



# STEETON CRICKET CLUB Club Development Plan



Current status as at 1 September 2011

Planned status as at 31 August 2012

# Club Background



## Geographic Details

County Cricket Board – Primary Affiliation	Yorkshire Cricket Board
County Cricket Board – Secondary Affiliation	<i>Not Applicable</i>
County Sports Partnership	West Yorkshire Sports Partnership
District Development Group	West Bradford Cricket Development Group
Local Education Authority	Bradford Local Education Authority
Local Authority	Bradford Metropolitan District Council
Address of Club	Summerhill Lane, Steeton, Nr Keighley BD20 6RX

## Lead Contact Details

Name: David Procter	Home Tel: 01535 611668      Mobile Tel: 07814346680
Position in Club: Club Development Manager	Email: dprocter3@sky.com

## Status

### **Community Amateur Sports Club (CASC) status – registered in 2005**

Commitment to be organised on an amateur basis, be open to the whole community and have a main purpose of providing facilities for, and promoting participation in cricket



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## Section 1 - Mission Statement

A mission statement should embody the **vision** and **values** of a cricket club, ensures that everyone knows what the cricket club are aiming to achieve in the future and be forward thinking, visionary and a target to aspire to achieve in the future.

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

- We will continue to be pro-active towards ensuring cricket is an attractive choice for all age groups, by maintaining a safe, effective and child friendly environment where young players can learn, enjoy and aspire to excel in their cricket, and to also provide opportunities for participation from all sections of the local community

## ClubMark



ECB ClubMark gives clubs an opportunity to implement new procedures as well as acknowledge existing practices. We are required to present evidence and demonstrate implementation across four different themes, culminating in the production of the Club Development Plan

The four themes are:

- **Duty of Care and Safeguarding Children** - there are developments and changes in vetting during 2010/11 so we will endeavour to stay informed of any updates through the relevant sections of the ECB website;
- **The Cricket Programme** - the Cricket Programme (the combination of coaching, training and competition) should assist young players to realise their potential and is based on the Long-term Athlete Development model (LTAD);
- **Knowing your club and its Community – One Game** – the basic premise for ClubMark is to ensure that all clubs are aware of their immediate community and, as such, we can ensure the Club is meeting the needs of the local community when providing opportunities for people to participate in cricket;
- **Club Management** – a well managed club tends to be successful. We intend to continue with well ordered finances and a good level of communication with volunteers and members



## Section 2 – Objectives

In order to successfully achieve a mission statement it is vital that realist and attainable objectives are set. Objectives are the **'stepping stones'** that contribute to successfully achieving the aims and mission statement of the Club

**Objective 1:** 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 club cricket life

- Continue to have and promote a well structured Club environment which will attract young players from the local communities;
- Promote a pro-active coaching culture with senior players and members, and seek volunteer help from parents to provide an inclusive feel for junior players;
- Engender a Club policy to encourage junior players to respond to the coaching programme and the opportunities within the Club to play competitive cricket;
- Adopt a pro-active approach to provide for players with potential to be recognised;
- Guide young members through their cricket development and encourage participation in the Club's activities.

**Objective 2:** Develop and strengthen a structure and pathway for **women and girls** to actively participate in and follow cricket

- Look to form and develop partnerships with local primary and secondary schools which will introduce girls to mixed gender cricket;
- Increase number of registered girls and develop a continuing process for girls to be included and encouraged through the coaching system to play an active part in the cricket programme;
- Increase number of girls playing in junior teams and foster an aspiration to represent the Club at the appropriate senior level;
- Promote and encourage named players to attend trials and coaching for district level and the 'Pathways to Cricket Excellence';
- Seek to involve female volunteers in the Club's junior structure.

**Objective 3:** Develop and strengthen the whole club environment, promoting cricketing opportunities for **disabled people**

- Engage with organisations (Yorkshire) in forming a 'Cricket Forum for Disabled People';
- Be aware of and keep a record of all disability information passed by members and, wherever possible cater for and encourage participation in all Club activities;
- Review facilities for disabled people at the Club and consider disability issues in planning all future improvements and development;
- Continue to encourage disabled groups to use the Club's facilities;
- Promote awareness of disabled cricket and establish links with disabled groups and 'Special Needs' schools.



#### **Objective 4: Develop and promote cricket for black and ethnic minorities**

- Ensure a positive multi-cultural and multi-racial approach as summarised in the Club's 'Sports Equity Policy Statement' and defined in the Club's 'Sports Equity Policy Document';
- Encourage ethnic minority group members and potential members have equal access and opportunity within the Club and its playing structure;
- Develop links between the Club and BEM groups in the area;
- Establish a programme of annual matches and junior festivals comprising teams from BEM groups or predominately include BEM players;
- Maximise the opportunities for ethnic minority group members to represent the Club in competitive matches in the Upper Airedale Junior Cricket League.

#### **Objective 5: Ensure that our cricket club is an integral part of the local community, contributing an invaluable service to all sections of the local community, developing Club members, supporters and volunteers**

- Improve communication with community groups and provide facilities for junior and senior cricket festivals;
- Establish 'School Club Sports Partnership' links to ensure the Club's community programme provides re-assurance for schools and parents alike that the children are using a safe and child friendly environment;
- Maintain a high level of all-year-round community social events;
- Continue to modify the membership package to encourage family membership which will strengthen long-term commitment;
- Develop a wider membership base and achieve a year-on increase in all types of volunteer involvement.

#### **Objective 6: Develop and strengthen senior playing teams, providing positive roles models to all club members, leading achievement and success**

- Selective recruitment of senior players of the required standard who will also demonstrate the required level of commitment towards the development of young players;
- Create a more robust and clear pathway for integration and development of junior players into the senior game;
- Adopt a formal approach of selecting players to attend trials and courses to better their technique, standard and understanding of cricket;
- Increase the number of juniors achieving representative level;
- Encourage 'talented' junior players to aspire to playing at the highest level.



## Structure for 2011/12 (submitted and approved at the November 2011 AGM)

**General Management Committee (GMC)** comprising representation from each position:-

President: Chairman: Vice-Chair: Secretary: Treasurer: Auditors  
Club Development Manager: Child Welfare Manager: Sponsorship / Social Secretary: Communication / Website Manager: 200 Club Secretary:  
Bar / Catering Managers:  
A&WSCL representative: UAJCL / A&WJCL representative: Team Managers / Coaches: 2no Junior members:  
Selection Committee: Ground Committee

**Club Development team** comprising:-

Chair: Vice-Chair: Secretary: Treasurer: Club Development Manager/ Child Welfare Manager:  
Team to report to the GMC at the monthly meetings

### Junior Development

Comprising **Junior Section Co-ordinator** and appropriate representatives  
Report to the GMC at the monthly meetings

### Ground and Maintenance Committee

Report to the GMC at the monthly meetings

### Bar / Catering Managers and Ladies Section

Report to GMC every quarter

### Selection Committee

Senior teams are posted on clubhouse notice board, on club web-site and on 'Play-Cricket' web-site  
Junior teams are posted on clubhouse notice board and on 'Play-Cricket' web-site

### Club – School Partnership

Comprising **Lead** and appropriate representatives to develop and co-ordinate 'Chance to Shine' initiative  
Report to the GMC at the monthly meetings

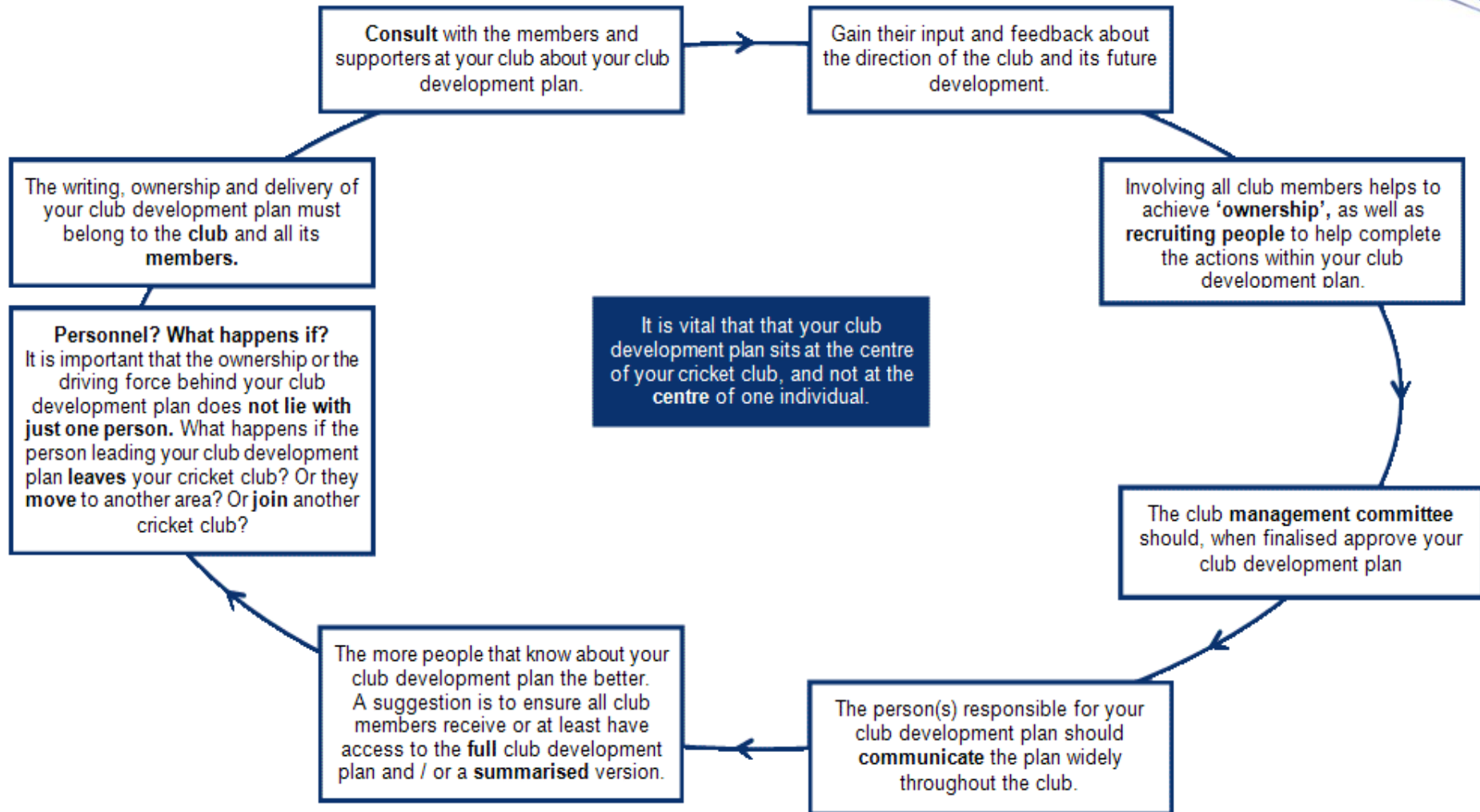
### CricketForce Co-ordinator

Report to the GMC at the monthly meetings leading up to CricketForce weekend

### Coaching and Volunteer's

Comprising **Coaching and Volunteer Co-ordinator** to establish database and co-ordinate junior requirements  
Report to the GMC at the monthly meetings

**Need to formally appoint lead members and / or co-ordinators and agree format and remit for each of the new posts in the revised structure**





## Ownership and Internal Communication

- The Plan is owned by the Club, sanctioned and driven by the GMC, and will be delivered by the Club and all the members;
- Information from the monthly GMC meetings and frequent working group meetings on all issues relating to the Plan and the ongoing development is circulated via the clubhouse notice boards, the Club's website ([www.steeton.cc](http://www.steeton.cc)), the newsletter (currently Spring and Autumn editions), and frequent use of local press, village and local shops' notice boards. There is a need to ensure clear lines of communication are available and used appropriately on a regular basis to obtain feedback from members;
- A formal Volunteer Agreement policy and recruitment plan for volunteer help in 2011/12 will supplement the current Club structure and encourage a sense of ownership by members to assist in the delivery of the Plan. The Club will:-
  - promote and encourage more member/ player/ parent participation;
  - appoint a Volunteer Co-ordinator; and
  - investigate and buy in to the 'Introduction to Cricket – Be Involved' initiative
- Access to the full Plan will continue through the web-site and on the clubhouse notice board with better promotion and publicity to raise awareness. A summarised version(s) will be distributed to all members either by way of personal e-mail or with the induction/ membership pack;
- As part of the process, a Club Development management team has been created to focus the Club's development towards achieving the mission statement and providing continuity and sustainability;
- The 'Welcome to Steeton CC' induction letter and annual registration pack will be revised for season 2012 to allow members and parents to offer and bring skills to the Club;
- We will encourage members/ parents to attend approved training courses and the Club will refund officials when they do so;
- Continuing a balanced approach towards the management of financial resources, we will actively investigate alternative income streams, sponsorship opportunities and grant/ supported income available through Government, ECB and YCB funding.



## Support advice

### Cricket Development Groups.

Regular attendance at your local cricket development group will give your cricket club the opportunity to **share best practice** and gain **vital knowledge** and understanding from other cricket clubs going through the club development planning process.

You may stumble upon **challenges** that are similar to other cricket clubs, and the opportunity to use the cricket development group as a sounding block and share your thoughts is vital support.

Your County Cricket Development Manager will be accessible through your local cricket development group. Contact your County Cricket Development Manager to find out the details of your local cricket development group. It is vital that the information gained at cricket development group meetings is communicated back and filtered to the whole club membership after each meeting.



### Self Help.

Identify within your club the people that have right **'skills'** to contribute to the club development planning process. Approach these people to **get involved** and contribute the expertise they have. Looking **'in house'** is an excellent base to begin your club development planning process.

Such skills may include:

- Analytical / business planning skills
- Report writing skills
- An understanding of information communication technology
- Financial / accounting skills
- Performance review skills

### One to One club meetings.

A raft of clubs will receive dedicated **one to one** meetings with Cricket Development Managers and local sports development professionals, directly supporting the writing and delivery of their club development plan.

One to one meetings are an excellent opportunity to discuss in detail the objectives of your club and gain **invaluable advice** and **support** from local knowledgeable professionals.

Contact your County Cricket Development Manager to find out more.



## Section 4 – Facilities

### Commitment

The Club will continue to strive for improvements to facilities through a realistic development programme of schemes and proposals which are subject to resources and finances being available through revenue raised by the Club and have a proactive approach towards securing grant income by investigating grant funding streams from the 'Developing Your Club' booklet containing details on 'Sources of Grant Aid and Cricket Funding for Cricket Clubs'

The Club will take part in the annual NatWest CricketForce event over a nominated weekend to prepare the clubhouse, facilities and ground for the forthcoming season and carry out programmed tasks within its capabilities which will enhance the Club

What have we got?	What do we want?	When will we get there?	What will it cost (including in kind costs)
2no new high quality practice nets 3no portable 'roll-on' covers		Provided by ECB 'Awards for All'/ Lord Taverners/ Club funds during 2009/10	
Lane-side perimeter wall re-built to address safety requirements		Provided through Club funds during 2009/10	
Score box and equipment store	Electrical power installed	2012	£1,000 to £1,500
Clubhouse facilities comprising bar area, function area, kitchen and toilets;  Changing rooms with showers, toilets and separate umpires changing room	Improved clubhouse with ground and first level, new roof, improved changing and showering facilities (including separate female changing/ toilet facilities), DDA compliant toilets and incorporating amenities for community use	) New roof/ improved changing facilities and amenities within a three year time-scale  ) Full construction within five year timescale	Scoping estimates - £75,000 to £300,000
Limited car-parking area	Car park to be extended/ surfaced	Within five year timescale	£15,000 to £25,000



## Section 5 – Club Teams

### Commitment

The Club will enter junior teams at five age groups as detailed below, in the Upper Airedale Junior Cricket Association leagues and continue to fulfill obligations regarding the league and cup programme of games as required by the UAJCA

The Club will enter three teams in the Aire & Wharfedale Senior Cricket League and continue to encourage and offer opportunities for junior development to senior cricket

Current (2011) Planned (2012)	Gender	Age group:	Total players	Black or ethnic minorities players	Disabled players	Coaches	League matches	Cup matches	Winter coaching sessions	Summer coaching sessions
Current	Boys	Under 9	17	5	0	3	9	5 on the single day Malsis competition	0	24
Current	Girls	Under 9	2	0	0					
Planned	Boys	Under 9	12	4	0	3	9	5 on the single day Malsis competition	0	24
Planned	Girls	Under 9	2	1	0					
Current	Boys	Under 11	19	4	0	2	14	Up to 4	0	24
Current	Girls	Under 11	1	0	0					
Planned	Boys	Under 11	26	5	0	2	14	Up to 4	0	24
Planned	Girls	Under 11	2	0	0					



<b>Current (2011) Planned (2012)</b>	<b>Gender</b>	<b>Age group:</b>	<b>Total players</b>	<b>Black or ethnic minorities players</b>	<b>Disabled players</b>	<b>Coaches</b>	<b>League matches</b>	<b>Cup matches</b>	<b>Winter coaching sessions</b>	<b>Summer coaching sessions</b>
Current	Boys	Under 13	14	0	0	2	14	Up to 4	0	24
Current	Girls	Under 13	2	0	0					
Planned	Boys	Under 13	13	3	0	1	14	Up to 4	0	24
Planned	Girls	Under 13	2	0	0					
Current	Boys	Under 15	2	1	0	0	0	0	4	24
Current	Girls	Under 15	0	0	0					
Planned	Boys	Under 15	12	2	0	2	12	Up to 4	4	24
Planned	Girls	Under 15	2	0	0					
Current	Boys	Under 17	9	2	0	2	14	Up to 4	6	24
Current	Girls	Under 17	0	0	0					
Planned	Boys	Under 17	13	3	0	1	14	Up to 4	6	24
Planned	Girls	Under 17	2	0	0					



Current (2011) Planned (2012)	Gender	Age group:	Total players	Black or ethnic minorities players	Disabled players	Coaches	League matches	Cup matches	Winter coaching sessions	Summer coaching sessions
Current	Men	Senior	33	1	0	1	22 (1 <sup>st</sup> XI)	Up to 5	10	24
	Female	Senior	1	0	0	0	22 (2 <sup>nd</sup> XI) 17 (3 <sup>rd</sup> XI)	Up to 5 Up to 4	10 10	24 24
Planned	Men	Senior	36	1	0	2	22 (1 <sup>st</sup> XI)	Up to 5	10	24
	Female	Senior	1	2	0	0	22 (2 <sup>nd</sup> XI) 17 (3 <sup>rd</sup> XI)	Up to 5 Up to 4	10 10	24 24

### Commitment

The Club will support the Aire Valley Angels under-11 girls team in the UAJCA league and assist in any way the development of girls cricket

Current	Girls	Under 11	10	0	0	2	Tbc	Tbc	0	Tbc
Current	Girls	Under 11	15	2	0					



## Section 6 – Qualified Coaches and Assistants

### Commitment

The Club will continue to promote a pro-active coaching culture within senior players and the membership

- We will encourage and register interested members on the appropriate courses; and
- Provide support funding for members to attend courses

Position	What have we got? (2011 season)	What do we want? (2012 season)	What will it cost (including in kind costs)
<b>Coaching</b>			
ECB UKCC Level 2	6no actively involved	6 no actively involved	£0
ECB Level 1/ Coaching Award	4no actively involved	4no actively involved	£0
ECB UKCC Level 1	1no actively involved	3no actively involved	£300



## Section 7 – Trials, Assessments and Pathways

### Commitment

The Club will continue with its policy to encourage and support talented juniors, facilitate their progress through to representative cricket and adopt a more formal approach towards the selection of players and make it policy to send players for trials and assessment

- There is a need to increase and improve links with development contacts so that identified players can be encouraged and guided

What have we got?	What do we want?	When/ how will we get there?	What will it cost (including in kind costs)
<p><b>Trials and Assessments</b> ‘Pathways to Cricket Excellence – Gold Level – 1no girl</p> <p>Invitation to trial by UAJCA u11 Lords Taverner’s - 4no u12 ‘Test’ squad – 3no u13 Lords Taverner’s - 6no (including 1no girl)</p> <p>Invitation to trial by West Yorkshire Girls and by Yorkshire Girls - u13 girl</p>	<p><b>Trials and Assessments</b> ‘Pathways to Cricket Excellence – Gold Level – 1no girl; Silver Level – 1no boy; Bronze Level – 1no boy</p> <p>Invitation to trial by UAJCA u11 Lords Taverner’s - 4no u12 ‘Test’ squad – 4no u13 Lords Taverner’s - 6no (including 1no girl) u17 Joe Lumb – 2no</p>	<p>Within a three year time-scale</p> <p>Continue to develop a selection process for players suitable for trials/ coaching etc and make it Club policy to encourage and offer players the opportunity to attend trials, coaching etc every year</p>	<p>£1,000</p>
<p><b>Players in Representative Cricket</b> District boys 3 1no UAJCA u11 Lords Taverner’s; 2no UAJCA u12 ‘Test’ team;</p> <p>District girls 1no UAJCA u13 Lords Taverner’s</p> <p>County boys 0 County girls (West Yorkshire Girls) 1no</p>	<p><b>Players in Representative Cricket</b> District boys 7 2no UAJCA u11 Lords Taverner’s; 2no UAJCA u12 ‘Test’ team; 2no UAJCA u13 Lords Taverner’s; 1no u17 Joe Lumb</p> <p>District girls 1no UAJCA u13 Lords Taverner’s</p> <p>County boys 0 County girls (West Yorkshire Girls) 1no</p>	<p>Within a three year time-scale</p> <p>Increase and improve links with development contacts so that players can be identified and are ready to make the step up</p>	<p>£1,000</p>



## **Section 8 – Sports Development Partners**

### **1) County Sports Partnership**

#### **Commitment**

Steeton CC will maintain good communication with the **Yorkshire Cricket Board (YCB)** and make full use of the link with the Yorkshire County Development Manager to obtain guidance and assistance. Through regular communication and meetings the Club can make YCB aware of its needs and in turn help achieve YCB goals

- As part of a Government and Sport England initiative, ECB asked County Boards to identify clubs who they would like to work with and support. Steeton CC was given 'Focus Club' status in 2008 and is committed to achieving the objectives within the ECB's Strategic Plans - "Building Partnerships 2005-09" and "Grounds to Play 2010–13" via YCB Plan;
- We recognise a need for a network of quality County partnerships - Sports Partnerships (CSPs) - committed to providing a single system for people to benefit from sport and active recreation and regularly accesses the West Yorkshire Sports (WYS) site to find information and look for courses, funding advice and the latest news and events; and
- We actively promote the Club and its facilities through the Local Sports Alliance Sport Keighley *sportK* - [www.sportkeighley.com](http://www.sportkeighley.com) and the Active Bradford website - [www.activebradford.org.uk](http://www.activebradford.org.uk).

### **Focus Club status**

The Club has signed a non-binding agreement entitled "Focus Club Memorandum of Understanding" which details the benefits of being a Focus Club and what is required from the Club

To meet the Focus Club criteria, the Club:-

- has achieved ClubMark;
- is affiliated to the ECB via YCB and works in partnership with ECB and YCB to deliver high quality agreed development plan outcomes;
- has an active junior section and ensures the safest possible junior development programme that fully incorporates issues such as Child Welfare;
- works with the West Bradford Cricket Development Group to ensure integrated community links;



- has produce a Development Plan designed to increase capacity and improve quality and produces annual on-line figures for ECB and YCB;
- creates formal links with local community groups especially schools and Sports Colleges;
- has a commitment to monitoring and evaluation to demonstrate impact locally and aims to increase participation, volunteer numbers and the development of players and coaches;
- shares best practice with other clubs;
- signs up annually for NatWest CricketForce;
- has entered the Community Club Development Programme (CCDP) to access CCDP funds

## 2) Other County and District-wide Cricket

### Commitment

Steeton CC recognises a need for commitment to raise the profile of cricket in the area and intends to continue involvement with the following:-

- The Upper Airedale Junior Cricket Association (UAJCA) - the organising body for junior cricket in the Keighley and Craven area. The UAJCA supports team managers in the selection and running of the teams to represent Keighley and Craven in the Yorkshire-wide Joe Lumb competition for under-17s and the three Lords' Taverners festivals for under-15, under-13 & under-11 age groups;
- Airedale-Wharfedale Senior Cricket League (AWSCL)  
The Club hosted this year's Ian Chappell Cup final (3rd XI) in August and we will continue to express an interest to be considered as a candidate to host any of the three Airedale-Wharfedale Senior Cricket Cup finals in futures years as well as White Rose under-21 matches;
- YCB (Yorkshire Schools)  
In July 2009 and 2010, Steeton CC successfully hosted Yorkshire v Cumbria under-12's and under-13's matches and look forward to similar events in 2012. We will continue to request consideration to host a Yorkshire Schools representative match each year;
- Ermysted's Grammar School, Skipton  
The Club will continue to host Ermysted's annual match v MCC if approached by the school



### 3) Community Sport Networks

#### Commitment

Steeton CC will provide continued awareness within the Club membership of the County Sports Partnerships (CSPs) and the Community Sports Networks (CSNs) with regard to development and investment to provide for the needs of the Club and the local community;

The Club also recognises a need for a network of quality partnerships committed to providing a single system for people to benefit from sport and active recreation and regularly accesses the West Yorkshire Sports (WYS) site to find information and look for courses, funding advice and the latest news and events

- WYS is the County Sports Partnership for West Yorkshire which works with the Bradford Community Sports Network;
- One of the aims of the Bradford CSN is to implement the *bactive* strategy and we will endeavour to support the Visions and Aims for Sport and Physical Activity in the Bradford District and help to implement the strategy;
- Steeton Primary School annual sports day  
We will continue to make the facilities available if Steeton Primary or any other local primary schools wish to use them for their sports day

### 4) West Bradford Cricket Development Group

#### Commitment

Steeton CC supports the aims and objectives of the West Bradford Cricket Development Group (WBCDG), affiliated to the Bradford Area Cricket Council, and has included the WBCDG representative on the Club's General Management Committee;

The Club representative will continue to participate in meetings, welcome any support offered by the Development Group and anticipates active engagement will further help successful delivery of this Plan

- Steeton CC facilities have been used in the past for Development Group meetings and we will make them available in the future if requested



## **Section 9 - School Sports Partnership**

### **Commitment**

The Club will develop a formal 'Schools Club Sports Partnership Agreement' with Oakbank School (Specialised Sports College) and South Craven Comprehensive School and seek assistance and guidance in developing the Club and School Partnerships

- A Schools Club Sports Partnership Agreement for South Craven and the primary schools in the catchment area is now in draft and will be finalised with the SSCo over the forthcoming months;
- We recognise the need to develop a School Club Partnership programme aimed at encouraging children to get involved in the Club by providing reassurance for schools and parents alike that the children are using a safe and child friendly club environment;
- We will work with the schools to provide cricket coaching opportunities delivered during or after school time which will help them meet their requirements and with Partnership Link Teachers to establish sustainable programme of coaching in schools, to discuss school assembly visits and 'cricket skills clinics' during 2012 if the Club cannot meet the requirements of the 'Chance to Shine' initiative;
- We will use the 'Step into Sport' programme to establish and ensure proper communication and a sustainable link in the school partnership; and
- The Club will continue to send out a clear message that ethnic minority group members and disabled people are welcomed and encouraged to take an active part in the festivals and in-school coaching.

### **Commitment**

Hold 2no afternoon cricket festivals for junior schools in 2012

- The Club and South Craven have discussed possibly opportunities to hold a Kwik cricket festival in Summer 2012 for up to 6no primary schools. The participating schools will bring along a mixture of year 4 boys and girls. It is anticipated that over fifty pupils, many of whom may not have experienced cricket before, will attend. It is hoped that South Craven will provide junior leaders to score and umpire and qualified coaches from the Club will provide skills training and individual coaching for children who take part;
- There are aspirations for a second date for the 3no primary schools local to the Club which will host a 'round-robin' Gordon Bowers rules cricket festival for years 5 and 6 pupils.



## **Commitment**

Look at becoming involved in the 'Chance to Shine' initiative and investigate sourcing interested qualified ECB UKCC Level2 coaches from other local clubs who wish to supplement the arrangement and become involved in the project on behalf of the Club by coaching in selected local primary schools;

- We will look into the 'Chance to Shine' initiative in 2012/13 and consider co-ordinating qualified coaches from other local clubs;
- We will try to arrange school assembly visits commencing 2012; and
- Promote the Club facilities, resources and ambitions in the schools.

## **Responsibilities and Partnerships**

- Club Development Manager and Club coaches:-
- School Sports Co-ordinator/ Partnership Link Teacher;
- Sports students/ junior leaders from South Craven Comprehensive School

## **Funding**

- Financial costs estimated at £50 per festival for trophies/ additional equipment/ non-reusable items;
- The Club will request for donations from YCB and use funds and grant funding received for coaching;
- We will negotiate with local supermarkets and other local suppliers to donate and provide food and refreshments;
- 'In-school' assembly visits will require support funding to facilitate additional equipment as well as items such as printing costs for information leaflets and T-shirts

## Section 10 – Schools Activity



### Commitment

The Club will continue to work with South Craven and will contact Oakbank School (Specialised Sports College) to seek guidance from the Partnership Development Manager (PDM) regarding the arrangement of the schools festivals and the involvement of young leaders to help officiate on festival days;

### South Craven Comprehensive School

	Primary school cluster (Year 4)				Primary school cluster (Year 5 and 6)				Years 7 to 11		
	Number of coaching sessions in curriculum time	Number of pupils per curriculum coaching session	Number of schools in festival in curriculum time	Number of pupils in festival session	Number of coaching sessions in curriculum time	Number of pupils per curriculum coaching session	Number of schools in festival in curriculum time	Number of pupils in festival session	Number of coaching sessions in curriculum time	Number of pupils per curriculum coaching session	Number of pupils per 'after school time' coaching session
<b>Current - during year up to Sept 2011</b>	0	0	0	0	0	0	2	20	0	0	0
<b>Planned – during year up to Sept 2012</b>	9	Up to 15	Up to 6	Over 50	3	Up to 15	3	35	3	Up to 12	0

## 5) Specialist Sports College

### Commitment

Look to partnership working with Oakbank SSC, Park Lane College, Keighley and the other Focus Clubs in the Keighley area to create a link that will enable young cricketers in the area to improve their cricket skills and, if appropriate, take up the education opportunities available

- Park Lane College has set up a Cricket Academy and both Leeds and Keighley College sites have had cricket teams in the past



## Section 11 – Five Year Plan

### Commitment

Continue to follow the SMART rules to achieve the objectives

<b>S</b>	Specific	Only include specific statements or actions within the objectives
<b>M</b>	Measurable	The objectives must be measurable so that the Club can identify clearly what has or hasn't been achieved
<b>A</b>	Agreed	The objectives must be agreed by all. Without this delivering the objectives may be difficult or left to one person or a few key people
<b>R</b>	Realistic	The objectives must be realistic, too adventurous or require time and resources beyond the Clubs capacity and sustainable development will be difficult
<b>T</b>	Timescale	Identify when each action should be completed by. This will help the Club celebrate its achievements and actions

Theme	What have we got now?	In 5 years time... 'Where do we want to be?'
<b>Cricket participation (playing members)</b>	<ul style="list-style-type: none"> <li>▪ A healthy junior playing membership with 5no age groups providing continuity of progression to senior cricket;</li> <li>▪ Increasing number of girls showing an interest and taking part in competitive matches at all age groups;</li> <li>▪ Junior representation at district and county levels;</li> <li>▪ A balance of experienced and young senior players supported by juniors playing in 3no highly competitive senior leagues;</li> <li>▪ Senior teams mainly comprising players brought through the junior system;</li> </ul>	<ul style="list-style-type: none"> <li>▪ Having achieved a 'year-on' manageable increase in junior player members at each age group;</li> <li>▪ Increased participation by girls with involvement in friendly and competitive match cricket through the Bradford Ladies development group;</li> <li>▪ Increased representation at junior level and annual representation at senior level;</li> <li>▪ Continued success at junior and senior level provided by levels of good practice;</li> <li>▪ A sustainable Club structure which is seen to be a role model for other aspiring clubs in the area;</li> </ul>



Theme	What have we got now?	In 5 years time... 'Where do we want to be?'
<b>Focus Club status and ClubMark accreditation</b>	<ul style="list-style-type: none"> <li>▪ Focus Club Memorandum of Understanding;</li> <li>▪ A current ClubMark file providing clear evidence of good practice;</li> <li>▪ Successful and well supported CricketForce weekends;</li> <li>▪ A thriving and healthy junior section supported by a pro-active club structure;</li> <li>▪ Developing Schools Club Partnership links</li> </ul>	<ul style="list-style-type: none"> <li>▪ High profile 'flagship' club for the Keighley/ Craven area;</li> <li>▪ Achieve re-accreditation and the 'year-on' goals and the ClubMark renewal;</li> <li>▪ Continue to have NatWest support - voluntary work by employees and Community Cashback Awards on CricketForce weekend;</li> <li>▪ Continued high standards of junior players and increased levels of involvement;</li> <li>▪ 8no schools in the South Craven cluster participating in annual festivals at the Club</li> </ul>
<b>Club coaching roles</b>	<ul style="list-style-type: none"> <li>▪ 6no ECB UKCC Level II coaches and 1no ECB UKCC Level I coach providing quality guidance within the Club and particularly the junior section;</li> <li>▪ ECB Level I coaches providing good support on practice and match evenings and occasional volunteer help in group activities from parents on practice evenings;</li> <li>▪ Acting Club Coaching Co-ordinator to oversee the coaches approach to practice and match evenings;</li> <li>▪ A growing realisation among senior players and members that the role of the coach is key to sustainability within the Club</li> </ul>	<ul style="list-style-type: none"> <li>▪ Achieve 1no ECB UKCC Level III coach status;</li> <li>▪ Increased number of level II coaches to satisfy 1 to 10 juniors ratio;</li> <li>▪ 5no ECB UKCC Level I coaches to support practice sessions;</li> <li>▪ Establish an improved Club Co-ordination section;</li> <li>▪ Transform the realisation into pro-active roles within the Club</li> </ul>



Theme	What have we got now?	In 5 years time... 'Where do we want to be?'
<b>Club volunteering roles</b>	<ul style="list-style-type: none"> <li>▪ All members and players involved in the Club are in volunteer roles;</li> <li>▪ A high level of volunteer help is available when required and asked for;</li> <li>▪ Ground staff with years of experience;</li> <li>▪ Several members who are willing to assist with bar duties when required</li> </ul>	<ul style="list-style-type: none"> <li>▪ Establish a role for Volunteer Co-ordinator in the structure;</li> <li>▪ Continue with the pro-active approach encouraging members to take volunteer roles and achieve at least 2no named volunteers for each role required;</li> <li>▪ At least 1no young member indicating a willingness to become trained in ground-keeping</li> <li>▪ At least 6no members trained in bar duties</li> </ul>
<b>Club membership</b>	<ul style="list-style-type: none"> <li>▪ The Club has an all inclusive membership;</li> <li>▪ Club membership application form includes for information of 'skills' the applicant can bring to the Club;</li> <li>▪ Over 200no registered members with 107no officials and helpers at the Club with assigned roles;</li> <li>▪ 65no registered junior playing members;</li> <li>▪ 33no registered senior playing members</li> </ul>	<ul style="list-style-type: none"> <li>▪ Increase the membership levels of BEM and disabled people;</li> <li>▪ A programme of volunteer help from parents and a clear demonstration that the 'skills' brought to the club is increased by members;</li> <li>▪ Increase the overall membership by 10%;</li> <li>▪ Increase the number of junior players by 10no in each age group;</li> <li>▪ Maintain a level of senior players sufficient to support the senior/ junior balance in each senior team and introduce 3no new senior playing members to cricket</li> </ul>



<p><b>Club involvement with the local community groups</b></p>	<ul style="list-style-type: none"><li>▪ Recognition that the Club needs commitment and regular communication to develop partnership working with <b>Local Community Groups</b>;</li><li>▪ Awareness of the <i>bactive</i> campaign – Bradford MDC initiative to increase activity levels among people across the district</li></ul>	<ul style="list-style-type: none"><li>▪ Maximise local businesses and community groups participation in the Club – regular mailshot inviting management, employees and members to consider individual / organisational involvement through the ‘Be Involved – Do a Favour’ ECB initiative;</li><li>▪ Increased involvement with the <i>bactive</i> campaign</li></ul>
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## Section 12 – Estimated Club Development Plan Costs

<b>Section number</b>	<b>Section title</b>	<b>Section sub-total (£ per annum unless stated)</b>
1	Mission Statement	£1,500
2	Objectives	£500
3	Structure, Internal Communication and Support	£500
4	Facilities	£1,500 plus £90,000 to £300,000 over 5 years
5	Club Teams	£500
6	Qualified Coaches and Assistants	£500
7	Trials, Assessments and Pathways	£2,000
8	Sports Development Partners	£500
9	School Sports Partnership	£250
10	Schools Activity	£1,000
11	Five Year Plan	£250
12	Estimated Club Development Plan Costs	
	<b>Club Development Plan Total Cost (£ per annum)</b>	<b>£9,000</b>

