

WINCHCOMBE
CRICKET CLUB



FOUNDED 1890

Club Support – Creating Our Future

5 Year Vision: What do we want people to be saying about our club in 5 years time?

That it is successful, friendly and with good facilities and that it is actually still in existence.

How do we communicate this to our members?

How do we engage with our local community?

Website, email, Facebook, Twitter

Key Player Facts 2018:

	No. Players		No. Teams		No. Coaches
	M	F	M	F	
U9	12	4	0	0	2
U11	8	5	0	0	1
U13	10	0	1	0	1
U15	12	0	1	0	2
U19	7	0	0	0	1
Senior	35	0	2	0	1
Disability	0	0	0	0	0

Our Key Volunteers: Who are the key people in our club?

Secretary, Welfare Officers, 2 Captains, Treasurer, Tea Ladies/Social committee, Groundsman, Bar Staff. 2 lads who help with the ground

Our Finances:

- Annual turnover £12,000
- Profit or Loss? Profit
- Good level of reserves? £2500 ring fenced buffer/£1000 ring fenced nets fund/ £7500 working capital

What do we need to do to achieve our vision?					
	Objectives	Actions	Who	When - (1/3/5 years)	Cost
Players, Members and Volunteers What do we need to do to improve their experience at our club?	Achieve 2 more coaches	1 signed up, another trying to rearrange work commitments to attend	Junior Chairman/Welfare Officer	1 year	£820
	Host All Stars 2018	2 coaches to continue; add a third to increase membership	Junior Chairman	1 year	£400
	More volunteers	Obtain the services of 3 new parent volunteers for 2019; Networking through the Club; requests for assistance via club contacts	Secretary	Ongoing	Nil
	Keep the Committee engaged	The current committee is exhausted with the constant responsibility needed to run a small cricket club with a junior section; work is needed to rejuvenate and extend the Committee	President/Chairman	Immediate and ongoing	
	Consider changing Leagues	The Club needs to carefully consider changing from the Cotswold Hills League to the Cheltenham league and look at the implications both for and against this move in terms of retaining current players and attracting more	Committee/Players	1-3 years	
	Go on tour	Organise a tour for adult players at the end of the 2019 season	Secretary/Captains/Players	1 year	Unknown currently, being done currently
	More Club events	Need to provide more club events however this is challenging with the lack of interest in current members to provide volunteering	Committee	1-2 years	Nil
	Maintain Clubmark	Make sure records etc are kept up to date	Secretary	Ongoing	
	Maintain flow of juniors to adult cricket	Continue and improve the regular participation of youth and junior cricketers into adult cricket via the 2 nd Xi, U19/17 leagues and 20/20 Sunday matches			
	Find out about and enter the Women's Softball competition	Steve Silk advised of this and we need to investigate it as a way of engaging more women and girls in the Club (as these are the people who tend to get things done).	Secretary	1 year	Unknown

	Objectives	Actions	Who	When - (1/3/5 years)	Cost
Facilities What do we need to do to improve our facilities?	New 2 lane net facility	Nets committee in place; plan to seek permission from landlord so we can access grants; fundraising already ongoing	Nets Committee	3	£25,000
	Repairs to infrastructure	Currently ongoing over winter 2018/19; the Club is battered by recent burglaries and we have a programme of work scheduled after Christmas to repair it and improve it and make it more appealing to members.	Members	6 months	£1500
	New website	We are creating a new much more user friendly website which will link to playcricket and also which we can use to manage membership etc.	Secretary	4 weeks	£125 per year
	Repair and maintain equipment	Roller and mower to be fixed; shed to be cleared out and tools stored properly. Paint sightscreens; oil benches	Groundsman	6 months	£1000
	Security	Urgent upgrade to security required due to the Club being burgled and ransacked	Committee	1 month	£1200
	Purchase ground	Consider moving ground and purchasing field or seek to purchase current ground	Committee	5-10 years	Unknown at present
	Create honours board	Create honours board – local carpenter already volunteered to do free of charge	2 nd Team Captain	1 year	Free
	Obtain card reader	As below; install card reader so card payments may be taken – this encourages people to buy more and membership payments may be taken at the Club	Treasurer	1 year	Unknown at present
	Redecorate ladies toilets	To include baby change facility	Welfare Officer	6 months	£50.00

	Objectives	Actions	Who	When - (1/3/5 years)	Cost
Finances How can we save and make money to invest back in our club?	Review costs	Review current insurance policy to make savings; investigate better bank account; dispense with music and TV licence as not value for money when compared with usage; look at food/beverage suppliers with a view to changing	Treasurer and committee	Winter 2018/19	
	Review membership structure	Review current pricing against other clubs; seek a more affordable structure that also benefits club funds	1 st team captain	Winter 2018/19	
	Instigate more fundraising events	Consider any and all ideas from membership with regard to fundraising events; seek to organise fundraising events to involve the wider community instead of just approaching members; arrange another Fun Run	Fundraising Committee	Ongoing	
	Create Just Giving Page	A Just Giving page has been created with the aim of paying for damage done by recent burglaries	Committee/Members/Wider Community	2 years	Nil. Thus far £1300 accrued
	Bar revenue	Purchase card reader; be more accurate with stock that Members want to buy; increase prices slightly; have a members price and a visitors' price so that members get best value; seek cheaper supplier	Bar Committee	1 year	Investigating cost of card reader but this will be included in bar charges
	Obtain sponsorship	Secure one main sponsor	Committee	1-2 years	
	Capitalise on our location	Rent out the ground to companies/individuals more often within the parameters created by our Landlord	Committ		
Obtain grants	We need to speak with our landlord to obtain tenure so that we can tap into grants. We have obtained free legal advice and hope to do this amicably	Junior Chairman	1 year	Unknown. Possible legal fees	

CLUB SUPPORT – PLANNING FOR THE FUTURE

CLUB SELF ASSESSMENT - UNDERSTANDING OUR STRENGTHS AND WEAKNESSES

CHARACTERISTIC	WHAT DOES GOOD LOOK LIKE?	ACTION REQUIRED? Yes or No	PRIORITY Top 5?
PURPOSE	Our committee is representative of our club (includes junior/senior players, parents, volunteers etc.)	Yes – need junior parents	
	Our committee takes time to ensure it has a clear understanding of where we want to be in 5 years	No	
	We always let our members know what we are trying to achieve as a club	Not really	
SOCIAL	We work proactively with our members to improve their experience	No	
	We are innovative in how we attract new members to our club, ensuring we create a welcoming environment	Yes	Yes 5
	We understand the importance of retaining our existing Committee/ volunteers/players/members and take time to understand their motivations for being part of our club	Yes	Yes 4
	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	
ECONOMIC	We are innovative in increasing our income streams ensuring we can proactively plan for the future	Yes	Yes 2
	We work to reduce our running costs and redirect funds into the player experience	Yes	Yes 1
	We manage our finances effectively and are compliant with tax legislation	No	
	We work proactively with the leagues to reduce travel costs	We try	
	We produce an annual budget to ensure we are in control of our finances and are sustainable in the future	Yes	
ENVIRONMENTAL	We work to improve access to better indoor facilities for our members	We already have indoor facilities which do not belong to us and they are fine. We get a special rate as the local cricket club.	
	We work to improve access to better outdoor facilities for our members (practice and match play facilities)	Yes ongoing	Yes 3
	We manage our energy and water use effectively to help reduce our costs		
	We are prepared for changing climate patterns and to reducing the impact that drought and flooding may bring to our club	No	
	We continuously monitor the usage of our facilities and our membership levels and look to source alternatives / new facilities	Don't understand this one, what new facilities.	
	We work proactively with our community to open up our facilities creating a warm, welcoming environment and help raise money	We are not permitted to use our facilities outside of cricket by our landlord but we do try our best within the limits placed on us	

Club Support – Planning for the Future

Who Do We Engage With?

Who should we engage with internally? e.g. players, parents, coaches	Do we currently? (Yes / No)	How regularly?	Is this engagement one way or two way?	Do we engage effectively? Do we understand the impact we are having?	Any improvements we could make?
All members	Yes	Newsletters monthly;facebook; emails; social media – all when required; new website currently being designed	Two way	It is hard to gauge – sometimes we get responses; sometimes not.	More focus on social media which is how younger people connect. We need to upgrade our website, which we are doing
Players	Yes	Weekly selection meetings	Two way		
Coaches	Yes	Regular coaches' meetings	Two way		
Who should we engage with externally? e.g. schools*, businesses, community groups					
Landlord	We try to	A few times a year	Mainly one way	We try – they dislike cricket intensely and that is not going to change. They would prefer to put horses on our land but realise that over 140 years of occupation means something.	We are going to try a two pronged approach – one nice and friendly and the other involving lawyers
Local businesses	Yes	Throughout the year	Two way	We have younger, more professional working committee members with business experience and contacts	
Local Schools	Yes	Regular email information	One way	We are trying to extend to schools in Cheltenhamwhilst being mindful of treading on the toes of other Clubs	We had hoped to do Chance to Shine but have no coaches that can deliver during the working day currently
Wider world	Yes	As often as possible	Two way	Creation of a new website	

