

Hyde Cricket & Squash Club

Development Plan 2022

Club Aims

Young Players

- Harness and develop all our young cricket and squash players so they have the opportunity to enjoy and play sport.
- Ensure there are opportunities for junior players to play for their age group, and, as appropriate, transition into our senior cricket and squash teams.
- Ensure all young players have access to quality facilities, coaching and playing opportunities.
- Raise the standard of facilities, coaching and development across our junior sections.
- Set up a structure with a team manager (parent/volunteer) and qualified coach assigned to each team.
- Work with local primary schools to identify potential players.
- Develop an Excellence pathway for the club's most promising juniors, including specialist coaching, to prepare them for senior sport in either squash or cricket.

Female Participation

- Develop and strengthen a structure and pathway for women and girls to actively participate in and follow cricket and squash.
- Encourage female involvement in the management and running of the club.
- Encourage and support girls and women who wish to play sport at our club.
- Further encourage female involvement in the running and ongoing management of our club.
- Consider the set up and development of female squash and cricket teams.
- Again, work with local primary schools to identify potential players.
- Encourage girls to attend and participate in junior coaching sessions.
- Consider the introduction of “Prosecco” cricket on an infrequent basis.

Facilities

- Following major renovation projects, completed in the last three years, we continue to strive to provide the best facilities in the area.
- Recent work has been completed in the following areas; New Roof to Pavillion and squash area, redecorated squash changing rooms, re-vamped squash viewing area, new practice facilities for cricket, new driveway, new outside bar facility, redeveloped bar area in main Pavillion and complete renovation of lounge and members bar areas, new windows and roof in main lounge and conservatory - including new bi-folding doors onto patio, new flooring throughout the clubhouse, installation of new draught beer dispensers and chilling system to improve member and guest experience when buying drinks, new till system, CCTV renewed and alarm system to improve security and member safety. A total around £130,000 has been invested during this period, with additional costs met by grant application and contributions from members / benefactors.
- It is now our intention to build on these many achievements and to continue to find new improvements / ways to assist members and guests who seek to enjoy watching sport and socialising.
- 2022 should see the re-furbishment of the indoor nets. John Buckley will examine grants opportunities to this end, and engage with contractors.
- Improve member viewing areas immediately outside the horse box (outside bar.) This is likely to be a newly laid patio area, with decorative shrubbery and outside seating and tables.
- Consult with our staff and General Committee to determine how we should develop the kitchen area so catering can be provided for large functions such as weddings, christenings, funerals etc and for members on match days.
- Improve lighting on the driveway, consider the aesthetic and improve the ambiance and idillic benefits of soft lighting for improved customer experience and improve lighting in dark areas of the clubhouse and car park.
- Continue to engage with our membership and obtain feedback on future projects / new ideas to improve the club.

Develop school partnerships with all local primary and secondary schools in the area

- Appoint a “School Liaison Officer” or seek to continue with strong ties with Sport Tameside and local school teachers, who will naturally engage with local schools to improve relationships and ultimately enable young children to attend coaching sessions at the club.
- Ensure local schools are informed of all club functions and coaching sessions.
- Develop these relationships so that future partnership enterprises can be made possible.

School Partnerships:

- Existing formal partnerships with the following schools:
 - Holy Trinity Primary School
 - Dowson County Primary School
 - St Georges Primary School
 - Alder Hey Secondary School
- Utilize these contacts and lines of communication to offer the club as a partner and to promote a “Sports day” event, during the summer term.

Ensure we engage with our Members and on a wider scale re-establish our club as an integral part of the local community

- Communicate with members through social media, the club web and email to improve member involvement.
- Listen to suggestions and continue to improve member experience, through improve communication.
- Place our members at the centre of our social calendar and provide functions they can attend.
- Embrace all ethnic minorities by engaging with members, local businesses and schools.
- Increase our profile through these contacts and improved use of social media and other advertising tools.
- Club Officials to engage with work contacts to help promote the benefits of partnerships and member discounts.
- Grow our non-playing membership and promote the club as a vital part of the local community.
- Advertise our facilities for use and enjoyment of community members.
- Improve our relationship with Tameside Council and local Councillors, and provide updates on the club's progress and performance.

Develop and strengthen senior teams and develop a clear “pathway” for junior players

- Focus our priorities for both sports over the next 5 years and identify where we expect to be at the end of that term.
- Develop our strategy in terms of player recruitment, pathway development of young players and retention of existing players.
- Improve the quality of junior players by providing better practice facilities and improved coaching.
- Make the club more attractive to potential new players by having the best facilities available, for both our sports.

Remodel indoor & outdoor cricket nets and improve ground maintenance

- PRACTICE FACILITY...
- We have already invested a heavy sum to renovate the practice nets, which were in a poor state, including the erection of a retaining wall around the facility, to preserve the area and protect it from encroaching brambles and other forestry – Completed 2019.
- We will further endeavour to maintain and improve the function of the cricket playing services for our (five) practice wickets, in line with our grounds man's recommendations.
- To this end John Buckley will apply for a grant and seek the proper professional help to replace and improve the playing area and bowler's run ups, in the poly tunnel / indoor practice facility.

GROUND MAINTENANCE

This will include the purchase of new machines where necessary, at the approval of General Committee.

- CONTINUE TO SUPPORT OUR GROUNDSMAN WITH VARIOUS PROJECTS AIMED AT FURTHER IMPROVING drainage and performance.
- Act recommendations made by professionals and consultants, such as Cheshire Association Groundsman, where renovation or improvement can be achieved, at the discretion of GC.
- Maintain the facility and continue to have a realistic annual budget / plan, to this end.

Squash changing rooms and viewing area

- These facilities have been heavily invested upon.
- It is the responsibility of this Committee they remain fit for purpose and more than this, amongst the best available.
- Continue to consult with members for realistic improvements and maintenance plans.
- Encourage voluntary help, for example members with electrical qualifications to monitor the over use use of the lights, by installing timer devices with remote control through WIFI.

Sports Development Partners

Cricket:

- Maintain good communication with the Cheshire Cricket Board and make full use of the Cheshire CDO to obtain guidance and assistance.
- Regular communication will allow the club to make the CCCB aware of club initiatives and future plans.
- Maintain a good relationship with our regional CCCB representative, who should assist with our junior strategy.

Squash:

- Maintain good communication with the SRA and make full use of their guidance and assistance.
- Regular communication will also allow the club to make the SRA aware of club initiatives and future plans.

Sponsors

- Engage with club sponsors and improve existing lines of communication.
- Continue to work with our current sponsors and partners, to improve our benefits package.
- Develop an electronic sponsor's package to underline the benefits of advertising with us.
- Continue to utilise club contacts to optimise opportunities for new business.
- Engage with former sponsors and encourage them to re-invest.
- Encourage contractors who carry out work at the club to become new sponsors.
- Aim to increase sponsorship for both sports year on year.

Continue to improve our management structure and improve accountability throughout

- The Management Committee to run events and make daily decisions to allow the operation to run smoothly.
- Club Secretary to lead in reporting all management decisions to the general Committee.
- Our communications throughout the club to reflect the need to embrace our membership and make decisions that reflect their wishes.

Achievements in previous years, 2018 to 2021.

1. Review our coaching structure. Done. New ECB Qualified Coaches employed.
2. Review team recruitment, squad development.
 - Done / Complete / Ongoing Annually
 - Strength / Depth has been improved with the acquisition of several new senior players.
 - We have also recruited from the community
 - We have continued to recruit into our Senior Teams, from our Juniors, with several young players making senior debuts. This is reflected in our work to establish a pathway and our clear selection policy incorporating this core value.
 - This is an ongoing action and will remain a priority.
3. Appoint a schools liaison officer; develop relationships with schools in our catchment ; and, hold a number of after school sessions.
 - Done / under development.
 - Tom Partridge has previously contacted local schools in our catchment and improved links therein. Sport Tameside's Andy Dwyer has also worked to facilitate closer ties / improve communication.
 - We will continue to work with schools and Tameside Council to promote the club and improve our role in the community.
4. Improve communications, specifically around our social calendar and our main sports.

Done / Ongoing.

Appointment of Tina Rowbotham, Tom Partridge, Georg Rothwell and James Howe, as our social media officers, to promote sport and social events, and room hire and other club facilities.

Our Cricket Committee has commissioned a monthly newsletter and has received excellent feedback. This will be further developed.

5. Cricket practice facilities

- Done. Approximately £25,000 has been invested to produce the best practice facilities possible, including two indoor cricket nets.
- We have also purchased a bowling machine to facilitate top class practice options.
- We will continue to look at new ways to maintain / improve our facilities and make Hyde CSC the best place to play Cricket.

Achievements in previous years, 2018 to 2021.

6. Invest a significant sum (a quote of £22,000 is being considered) in order to make good the damage to our main driveway.

- Done. Driveway complete. Further work to improve lighting to be considered. Cost to date £26,000.

7. Purchase new ground equipment and bring up to date (with repairs or replacement as appropriate) existing machines that have become old and unreliable. Ongoing. Ground Equipment purchased in the period includes a new rake mower and scarifier.

8. Move forward plans to upgrade, redecorate and develop the pavilion including toilets, function room, member area, and kitchen.- Porchway and toilets now completed.

- Done. Approximate cost £30,000. Money used from inheritance fund.
- Done. Plans brought to completion, with approximately £60,000 of club money, plus additional contributions from benefactors and grant applications, to completely renovate the lounge, member's enclosure, conservatory and bar area. Completed in 2021.

9. Look at ways to improve spectator viewing areas around the ground for cricket. Squash to implement a redecorated viewing area and improved spectator facility.

- This will benefit the membership and should increase membership revenue.
- Done. Work completed in 2019.

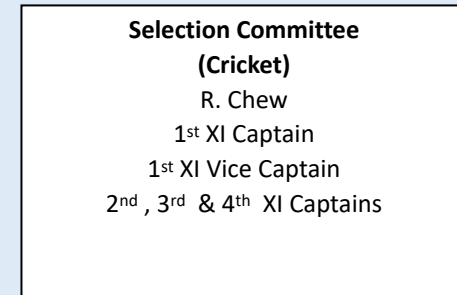
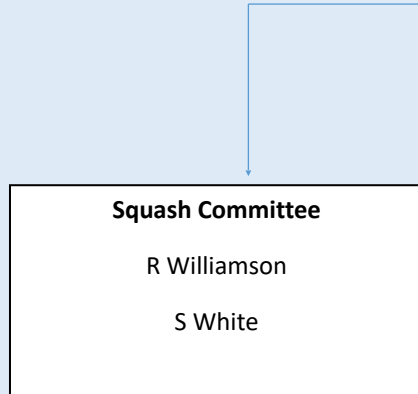
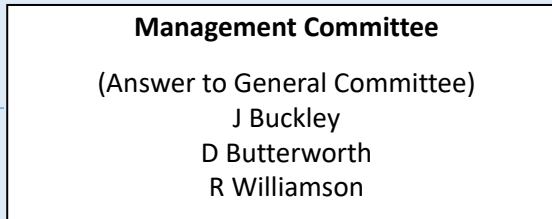
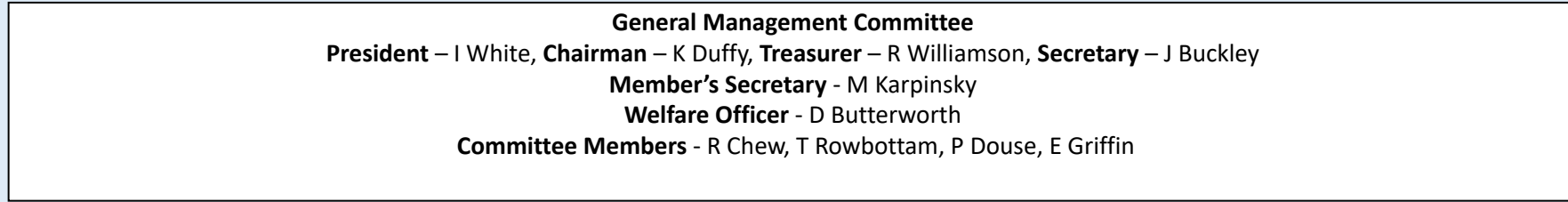
10. Look at ways to improve membership participation through the improved social calendar and improved experience when watching sport. Ongoing – with many notable successes, particularly ever popular and improving firework display and use of outside bar on bonfire night..

11. Review our sponsorship strategy and improve our sponsor's benefits package, with the ultimate aim of increasing revenue through better partnerships and by attracting new sponsors. Ongoing - sponsorship increased significantly with 16 sponsors for the 2021 season.

12. New Toilet facilities, including new disabled toilet and baby changing facility. This has proved a significant success and a good return on the £30,000 of club money invested in this project. Completed in 2019.

13. New roof over clubhouse and squash courts. Work completed in 2018. Cost £24,000. Essential repairs, with 25 year warranty.

CLUB STRUCTURE



**Social Media Advisors: M Karpinsky (General Committee) &
Tina Rowbotham**

(VOLUNTEERS UNDERPIN ALL THAT WE DO)

		Now	Vision	How we get there...	Resource Implications / Who?	Timescale
Facilities	Clubhouse/ Function/ Members Room / Squash viewing area	<p>Club has a large function room and a small members area</p> <p>Clubhouse was built in the 1970s. Some areas, including the function room area and toilets are in need of modernisation.</p> <p>Layout/configuration of the clubhouse is not ideal for cricket spectators when the function room is being used, and visa versa, as function room when cricket is played.</p> <p>The flat roof that covers the lounge, members bar and squash area is in poor repair.</p> <p>A possible leak has been detected over one of the squash courts.</p> <p>Squash viewing area is in poor state and in need of renovation.</p>	<p>To review the layout of the clubhouse.</p> <p>Improve the member experience of watching cricket and squash.</p> <p>Better access to the bar area for members on match days when the function room is being used.</p> <p>Renovate both the men's and ladies toilets.</p> <p>Increase revenue by offering a more marketable function room that can be used for weddings, christenings, funerals and birthdays</p> <p>Consider modest changes to afford more viewing space / better use of space for spectators. (Eg; A conservator at the side of the club to increase the viewing area with access into the bar.)</p> <p>Consider a new flat roof, with further provision to place a solid roof over the existing conservatory area.</p>	<p>Consult with professionals such as an architect / quantity surveyor.</p> <p>Obtain agreement from General Committee and consult Trustees.</p> <p>Review anticipated costs against budget</p> <p>Once design agreed, tender for building work.</p>	<p>Management Committee to initiate by engaging professional advice.</p> <p>Led by J Buckley</p>	Completed 2021
	Clubhouse/ Kitchen Catering Area	<p>Dated kitchen area used for cricket & squash teas, plus refreshments for junior games.</p>	<p>Consider new kitchen units, cooker etc with modern design</p> <p>Suitable for providing full catering facilities for any function, wedding, funeral, christening, birthday etc</p> <p>Consider a serving hatch at the side of the kitchen for match days</p> <p>Provide basic menu for members on match days</p> <p>Review the possibility of bringing in a franchise arrangement</p> <p>Maximise kitchen space and extend to the side if needed.</p>	<p>Consult with professionals such as an architect / quantity surveyor.</p> <p>Obtain agreement from General Committee and consult Trustees.</p> <p>Review anticipated costs against budget</p> <p>Once design agreed, tender for building work</p>	<p>Management Committee to initiate by engaging professional advice.</p> <p>Led by J Buckley & R Williamson</p>	<p>Ongoing.</p> <p>Some remedial work completed and improvements to layout / general cleanliness.</p> <p>Further review by General Committee in next two years.</p> <p>Plans have been amended due to prohibitive cost.</p>

		Now	Vision	How we get there...	Resource Implications / Who?	Timescale
GRO UND	Pitch - Square	Pitches and ground are in good order. Wet outfield and square during periods of rain. Although great strides have been made, this remains a challenge, not least due to harsh prevailing weather conditions. Verti-drain techniques and use of Thatch Eater / Rocastem chemical treatments have reaped significant improvements.	To maintain current standard. Improve drainage and disposal of surface water	Engage Professional advice. Investigate the geology of the site and in particular characteristics and composition of the soil. Act on these recommendations. Consider prudent investment in water disposal system / equipment. Improve quality or ground sheets and covers, as appropriate.	Management Committee. General Committee to approve significant expenditure. Led by D Berry	Ongoing
	Pitch - Outfield	Generally good. Wet outfield during periods of rain. As above. Significant improvements since 2018, with use of chemical treatments, improved drainage / new drains, vert-drain treatment and healthier grass cultivation.	To maintain current standard. Improve drainage and disposal of surface water to prevent games being called off	Engage Professional advice. Investigate the geology of the site and in particular characteristics and composition of the soil. Act on these recommendations. Consider prudent investment in water disposal system / equipment. Improve quality or ground sheets and covers, as appropriate	Management Committee. General Committee to approve significant expenditure. Led by D Berry	Ongoing
	Practice Facilities	Practice facilities include 3 outdoor artificial lanes plus 2 undercover lanes Excellent facility. Significant recent renovations and improvements - as detailed earlier in this report / development plan.	To become the best practice facilities in the region. Repair damage caused by years of use and advancing foliage. Recover the poly tunnel and make indoor nets water tight. Partially complete. Use nets as a commercial opportunity, by renting to other local clubs, to raise funds for practice facilities being maintained Bowling Machine purchased in 2020.	*Grant Application for indoor net playing surface. Obtain three quotes from contractors. Project manage delivery of works...	*John Buckley	*April 2020 All other work completed 2021.

		Now	Vision	How we get there...	Resource Implications / Who?	Timescale
Ground	Machinery	<p>Wicket mower</p> <p>Square mower</p> <p>Roller</p> <p>Sit-on outfield Mower</p> <p>Several items of machinery are old and in need of repair / replacement.</p> <p>New items required for pitch preparation and management of outfield.</p>	<p>New or quality second hand wicket mower.</p> <p>Replace square mower (new or quality second hand) with changeable cassettes for mowing, spiking and scarifying the square.</p> <p>Update / upgrade outdated machines to improve performance when preparing the ground.</p>	<p>*Manage staff wages and Ground Budget, plus engage sponsors and improve overall budgetary capacity through profitability, in order to provide sufficient funds to overall ageing machinery.</p> <p>Develop a schedule of servicing and inspection to ensure we get maximum lifespan out of each machine.</p> <p>Obtain best price for the purchase of new machines.</p>	* J Buckley / General Committee.	<p>Ongoing</p> <p>Review Annually</p>
	Seating	Some seating around the ground was unsafe and needed replacing. This is now complete, but remains essential ongoing maintenance.	Replace seating as appropriate.	Cricket Committee / Bob Partridge to involve volunteers arrange “work force” days to facilitate ongoing maintenance.	J Buckley / General Committee / Bob Partridge	Review Annually
	Car Parking and Driveway	<p>Car Park in reasonable condition but small.</p> <p>Overflow car park is a grassed area with severe drainage problems in wet weather.</p> <p>Note; Improvements have been made, with new driveway in 2019, with double width for passing traffic. Plus, extension to grassy area at far side of ground.</p>	<p>To extend car park capacity and find a solution to the drainage problem on the grassed area.</p> <p>Consider tar mac with kerb - done.</p> <p>Explore all options and find the most cost effective solution.</p> <p>Maximise all available space without detracting from the aesthetic appeal of the green areas.</p> <p>Resurface the driveway, with new kerb and widen it to allow vehicles to pass safely - done.</p> <p>*Improve external lighting on driveway and surrounding car parking.- target 2022.</p>	<p>*John Buckley to obtain best price by engaging potential contractors or suitable volunteers, to implement lighting plan for driveway.</p> <p>Grassy Car Park - Cricket Committee / Bob Partridge to involve volunteers arrange “work force” days to facilitate ongoing maintenance.</p>	J Buckley B Partridge	<p>Ongoing</p> <p>Review Annually</p>

		Now	Vision	How we get there...	Resource Implications / Who?	Timescale
Personnel	Membership	<p>Senior Membership</p> <p>Junior Membership</p> <p>Non-playing / Social Membership, including Patrons Able to pay membership fees through the club website, by one off payment or direct debit, or by standing order, cash / cheque.</p> <p>Members attend club functions randomly - This has shown a marked improvement in recent years, but is an ongoing objective for improvement.</p> <p>Playing members participate in sport but don't engage socially out of season. - This has shown a marked improvement in recent years, but is an ongoing objective for improvement.</p> <p>Juniors play one sport, cricket or squash.</p> <p>Junior cricket and squash experiencing challenges from other sports and other sports clubs, leading to reduced numbers.</p>	<p>Improve member participation</p> <p>Increase junior members in both sports by having the best coaches/ coaching facilities in the region</p> <p>Increase member revenues.</p> <p>Engage with members in order to reflect their wishes when making key decisions and better understand their wishes.</p> <p>Maintain a member's database in order to improve communication.</p>	<p>Manage and present to GC for approval prudent investments to improve / update facilities, so that Hyde is the choice club in the local area.</p> <p>Ensure high quality of coaching by appointing the best coaches available encouraging existing members to enrol in coaching qualifications (to be subsidised by the club).</p> <p>Maximise recruitment opportunities by appointing a school liaison officer for both sports, to improve links with schools and the local community.</p> <p>Improve the club website and social media outlets to assist with the above aims and improve communication with the membership</p>	<p>General and Cricket Committee</p> <p>J Buckley</p> <p>Squash Committee</p>	<p>Ongoing</p> <p>Review Annually</p>
	Committees	<p>Review club constitution ensuring all roles are in place - General Committee and various sub committees (see organisational chart) understand the responsibilities and decision making powers</p>	<p>Move forward with a unified club, working together with common goals. Committees to represent all areas of the club.</p> <p>Each committee committed to improve general performance and seeking news ways to improve club business.</p>	<p>Report back to the General Committee every month.</p>	<p>General Committee</p> <p>J Buckley</p>	<p>Review Annually</p>
	Coaches	<p>Continue to improve coaching in both sports.</p> <p>Parents often complain their children don't receive a fair chance, especially given recent influx of elite players from other clubs.</p> <p>Other sports and local clubs present alternatives options.</p> <p>Practice facilities in need of renovation / remedial work</p> <p>Excellent and successful age group teams throughout.</p> <p>Enthusiastic children / youth players who don't get an opportunity to play in matches.</p>	<p>Have the best cricket and squash coaching available in the local area.</p> <p>Ensure only qualified coaches oversee practice.</p> <p>All senior players and junior team managers encouraged to take coaching awards.</p> <p>Quality coaching should be available for all levels within the club.</p> <p>Have clearly defined selection policy and open communication with parents.</p>	<p>Cricket committee to manage the changes, in partnership with General Committee. Appoint best quality trained coaches.</p> <p>Ensure funds are available to get volunteers onto training courses.</p> <p>Appoint team managers in each age group.</p> <p>Senior players to be involved and assist where necessary and as required.</p> <p>Junior coaching overseen by head coach, Junior Committee and Cricket Committee</p>	<p>Head of Junior Coaching, Cricket Committee, Junior Committee,</p> <p>J Buckley, D Leighton, P Douse</p>	<p>Review Annually</p>

		Now	Vision	How we get there...	Resource Implications / Who?	Timescale
Personnel/Communications	Volunteers	The club has a number of volunteers supporting all areas..	When reviewing structure of the club, and all club business, identify gaps / needs and address each as appropriate. Canvas more volunteers	J Buckley and General Committee to identify areas of business that require volunteers to help the running of the club	General Committee J Buckley	Ongoing Reviewed annually
	Communications	All communications available via website, social media. Weekly/ Monthly updates available. Web-page managed on an ad-hoc basis. Communications via web-page not consistent.	Improve how we communicate with our membership. Provide the membership and wider public with up to date information relating to club activities. Increase member participation / interest through social media. Increase social revenue through improved promotion of club events. Improve hire revenues through improved use of web site, and social media.	Create role of Communications Officer to facilitate internal and external communications. Ensure members contact information is readily available to social media, web-page and email contact. To this end maintain a member's database. Review use of the website to maximise the way we engage with members/prospective members. Design a new web page to attract interest from random internet searches seeking hire facilities. Ensure the club's contact details are easily found/ clearly displayed.	General Committee Communications Officer / / webmaster. J Buckley	Ongoing Review annually

		Now	Vision	How we get there...	Resource Implications / Who?	Timescale
Club Teams	Seniors	<p>4 senior cricket teams.</p> <p>1st X1 play in Cheshire County Premiership.</p> <p>3 squash teams.</p> <p>Practice nights for cricket are Tuesday and Thursday</p>	<p>1st X1 to challenge to win the Premiership / finish in top 4.</p> <p>1st X1 to remain competitive in KO competitions.</p> <p>Squash to continue to develop all teams and improve general standard.</p> <p>Increase memberships and therefore playing numbers.</p> <p>All other senior teams to remain competitive and to develop players, especially young players, to improve performance.</p> <p>Match reports for all teams contained on website.</p>	<p>Improve player recruitment.</p> <p>Invest in practice facilities to improve training sessions.</p> <p>Have a coaching structure to help develop and improve players.</p> <p>Hold weekly selection meetings to ensure the right players are selected.</p> <p>Maintain and improve (where possible) the playing facilities, especially the drainage of the cricket area during wet weather.</p> <p>Improve junior recruitment, for both sports, through school liaison and better coaching.</p> <p>Ensure the best juniors are given clear pathway opportunities through the senior teams</p>	<p>Cricket & Squash Committee.</p> <p>General Committee to support and arrange funding, where appropriate (with GC approval.)</p> <p>R Chew J Buckley D Cranmer</p>	<p>Ongoing</p> <p>Review by end 2022</p>
	Juniors	<p>Providing opportunity for U9s, U11s, U13s, U15s and U18s</p> <p>Junior practice on Friday evenings.</p>	<p>Have the best coaches and coaching structure in the area.</p> <p>Introduce a coach to support each team manager for each age group.</p> <p>Have the best practice facilities in the area (refer to Ground / Practice Facilities.)</p> <p>Increase the numbers of young players available to each age group and in attendance at Friday night training.</p> <p>Have coaches engage with parents, providing feedback. during training sessions,</p> <p>Have regular coaching for young squash players, carried out by qualified squash coaches.</p> <p>Remain Club mark Compliant. Ensure all coaches are fully aware of responsibilities, and have valid DBS certificates.</p>	<p>Dave Leighton appointed as Head Cricket Coach.</p> <p>Team managers to be elected and provided with a brief understanding of what the role includes.</p> <p>Coaches appointed.</p> <p>Regular meetings / communication between coaches and managers.</p> <p>Obtain funding to put 4 squash players through the relevant coaching courses.</p> <p>Remain vigilant. Appoint a competent Welfare Officer and maintain regular checks of Safe Hands Management System and Club Mark, to ensure compliance in both.</p>	<p>Cricket & Junior Committee.</p> <p>Steve White - Squash Committee</p> <p>Dave Leighton - Head Coach J Buckley - Clubmark P Douse - Junior Secretary D Butterworth - Welfare Officer</p>	<p>Ongoing</p> <p>Review Annually</p>

		Now	Vision	How we get there...	Resource Implications / Who?	Timescale
Talented Players / Schools	Talent Identification	<p>Over recent years we have developed a small number of players who have played representative cricket for Cheshire County Cricket Club.</p> <p>Focus in recent times has been to identify talented juniors within the area who have been invited to join the club.</p> <p>Squash does not have a junior team</p>	<p>To be the best club for junior coaching, to benefit our own talented young players, and, with the aim of attracting talented players from the local area.</p> <p>To develop a pathway for our best junior cricketers through the teams into our first X1.</p> <p>To have more of our Junior players selected for County and league representative teams and therefore enhance our reputation locally as the premier club of choice for young cricketers.</p> <p>Squash to develop a junior team.</p>	<p>Provide the best coaching and facilities.</p> <p>Selection Committee to be aware of the development of Junior Cricketers and to watch junior matches.</p> <p>Encourage senior players to become involved in coaching, to improve standards and relations with junior players.</p> <p>Talented players to be put forward for Cheshire trials by club's Head Coach. Ensure the appropriate links are in place with the CDO.</p> <p>Squash to continue to develop coaching and work to attract junior players by encouraging young cricketers to try the sport. Squash players encouraged from local schools via School liaison officer.</p>	<p>Junior Cricket & Squash Committee.</p> <p>R Chew J Buckley D Cranmer</p> <p>S White</p>	<p>Ongoing</p> <p>Review end 2022</p>
	School's Activity	<p>Existing partnerships with the following schools have lapsed.</p> <p>Holy Trinity Primary School Dowson County Primary School St Georges Primary School Alder High School</p>	<p>Introduce schools liaison officer to re-establish & develop relationships with all local schools.</p> <p>Increase junior membership as a result of recruitment from local schools.</p> <p>Look to hold a local cricket competition in schools hols to encourage new players / parents to join the club, plus promote the club in the community.</p> <p>Squash to develop similar ties with local schools.</p>	<p>Hold cricket taster sessions within schools free of charge, providing the opportunity to promote the club.</p> <p>Club to appoint a Schools / Community Link Officer who will be responsible for communicating with schools and possibly other youth clubs and engage in joint activities involving the schools and the Club</p>	<p>Junior Cricket & Squash Committee.</p> <p>P Douse J Buckley</p> <p>Sport Tameside</p> <p>Cheshire Cricket Board</p>	<p>Ongoing</p> <p>Review Annually</p>

		Now	Vision	How we get there...	Resource Implications / Who?	Timescale
Community	Community Groups	<p>Around 16 Club sponsors from local community.</p> <p>We have unofficial cricket partnerships with local clubs such as Newton CC.</p> <p>Squash is able to promote local business, through wall advertising, via contacts with local tradesmen who are players.</p>	<p>Improve the profile of the club through contact with local businesses.</p> <p>Increase revenue from Club sponsors / increase the number of sponsors by raising the profile of the club and making our sponsorship offering more beneficial.</p> <p>Continue to work with local schools and community groups to the mutual benefit of the club and community.</p>	<p>Utilise personal contacts within the club.</p> <p>Set out a clear policy for attracting new sponsorship / partnerships with local business.</p> <p>School Liaison Officer to work with catchment schools and to arrange matches at the club, between catchment schools..</p>	<p>Junior Cricket Committee, Schools Liaison Officer (SLO) and Management Committee.</p> <p>J Buckley</p>	<p>Ongoing</p> <p>Review Annually</p>
	Communication	<p>Limited communication to community groups mainly via the website, Facebook and Twitter.</p>	<p>Send out regular 'Club News' communication via local papers, web-site and social media to enhance the profile of the club and encourage new members.</p> <p>Improved relations with the Sport Tameside and Cheshire Cricket Board through club contacts. Engaging the public, via social media, functions and sporting events.</p> <p>Continue to work with community groups, schools and local clubs to form mutual projects.</p>	<p>Ensure we capture contact details at every opportunity.</p> <p>Work closely with Schools liaison Officer and Communications manager and divide responsibilities, Web, Social Media etc.</p>	<p>Communications Officer/ webmastery</p> <p>J Buckley</p> <p>R Chew</p>	<p>Ongoing</p>

		Now	Vision	How we get there...	Resource Implications / Who?	Timescale
Economic	Employees/Roles	<p>Groundsman – Steve Guest</p> <p>Book keeper</p> <p>Bar Staff, Cleaning Staff</p>	<p>Clearly defined job descriptions.</p> <p>Objectives clearly set for each.</p> <p>Frequent meetings and discussions to ensure staff are all aware of the Club's plans / vision, and their individual roles therein.</p> <p>Review objectives / roles each year.</p> <p>Performance reviews where necessary and at least once per year</p>	<p>GC to meet every month and be kept informed of performance and matters arising by the General Manager.</p> <p>Gm to report back to Management Committee during weekly meetings.</p> <p>General Manager to review existing roles and inform staff of the club's expectations.</p> <p>GM to speak with staff on every working day and make staff feel comfortable in reporting ideas and suggestions and other relevant feedback.</p>	<p>General Committee</p> <p>J Buckley</p>	<p>Ongoing</p> <p>Full Review annually</p>
	Financial	<p>Brief overview of accounts provided by Club Treasurer on monthly basis.</p> <p>Accounts presented annually for financial year , October to September.</p> <p>Accounts presented in a auditable way fit for HMRC scrutiny.</p> <p>AGM held in December</p>	<p>Prepare a more detailed annual budget to forecast income v expenditure across the Club - Partially achieved.</p> <p>Targets set for projected revenue - in place, to be reviewed.</p> <p>Maintain records for the benefit of the management team, showing the revenue streams for club functions - achieved.</p> <p>Have clear records which show all income streams, accurately, and all expenditure, accurately - achieved.</p> <p>Prepare accounts that are fit for scrutiny by HMRC - achieved 2019.</p> <p>Pay staff wages and comply with VAT and other HMRC requirements - achieved.</p> <p>As of this year submit accounts to HMRC online - complete.</p>	<p>Conduct a forensic Investigation of income and expenditure, according to the club accounts and this development plan.</p> <p>Employ a book-keeper, to work with the treasurer, to maintain accurate and legible records of the club's finances and report to the Management Committee / General Manager on a weekly basis.</p>	<p>Ron Wiliamson</p> <p>John Buckley</p> <p>General Committee</p>	<p>Ongoing.</p> <p>Accounts now fit for purpose</p> <p>Review each year.</p>

		Now	Vision	How we get there...	Resource Implications / Who?	Timescale
Economic context/...						
	Fundraising	Several fundraising events: Bonfire night Christmas Markets NYE party Quiz night Club Lottery New members Increased Sponsorship Music nights	To maximise revenue through all fundraising events by managing costs and anticipating likely income streams. Management Committee to bring in new ideas for events during the year Have structure in place to hold one major event (eg; PCA Cricket Match) Every two or three years. Successfully market club events to get maximum coverage / interest. Utilising the web-site, Facebook and other social media to ensure members and local public area aware of each event.	Management Team, including bar manager to take lead in organising a planning all events. Joe Dawber & Natalie Brierley to advise regarding marketing strategy and use of social media.	J Buckley General Committee	Ongoing Review by General Committee at each meeting.

