

**Horsmonden Cricket Club Development Plan**

**Vision Statement**

Our aim is to transform Horsmonden Cricket Club as the number one club for aspiring and current cricket players in the surrounding area. We aim to do this by transforming the club into a centre of excellence and by providing an all inclusive ethos in which all are welcome to enjoy and play cricket in the true spirit of the game.

**Junior Cricket**

The importance of youth cricket to Horsmonden cannot be under stated. A strong youth structure provides strong foundations for the long-term future of the club and the community, as such Junior Cricket at Horsmonden will be front, centre and back of the committee’s efforts in running the club.

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| **Reference** | **Objective** | **Owner** | **How will the Objective be achieved** | **What resources are required if any** | **Timeline for delivery** | **How will success be measured** |
| **Junior Cricket** |  |  |  |  |  |  |
| 1 | Expand provision of junior cricket for all. | Youth Development Officer / Committee | Raising awareness of HCC junior cricket  | HCC access to Social Media/Advertisements in local papers &publications | Ongoing | Increase in number of junior members |
| 2 | Expand provision of junior cricket for girls. | Youth Development Officer / Committee | Support from KCCC girls cricket reps.Maintain relationships with local schools. | Support from KCCC girls cricket reps.Maintain relationships with local schools. | Ongoing | Increase in number of  |
| 3 | Maintain existing numbers of players and attendees at training sessions. | Youth Development Officer/ Committee | Retain existing teams.Look to encourage new attendees by working proactively with local schools. | strong relationships with junior members / encourage family friendly environment at HCC | Ongoing, every season | Retention of existing number of teams and players. |
| 4 | Develop coaching capability of volunteers, particularly parents. | Youth Development Officer / Club Welfare Officer/ Committee | Promote coaching course opportunities within volunteer/parent groups.Provide information about relevant CRB checks. | Arrange and pay for courses. Arrange CRB checks. | Ongoing | Minimum 1 Level 2 coach per age group. |
| 5 | Develop existing relationships with local schools. | Youth Development Officer / Chairman | Provide practice and match facilities for local schools on a commercial basis (to the extent permissible pursuant to the lease). | School visits and discussions. | Annual review, starting Sept. 2021 | New members from local schools |
| 6 | Provide summer cricket coaching course(s) in school holidays. | Youth Development Officer/ Committee | Hire of 3rd party coaches to run cricket week | Coaches as relevant. | Ongoing | Junior Cricket Week |

**Senior Cricket**

The Senior cricket teams are the natural progression for our youth teams and it is important we maintain successful and competitive teams not only for the continued development of the youth section but also in order to attract the right calibre of players to the club.

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| **Senior Cricket** |  |  |  |  |  |  |
| 1 | Attracting new senior playing members to club | Committee / Senior players | Social media / local advertising |  | Ongoing | Growing the number of senior players at the club |
| 2 | 1XI to maintain KCVL Division 3 status and look to achieve promotion within the next 2-3 seasons | 1XI Captain / 1XI Team | Maintain core group of players / player development / new players. Agree an updated selection policy which gives targeted support to this objective | Coaching & recruitment | Sep 24 / 25 | Promotion |
| 3 | 2XI to achieve promotion from Div 8 of KCVL within 2 years | 2XI Captain / 2XI Team | Recruit and develop players and promote from the Colts section.Maintain core group of players.Agree an updated selection policy which gives targeted support to this objective. | Coaching & recruitment | Sep24 | Promotion |
| 4 | Develop the Sunday XI to provide a pathway to the Saturday 1st & 2nd XI’s. | Chairman / Sunday Captain | Recruit and develop players particularly from the Colts section. | Core of players from Youth Sections / Loose Cannons | May 23 | Development of Sunday XI |
| 5 | Maintain Loose Cannons Friday Social Nights | Committee | Recruit and develop players, with focus on social cricketers. | Use of Social Media to promote LC | May 23 | LC Friday matches throughout each summer |
| 6 | Retain players aged 18 – 24. | Club CaptainYouth Development Officer | Continue to provide cricket for all such players who wish to play.Continue to foster a collegiate and inclusive social environment at the Club.Continue to introduce older Colts to the adult teams (especially the Sunday XI). |  | Ongoing | Consistent pool of 20-25 players aged 18-24 who are available during the majority of the summer season. |
| 7 | Expand provision of cricket for women at the Club. | Committee | Help from KCCC on ideas of how to develop women’s cricket at HCC / advertising in local and social media  |  | Ongoing | Development of Ladies Senior Team |
| 8 | Creation of formal team selection committee | 1XI, 2XI Captains and chairman | Committee to decide on best way to formalise team selection ahead of 2023 season |  | May 2023 | Creation of selection committee |

**Off Field Activities**

In addition to running and organising the Junior and senior cricket teams the committee needs to ensure the club is run well off the field, particularly important given the new Pavilion build as potential donors will want to see the club is run effectively, efficiently and is an already important asset to the community.

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| **Off Field** |  |  |  |  |  |  |
| 1 | Attain Club Mark Status for HCC | Chairman / SB | Meet Club Mark criteria |  | 2023 | Club Mark status  |
| 2 | Continuously deliver value for money for members in relation to membership and match fees. | Treasurer | Annual review of membership prices and match fees by Committee | Club Committee to consider and agree new rates ahead of AGM. | Ongoing | Maintain and grow membership levels relative to 2019 season. |
| 3 | Increase number of match and general sponsors. | Club Committee | Marketing and direct approaches |  | Annual Review | Minimum of two club sponsors |
| 4 | Attain KCCC Club Affiliation | Chairman | Through KCCC official website | Club mark status | 2023 | KCCC Affiliation |
| 5 | Ground Maintenance – Nets/Pavilion/Square | Committee  | Committee to identify all issues which need to be addressed concerning grounds upkeep in pre-season each season | Updates from Tony Ford on ground maintenance | Ongoing | Maintaining excellent upkeep of grounds and equipment |
| 6 | Set up and maintain an up-to-date calendar of all social and cricket events at the Club. | Committee | Use of HCC website & social media |  | Pre-season every season | Creation of social calendar ahead of each new season |
| 7 | Introduce Safeguarding Policy | Chairman / YWO |  | Training courses from KCCC on safeguarding | 2023 season | All committee members and parents aware of HCC safeguarding policy |
| 8 | Succession Policy – being aware that committee members will not be on the committee for life, we need to ensure we have a policy to replace these people when they step down | Committee | Committee to discuss how to retain and attract existing and new committee members |  | Ongoing | Creation of succession policy |