

Chiddingfold Cricket Club

Development Plan

April 2022

Introduction and History

Archives held by Chiddingfold Parish Council indicate that cricket was played in the village of Chiddingfold before 1789. Club records suggest that Chiddingfold CC was formed in 1804 and shortly after this date a combined team from Ripley and Chiddingfold played MCC.

Since that period, the Club evolved as a village team playing friendly matches against neighbouring teams from Surrey, West Sussex and Hampshire on the original ground at Coxcombe Common. In 1995, the Club gained membership of the l'Anson League where it now plays its league matches. The Club runs two league teams that play cricket on Saturdays. A Sunday friendly team was reintroduced in 2021 with a full programme of fixtures.

A junior section was established in 2007 to develop cricket amongst the children and young people of the village and this has since grown and flourished to over 250 junior members. We now run weekly summer coaching sessions for Under 6 to Under 17 age groups, with junior league cricket in the Surrey Junior Cricket Championship. We have also established pre-season indoor coaching sessions for U8 to U17 year olds.

Most recently, we established a Ladies Section in 2018 playing in softball leagues, festivals and friendly matches against other local clubs. This has proved popular with over 50 ladies playing regularly and taking part in weekly training sessions throughout the summer.

In 2013, the club completely renovated its pavilion to modern day standards, purchased new ground equipment and continues to invest in its facilities, equipment and coaches. A new double-bay artificial net facility was installed at the ground in 2020.

Club Mission Statement

To create a thriving cricket club that promotes the best interests of the game to all levels and sections of the community in and around the village of Chiddingfold.

Our goal is to provide opportunities for playing cricket, facilitate cricket development irrespective of age, gender, disability, race, religion or sexual orientation and make the club an inclusive social environment that welcomes playing and non-playing members alike.

Key Goals

1. To gain promotion and maintain a 1st XI in the l'Anson League first division that becomes capable of challenging for and winning trophies and to ensure the continuation of a competitive league 2nd XI and Sunday friendly XI that seek to integrate young players into senior cricket.
2. To provide a safe and enjoyable environment for children and young people from Chiddingfold and the surrounding area to learn and play cricket.
3. To develop emerging talent and to provide a supportive environment to integrate young players into weekend senior cricket.
4. To provide opportunities for women from Chiddingfold and the surrounding area to learn and play cricket.
5. To ensure that Chiddingfold Cricket Club and cricket generally are seen as a positive force in the local community.
6. To develop a cash flow surplus through prudent financial management to enable investment in our facilities, equipment and people.

Three Year Objectives

Playing objectives

1. To develop the Club's playing strength to enable us to widen opportunities for participation, including by:
 - maintaining two league sides in the l'Anson Cup competition and a friendly Sunday XI;
 - integrating and supporting junior players into senior cricket; and
 - encouraging parents and other members of the community to "get back to cricket" or give it a try for the first time.
2. To provide opportunities for competitive, recreational and developmental matches for all levels of ability throughout the club.
3. To achieve the regular status of playing Division One league cricket and use the 2nd XI and Sunday XI to nurture and develop new talent, whilst providing a competitive or recreational environment in which all active members can enjoy the game.
4. To work with the Club's female members, to determine the preferred future direction of Ladies cricket at Chiddingfold.
5. To maintain a structure that allows junior players to receive high quality coaching and develop their talent and interest in the game.

6. To increase the number and quality of coaches available within the club.
7. To recruit and train umpires and scorers for the club.
8. To adopt the relevant standards when running the Cricket Club at all levels of the games.

Facilities objectives

1. To maintain the clubhouse (refurbished entirely in 2013) to its current high standard.
2. To improve playing facilities, including by:
 - (a) reviewing the state of the cricket square and taking any necessary action to maintain its quality;
 - (b) undertaking a phased programme to improve the quality of the outfield, including required drainage works; and
 - (c) investing in ground maintenance equipment that is consistent with our playing status and affordable to the club over the longer term.
3. To continue to pursue potential options to expand practice and playing facilities within the Chiddingfold area, including:
 - (a) through links with local schools ;
 - (b) as part of the Chiddingfold Neighbourhood Plan and any acquisition by the Parish Council of land for community and sports facilities; and
 - (c) through links with nearby cricket facilities (e.g. Follies Farm).
4. To continue to invest in facilities and equipment that will enhance our junior cricket programme and provide coaches with the tools that they need.

Community objectives

1. To make the Club's facilities inclusive and welcoming to all playing and non-playing members of the village community.
2. To ensure that the ground and pavilion is available for appropriate use by other interest groups within the village community at times throughout the year, whilst preserving the priority given to the cricket club.
3. To foster good relations and work with local interest groups including schools, parish council, recreation clubs in the village and beyond for mutual benefit.
4. To contribute to village events as appropriate.
5. To develop fundraising opportunities for the club within and outside our community.

6. To improve our communications with the wider local community, including through the development and enhancement of our website and social media operations.

Organisation objectives

1. To manage the cricket club professionally and in accordance with good governance and ethical standards.
2. Operate prudent and sound financial management paying due diligence to regulatory requirements.
3. To keep under review the management/committee structure of the club to maximise its effectiveness.
4. To abide by the guidance and governance of the game as set out by cricket's ruling authority.
5. To maintain ECB Clubmark status and observe all aspects of safeguarding, welfare and wellbeing requirements, particularly in relation to junior members.

SWOT Analysis

<p style="text-align: center;"><u>Strengths</u></p> <p>Good basic facilities Attractive ground Friendly and welcoming club League and friendly fixtures Established junior coaching structure Expanding number of junior players Healthy and increasing number of girls Involvement with other areas of the community Supportive parents and volunteers Enthusiastic Ladies Section Low cost base</p>	<p style="text-align: center;"><u>Weaknesses</u></p> <p>Playing depth and strength – senior cricket Lack of commitment from some senior players Ground size and capacity Over-reliance on a number of key people No umpires or scorers in senior cricket Improvements required to outfield</p>
<p style="text-align: center;"><u>Opportunities</u></p> <p>Better links with local schools Sponsorship/collaboration with local business Fundraising Identify and secure a new second ground Better use of the goodwill of parents by translating this into formal roles within the Club</p>	<p style="text-align: center;"><u>Threats</u></p> <p>General interest in the game at club level Participation in cricket at secondary school level Large number of village cricket clubs in a small area Failing to retain/recruit sufficient coaches Sustainability of friendly cricket (and related opportunities to enter senior cricket)</p>

Club Structure

The Club, which is affiliated to the ECB through Surrey County Cricket, is run according to its constitution by an elected committee that is responsible for all aspects of the club's activities.

The committee consists of:-

Chairperson
Treasurer
Secretary
Fixture Secretary
1st XI captain
2nd XI captain
Club Welfare Officer
Junior Cricket Coordinator
Ladies Section representative

Plus up to six general committee members

In addition, the Club has 15 ECB qualified coaches whose primary focus is on the junior development programme, but whose knowledge and skills can be utilised by all sections of the club, including the Ladies squad.

Membership

Senior male playing members	-	40
Senior female playing members	-	50
Associate members	-	25
Junior members	-	250
ECB Qualified Coaches	-	15
First aiders	-	15
Scorers	-	4 (all with junior teams)
Groundsmen	-	2

Facilities

We play all our senior home matches at our ground located at Woodside Road, Chiddingfold. This is leased for a peppercorn rent from Chiddingfold Parish Council by the Chiddingfold Cricket Trust on a 999 year lease starting in 1968.

The ground which contains 9 playing strips is located centrally in the village, adjacent to the primary school and includes a modern pavilion (completely renovated in 2013), machine store and new electronic scoreboard installed in 2018. The ground is maintained by our volunteer ground staff with the assistance of contractors for winter renovations.

We purchased mobile covers in 2017 and a new high quality double-bay artificial practice facility was installed in 2020.

The biggest single issue in respect of the ground is the outfield drainage. The weald clay base and surrounding run-offs from adjacent roads on to the ground can make the outfield virtually unplayable in the early part of the season. As well as providing an improved playing environment, improvements to the general quality of the outfield would also bring substantial benefits for our junior coaching sessions. We were pleased to complete Phase One of our planned drainage works in 2016, with second and third phases being completed in 2017 and 2018. The position will be monitored and assessed.

With a relatively small playing area, junior coaching sessions and matches do stretch the capacity of our main ground. Junior matches are also played at Barrow Hills School in Witley (2 miles away) and Follies Farm in Chiddingfold which is crucial to allow us to play the number of matches required in the condensed junior season.

Equipment

The club possesses the following equipment for care of the ground:

- Poweroll 15 (1,100kg – 2,300kg) roller
- Dennis FT510 9 blade cylinder mower (and other cassettes)
- Baroness Reel mower (three gang mower) for cutting the outfield

- Mobile covers
- Sisis solid tine spiking machine
- Plus ancillary equipment for the maintenance of the ground.

We also purchased a new electronic scoreboard in 2018.

We provide from club funds and resources basic equipment for use by all the members during coaching and practice sessions, including a bowling machine.

We have also continued to invest in equipment and coaching aides for our junior section, with the aim of providing high quality practice sessions.

An AED defibrillator was installed at the Cricket Club in 2019 for the benefit of members and the wider community.

Finance

We operate a low cost club structure. Our overheads are modest and through subscriptions, fundraising and marketing plus grant applications, we are able to maintain the Club's financial viability. We run a current account surplus on an annual basis and invest in a sinking fund for future capital works.

Strategy

Key Goal 1

To gain promotion and maintain a 1st XI in the I'Anson League first division that becomes capable of challenging for and winning trophies and to ensure the continuation of a competitive league 2nd XI and Sunday friendly XI that seek to integrate young players into senior cricket.

- (a) Obtain greater commitment from playing membership to sustain teams throughout the season.
- (b) Improve formal practice and coaching for senior playing membership, including through pre-season practice sessions.
- (c) Recruit new players to the club through:
 - (i) introductions;
 - (ii) advertising through the Club's website;
 - (iii) advertising and articles in free local publications and social media;
 - (iv) phased integration of junior cricketers into senior cricket.

Measurement:

Promotion of the 1st XI's to I'Anson Division 1 and maintaining that status for the following three years, with a view to improving the team to challenge for the title.

Year-on-year increase in the number of junior players representing senior 1st, 2nd and Sunday XIs.

Ensure that no matches are conceded.

Accountability:

1st and 2nd XI captains with support of Committee

Key Goal 2

To provide a safe and enjoyable environment for children and young people from Chiddingfold and the surrounding area to learn and play cricket.

- (a) Recruit and fund new coaches through their formal qualifications.
- (b) Develop our existing coaches.
- (c) Encourage supportive parents to take on more formal roles with the Junior Section.
- (d) Undertake a programme of improvements to our outfield to improve the facility for junior coaching sessions.

- (e) Pursue potential options to expand playing facilities within the Chiddingfold area.
- (f) Continue to invest in new equipment and coaching aids for the junior section.

Measurement:

Number of junior members.

Number of qualified coaches.

Number of volunteers with formal Club roles.

Increased capacity/venues for playing matches and coaching sessions.

Maintained level of investment in junior equipment.

Accountability:

Chairman

Treasurer

Groundsman/Secretary

Junior Cricket Coordinator

Key Goal 3

To develop emerging talent and to provide a supportive environment to integrate young players into weekend senior cricket.

- (a) Through increased coaching numbers and more effective deployment, to provide appropriate and improved support to develop emerging talent.
- (b) Where appropriate, to provide financial support to enable young players to attend relevant external coaching programmes.
- (c) To integrate junior cricketers into senior cricket.

Measurement:

Improved coach player ratios and honest self-assessment of coaching quality for stronger players.

Number of juniors encouraged and/or supported to attend external coaching programmes.

Year-on-year increase in the number of junior players representing senior 1st and 2nd XIs.

Accountability:

Chairman

Treasurer

Junior Cricket Coordinator

Key Goal 4

To provide opportunities for women from Chiddingfold and the surrounding area to learn and play cricket.

- (a) In consultation with female players, determine the form and direction for the future of Ladies cricket to achieve a balance between engagement and competition.
- (b) Deliver training and playing opportunities to meet the needs of the range of abilities and preferences.
- (c) Seek to develop a Ladies hard ball team for the most enthusiastic members playing competitive matches against other clubs.
- (d) Continue to provide opportunities for female members to play in softball leagues, festivals and friendly matches.
- (e) Use the Ladies Section as a vehicle to improve the retention of girls playing cricket.

Measurement:

Number of female members.

Establishment of a Ladies hardball team.

Number of fixtures and festivals played.

Number of teenage girls joining the Ladies section.

Accountability:

Chairman

Ladies Cricket Coordinator

Key Goal 5

To ensure that Chiddingfold Cricket Club and cricket generally are seen as a positive force in the local community.

- (a) To make the Club's facilities inclusive and welcoming to all playing and non-playing members of the village community.
- (b) To contribute to village events as appropriate.
- (c) To develop fundraising opportunities and sponsorship within the local community.
- (d) To improve our communications with the wider local community, including through the development and enhancement of our website and articles in local publications.

Measurement:

Number of community events hosted by the Cricket Club.

Number of community events supported by the Cricket Club.

Levels of fundraising and sponsorship.

Accountability

Chairman

Junior Cricket Coordinator

Key Goal 6

To develop a cash flow surplus through prudent financial management to enable investment in our facilities, equipment and people.

- (a) Retain low cost base of the club.
- (b) Maintain fundraising programmes and sponsorship arrangements.
- (c) Explore all avenues for grant funding as deemed appropriate.
- (d) Keep tight management on all aspects of expenditure.

Measurement:

Produce cash surplus through subscription, match fees, fundraising and grant applications each year for next 5 years whilst continuing to invest in the facilities of the club

Accountability:

Treasurer and general committee