

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?
Players	Yes	Very frequently	Two way	Yes	We regularly review the process and make improvements. We have now created social media links for players and colts/parents to encourage and ease the contact process.
Parents	Yes	Weekly during the season and winter coaching & indoor cricket	Two way	Yes	We regularly review the process and make improvements where possible We have now created social media links for players and colts/parents to encourage and ease the contact process..
Coaches	Yes	Monthly/weekly/daily	Two way	Yes	Yes – Look to increase qualified coach volumes in the club. New coach in final stages of achieving level 2 status.
Who should we engage with externally? e.g. schools*, businesses, community groups					
Schools	Yes	Regularly and during chance to shine weeks.	Two way	Yes	More coaches to be trained to assist in after school activity. Relationship with Mountbatten School maintained.
Businesses	Yes	Monthly	Two way	Yes	Continue to increase business contacts, recently engaging with 2 local public houses assisting with club events, teas, sponsorship. Links to sports equipment outlet.
	Yes	Infrequently	One way	No	Continue PR improvements



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Community					and focus on local schools. Young players and club members encouraged to spread the word to invite new players to try out our coaching evenings. New junior players have successfully joined this way and players from other teams have shown an interest in transferring to us.
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**Club
Support –
Planning
for the
Future**

Who Do

We Engage With?

*Evidence of an effective school/club link is required to achieve ECB Clubmark.



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CLUB SUPPORT – PLANNING FOR THE FUTURE

CLUB SELF ASSESSMENT - UNDERSTANDING OUR STRENGTHS AND WEAKNESSES

CHARACTERISTIC	WHAT DOES GOOD LOOK LIKE?	ACTION REQUIRED?	PRIORITY
		Yes or No	Top 5?
PURPOSE	Our committee is representative of our club (includes junior/senior players, parents, volunteers etc.)	Yes and a new parent member has joined this year.	3
	Our committee takes time to ensure it has a clear understanding of where we want to be in 5 years	Yes	
	We always let our members know what we are trying to achieve as a club	Yes	
SOCIAL	We work proactively with our members and leagues to improve the player experience	Yes	1
	We are innovative in how we attract new members to our club, ensuring we create a welcoming environment	Yes	
	We understand the importance of retaining our existing volunteers/players/members and take time to understand their motivations for being part of our club	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	5
	We work to reduce our running costs and redirect funds into the player experience	Yes	
	We manage our finances effectively and are compliant with tax legislation	Yes	
	We work proactively with the leagues to reduce travel costs	Yes	
	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	Yes	
	We work to improve access to better outdoor facilities for our members (practice and match play facilities)	Yes	
	We manage our energy and water use effectively to help reduce our costs	Yes	
	We are prepared for changing climate patterns and to reducing the impact that drought and flooding may bring to our club	No	





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	We continuously monitor the usage of our facilities and our membership levels and look to source alternatives / new facilities	Yes	2
	We work proactively with our community to open up our facilities creating a warm, welcoming environment and help raise money	Yes	




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Club Support / ECB Clubmark – Planning for the Future Example Template

Our Club Purpose: What are we trying to achieve?					
Challenges	Objectives	Actions	Who	When - (1/3/5 years)	Cost
Social e.g. referring to club players, members, volunteers, community and committee 	To bring the club together as one	Verbal and written communication with all in the club	Sec/Colts Officer	1	£200
	Bringing Colts through with their families increasing club numbers. Be pro-active in engaging with local schools	Running social events for all, making parents and new members feel welcome and part of the Club. Send letters/posters to local schools, offer training sessions for interested new players and set up “getting to know us” sessions. Spread the word by using players and colts as our ambassadors to attract local players and their families to join our club.	Social Sec/Sec/Colts Officer	1	£500
Environmental e.g. referring to club facilities and capital expenditure 	Looking to build new clubhouse	Started looking into planning process – leases being reviewed and future prospects being investigated	Sub committee	5	£100,000
		Finding partners possibility.			



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Economic e.g. referring to club finances, revenue, costs and contingency 	We are increasing our sponsors	Contact local businesses	Sponsorship Officer	2-3	Nil
	We aim to maintain a contingency fund of a minimum of £2,000		Treasurer		Nil

Do your objectives all contribute to your club's purpose?

An equal balance of activity and resource must be put into the social, environmental and economic elements of any cricket club in order to improve its sustainability



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Useful links:

CLUB SUPPORT

<http://www.ecb.co.uk/development/club-cricket/club-support/>

NATIONAL CLUB STRATEGY

<http://static.ecb.co.uk/files/ecb-national-club-strategy-final-12295.pdf>



CLUBMARK

<http://www.ecb.co.uk/development/club-cricket/clubmark/>



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SAFE HANDS <http://www.ecb.co.uk/ecb/safeguarding-children-and-child-protection/>



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OT's & Romsey CC Club Development Plan 2018