

# **The Faversham Cricket Club Manifesto 2017**

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**Faversham Cricket Club's Manifesto is to be an outstanding Cricket Club inspired to :-**

## **1.) Increase participation in cricket at all age groups from child, youth to adult**

By ensuring that every boy and girl is introduced to the game and is given the opportunity to progress through a structured coaching and support programme. To do this by adopting the ECB 'Cricket Unleashed' plan which states "together, we will get a bat and ball into more hands, introduce more people to the power of cricket and show a new generation how to get involved." (see [www.cricketunleashed.com](http://www.cricketunleashed.com))

## **2.) Maximise the sporting excellence of Faversham and surrounding area.**

As a key sport and recreation provider work with the Town, Borough and County councils, voluntary organisations and local sports clubs to maximise the opportunity for local people, particularly the young, to achieve sporting excellence in cricket, strengthening social and community cohesion and promoting the town.

## **3.) Strengthen cricket as a core sport in Faversham & District schools.**

In conjunction with the Chance to Shine Charity and ECB programs, develop a close working relationship with all schools. Help to ensure a high standard of coaching. To make the cricket ground available for inter-school matches and practice raising the profile amongst the children complementing the colts sections of the club which already comprise some 100 dead keen youngsters.

## **4.) Collaborate with other local cricket clubs to create opportunities for more cricket to be played.**

With the focus on current, lapsed and new players share best practice and use insight to deliver enjoyable casual but serious cricket in different formats of the game. Ensure the cricket on offer has a wide appeal attracting new members of variable standard and time to play. Support innovative forms of the game such as Last Man Stands.

## **5.) Upgrade the playing facilities.**

By launching a major project to make the existing ground one of excellence with a new cricket square built to modern standards with a fine outfield clear of the A2 and with play from north to south so that evening sun does not, as at present interfere with play. Re-site and build a new dedicated but multi-use cricket pavilion. Install high quality practice nets. Allow for a better entrance to the ground with good parking facilities. Provide good facilities for spectators and guests to enjoy. Preserve benefits of existing Faversham cricket ground within green hinterland south of A2 currently under threat from a house building onslaught.

## **6.) Revive historic tradition of playing outstanding cricket in Faversham.**

Faversham's recorded cricketing history commences at the very least in 1752 with the 'Ship Hotel' staging a single wicket contest and continued to flourish throughout the eighteenth century with a top rated fixture list against all other major towns in Kent. Faversham Cricket Club even staged a county match in 1876 on its ground, then at the Mount but since built on, Kent v Hampshire. For such a small town at the time it is quite amazing that Faversham also had a great deal to do with the formation of Kent County Cricket Club as we know it today. With such a deep heritage and having done it before the club to imagine clearly an outlook of building up an outstanding club with a strong fixture list through ongoing team development using home grown players and others attracted to a club of cricketing inspiration.

## **7.) Ensure Financial Stability with a Strong Business Model.**

Use the building of a new cricket pavilion to modern standards plus the re-design of the ground to give creative opportunity to explore other income streams to share in the fixed annual costs thus keeping the playing of cricket affordable to all. Consider a pavilion and ground capable of introducing another sport complementing cricket but new to Faversham. Meantime improve income from existing pavilion with the provision of internal toilets and baby changing facilities attracting hire from Mother Baby groups and others.