

Club Development Plan 2017/18

Introduction

Coggeshall Town Cricket Club (CTCC) currently has a large membership base which includes life members and players. The club plays an important role in the local community and attracts players from a large catchment area because of both the excellent facilities it is able to offer and the welcoming and inclusive culture it has developed.

CTCC currently run three senior teams on a Saturday and one on a Sunday. Youth players range from 4-16. CTCC's open door policy means that anyone who would like to play cricket is actively encouraged to do so

Coaching programmes for senior and youth players are aimed at delivering all the technical, theoretical and tactical skills that enable player development and address match fitness and technique. Whilst for youth players they additionally ensure that youngsters enjoy their cricket and progress at an appropriate rate. It is important that CTCC deliver a cricket programme which supports and encourages all ages and abilities. Coaches take responsibility for their individual training plans. All sessions are targeted to be in run in as small a group as possible with reference to ECB guidelines on coach to player ratios.

Mission Statement

Coggeshall CC aim to be at the forefront of domestic club cricket in North East Essex and to be a club at the heart of the local community.

Our Vision:

We are looking to develop a thriving membership, which encourages members and players from all sections of the community, to provide us with a secure foundation from which to maximise the development of players at both youth and senior levels. We will compete both youth and senior teams and provide support and encouragement for our members to achieve their full potential.

Aims:

CTCC aims are to:

To enhance the quality of the training provided for our youth members by reducing the coach to player ratio.

To do this we need to:

- Split the training sessions to target development needs.
- Send more parents to the Essex CSW course.
- Recruit exceptional, qualified coaches to provide unique, rewarding and challenging sessions in order to enhance participant learning.
- Ensure coaching sessions are held within a progressive yet fun environment.
- Provide cricket coaching and fun activities to young boys and girls ("Fun days").

Maintain the youth section with the aim of developing the youth players to the senior sides and potentially to district and county squads.

To do this we need to:

- Introduce an elite training academy for youth players to help them progress towards adult cricket standards.
- Nominate players to attend County age group trials relevant to ability and potential.

Develop and strengthen senior playing teams to support league success and to provide the youth section with positive role models leading to continued success and enjoyment throughout the club.

To do this we need to:

- Improve the playing strength of senior team by continuing the excellent relationships with overseas clubs and supporting overseas players to visit the UK.

To improve the relationship between the club and the wider community and encourage community participation in cricketing events.

To do this we need to:

- Offer a wider variety of evening entertainment during cricket week.
- Greater use of social media to encourage attendance from a larger cross section of the community during cricket week.

Future plans

• Redevelopment of Clubhouse

- As the club has grown in the community we now look at our facilities and realise that it's time to try to update them. Our pavilion was constructed in 1985 and though it has served us very well this might now be the time to redevelop and move on. For this to happen I believe we need to have a three stage programme to reach our goal.
 - Stage one has already started with fundraising and a realistic plan which will not only benefit the Club but the wider community.
 - Stage two of the plan basically is to build a new Club Room - bar with kitchen beside the existing Club House which is a totally separate building with it's own services of approximately 12 meters by 8 meters which would have a vaulted roof and byfold doors facing out towards the playing area.
 - This would hopefully be a state of the art building that would not only benefit the club but the wider community I say that because Coggeshall as a Town lacks any real modern hall or facilities.
 - The Stage three of the plan would be once the new building was completed. This would then involve removing the bar and kitchen from the existing building and various walls to enable us to make bigger and separate changing rooms for future generations whilst retaining the look of the club we believe this is an achievable plan and could be reached within five years.
- Improve club sponsorship and take better advantage of schemes that are available to provide extra finance for the club.

- Increase the numbers of youth players and in particular encourage and support the participation of female players. Promote the opportunity of girls training and coaching with local schools
- Encourage young players to become involved in the whole life cycle of the club by appointing young players onto the Cricket Club's Management Committee and encouraging young cricketers to enrol on coaching and umpiring courses
- Encourage and support a diverse membership by recognising the requirements of both children and adults with special needs to participate
- Look to develop a partnership with local schools.