday team including being founder members of the Tony Woodhouse Trophy which is run every year between three clubs.

Hythe and Dibden Ladies Cricket team continue to play in Hampshire W10 initiative including participating in the first W10 indoor league, league festivals and one off festivals. The team continues to grow with a number of new members.

We will have 4 colts side in 2018 and will be running our first All Stars sessions which we hope will attract new families to the club. This in turn will help develop our colts section in years to come.

The club has a large and very active social membership and is key members of community events such as Hythe Village Fete and Hythe Community Fireworks which are held annually. The club is in a stable financial position.

During the winter months the club hosts Hythe Aztecs which is a local football team and enters a darts league. This helps bolster the clubs funds during the winter months. Alongside these regular events we hold fundraising and social events throughout the year.

The club has a strong committee of hard-working volunteers. We have created a fundraising committee this year to focus on raising funds for the club to redevelop the club house and improve our facilities.

There are currently no issues with the administration and management of the social side of the club. Monthly committee meetings are held to review the current position and manage any necessary actions.

## 2.2 Club Teams 2018

Team	League
1 <sup>st</sup> Team	Saturday senior team Playing in County One
2 <sup>nd</sup> Team	Saturday senior team Playing in County Four South
3 <sup>rd</sup> Team	Saturday senior team Playing in Regional One West
4 <sup>th</sup> Team	Saturday senior team Playing in Regional Two West
Sunday Team	Playing local friendly's, touring sides and Tony Woodhouse Trophy
W 10	Ladies team playing in Softball Festivals
All Stars	Junior team
U9 Eleven	Junior team
U11 Eleven	Junior team
U13 Eleven	Junior team
U16 Eleven	Junior team

## 2.3 Membership

Membership Type	Count
Playing Member	55
Junior Playing Member	41
Social Member	59

## 2.4 Facilities

Facility	Comments
Ewart Recreation Ground Jones Lane Hythe, Southampton Hampshire SO45 6AX	Main ground 1 <sup>st</sup> and 2 <sup>nd</sup> Team home ground All Colts Games and All Stars W 10 Festivals
QE 2 Ground Thornberry Avenue Blackfield Hampshire SO45 1YP	3 <sup>rd</sup> and 4 <sup>th</sup> Team home ground
Noadswood School North Road Dibden Purlieu Southampton SO45 4ZF	Used for junior indoor pre-season training

### 3 Club Vision

The mission of Hythe and Dibden Cricket Club is to become established as one of the top 5 cricket clubs in the New Forest.

The success will be driven by providing high quality cricket opportunities for all members irrespective of gender, age, ethnicity and disability.

We endeavour to build our cricketing talent from within the club, providing junior cricketers with high quality facilities and professional coaching with the aim of improving their performance and retaining them as long-term members of the club.

The club wishes to continue to be a focal point within the local community and participate in local events.

### 4 Committee

Hythe and Dibden Cricket Club Committee:

Chairman	Ian Prentice
Vice Chairman	Michael Bowman
Treasure	Gary Howe
Welfare Officer	Dawn Bowman
Secretary	Steve Chiverton
Membership	Ann Howe
Social Events	Dawn Bowman
Fundraising	Lucy Swain

Contact details can be found on the club website  
<http://www.pitchero.com/clubs/hythedibdencricketclub/contact/>

## 5 SWOT Analysis

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
<ol style="list-style-type: none"> <li>1. Strong social scene with many social events, providing good financial base.</li> <li>2. Excellent facilities: ground, wicket and clubhouse.</li> <li>3. Dedicated and committed volunteers.</li> <li>4. Significant senior membership to side 4 teams on a Saturday</li> <li>5. Successful colts section with many of the current 1<sup>st</sup> teams players having played in for our colts team</li> <li>6. Ladies team encouraging mum's to participate in cricket which is increasing number of volunteers to support the club.</li> <li>7. Good communication with our members through web site, email and social media.</li> <li>8. Participation in local community events.</li> </ol>	<ol style="list-style-type: none"> <li>1. Time it is taking to finalise plans for redeveloping the club house and fixed nets</li> <li>2. Poor signage to advertise the club</li> <li>3. To further development our colts section we need to have additional coaches and volunteers to support the running of the section.</li> <li>4. The ground and lack of fixed nets / sheltered scoring area may prevent first team obtaining promotion to Southern Premier League</li> <li>5. Not having significant volunteers to reach out full potential. Even though we have a dedicated number of volunteers on the committee they all tend to have multiple roles. We need to promote and advertise the club activities and achievements on social media, club website and local publications</li> </ol>
<b>OPPORTUNITIES</b>	<b>THREATS</b>
<ol style="list-style-type: none"> <li>1. Use of local press to raise our profile.</li> <li>2. All stars bringing new families to the club</li> </ol>	<ol style="list-style-type: none"> <li>1. Future housing development around the ground</li> <li>2. Relationships with local voluntary organisations which share the ground</li> </ol>

## 5 Aims

- Maintain Clubmark accreditation
- Harness and develop all young cricketers so they have the opportunity to contribute to the game of cricket at all levels and play a central role in the club
- Develop and strengthen the clubs infrastructure and facilities to promote girls and women to play local cricket
- Maintain old-school values in the cricketing membership
- Continue to grow junior cricket
- Redevelopment of club house and facilities
- Develop and strength the club ethos and environment to promote cricketing for all irrespective of age, gender, race, ethnicity or disability
- Ensure that our cricket club is an integral part of the local community
- Develop and strength our senior sides to promote positive role models for all

## 6 DEVELOPMENT AREAS

### 6.1 CLUB MANAGEMENT

Objective	How	Who	When	Finance	Comments
Maintain Clubmark accreditation	Review documents Review Development Plan	Dawn Bowman (Welfare Officer)	2019	None	
Redevelopment of the club house to provide facilities to enable to club to grow and develop.  Facilities to include ladies and disabled changing facilities, kitchen /cooking facilities and office space/larger bar area to enable different revenue streams	Fundraising Ongoing discussions with parish and county council	Fundraising Committee Chairman	2021	Approx £250,000.00	
Maintain community links by participating in local events such as village fete and firework display.	Continue links	Dawn Bowman (Social Events)	Ongoing	None	
Rent facilities out to local football club	Rent changing rooms out and provide bar facilities to local football club	Committee	Ongoing	None	



## SENIOR CRICKET

Objective	How	Who	When	Finance	Comments
Set an ambition for the 1 <sup>st</sup> team to reach Southern League Cricket within the next 3 years whilst still encouraging opportunities for home grown talent to develop and play for the first team	<p>Recruitment of new players</p> <p>Additional fundraising to that already in place to contribute towards an overseas player. This will be reliant on an agreed contract being in place which set out expectations, accommodation and a job being in place</p> <p>Local advertising</p> <p>Regular training sessions during the session and off session</p>	Cricket committee	<p>Promotion by 2020</p> <p>Depending on fundraising for oversea for 2018 or 2019 session</p>	<p>Possible contribution of £1,000 to an overseas player depending on fundraising</p> <p>Outlay to enable ground works to meet Southern League criteria</p>	Recent assessment by Southern League Grounds Committee to receive guidance on what work was required to enable the side to play Southern League cricket. This may not be possible to achieve until the club has been redeveloped
Set an ambition for the 2 <sup>nd</sup> team to reach County 3 within the next 2 years	<p>Local advertising</p> <p>Regular training sessions during the session and off session</p> <p>Participation in Indoor League</p>	Cricket committee	Promotion by 2020		



## 6.2 JUNIOR CRICKET

Objective	How	Who	When	Finance	Comments
Introduce 2 new coaches to support our colts section	Advertise and recruit volunteers to undertake level two coaching course	Volunteers Committee	Winter 2018/2019	£700-£800	
Ensure junior matches are played on grass wicket whenever possible	Recruit more ground staff to help prepare the ground for matches	Committee	Ongoing	None	
Develop All Stars cricket to bring new colts / families to the club. Increase advertising	Maintain level of coaches / volunteers	Colts section and Dawn Bowman (Welfare Officer)	Ongoing	None	
Encourage colts to remaining playing cricket and move through the colts section and play in our senior section.	Encourage colts to play in Tony Woodhouse games. These games are played with other local teams to provide an opportunity for colts to experience playing in senior games.  3 <sup>rd</sup> and 4 <sup>th</sup> team captains from our senior teams to play on Sunday games whenever possible so colts playing in these games and their parents get to know	Colts sections  3 <sup>rd</sup> and 4 <sup>th</sup> team captains	Ongoing  2019/2020	None	

	<p>them which will make the transition to playing league games on a Saturday the next step.</p> <p>Consider the Under 19 20/20 league</p>				
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### 6.3 GROUND AND FACILITIES

Objective	How	Who	When	Finance	Comments
Secure the lease on the ground for a significant future period	Land new club is proposed to be built on is owned by Hampshire County Council so should be able to secure a 80 year lease rather than the current 25 year lease	Chairman	2019	Currently unknown	
Improve the net facilities to improve training facilities for all cricketers	When developing new club house provide significant space for 2 permanent nets.	Fundraising Committee	2019	Currently unknown	
Improve signage to advertise the ground	Discussions with Hythe and Dibden Parish Council on behalf of the trustees to see if we can improve signage for the club	Chairman	2018/2019	£200-£300	
New training equipment to replace old equipment and to enable better utilisation of the ground during training sessions	Fundraising Approach sponsors	Fundraising Committee	2019	£800	
Work with parish council to improve the outfield to meet Southern League Standards and improve the ground for all	Procure parish council to undertake works on outfield which is outside their current remit and ensure regular maintenance of the ground is undertaken after football matches	Chairman	Ongoing	£300 - £500	

#### 6.4 CLUB MEMBERSHIP

<b>Objective</b>	<b>How</b>	<b>Who</b>	<b>When</b>	<b>Finance</b>	<b>Comments</b>
Increase the social membership by at least 5% over the year	Encourage more friends and family to become social members	Membership Officer	Ongoing	Bring in up to £300-£400	
Encourage more adult members to join Numbers Club as a means of raising funds for the cricket club	Promote the numbers club on website and social media	Fundraising Committee	Ongoing	None	