

**MOORSIDE CRICKET  
& BOWLING CLUB**



**MOORSIDE CC  
(MOORSIDE CRICKET & BOWLING CLUB)  
CLUB DEVELOPMENT PLAN 2019-20**

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# **1 INTRODUCTION**

## **1.1 The Purpose of The Club as a Charity**

Moorside Cricket and Bowling Club was incorporated as a company limited by guarantee on 27th March 2013. Subsequently, it was registered as a charity with the Charity Commission on 30th July 2013. On 31st October 2018, it had 424 members. Its charitable objects (purpose) are as follows:

- 1.1.1 the promotion, encouragement and organisation of all-age community participation in healthy recreation and sporting activity for the benefit of the inhabitants of the village of Moorside, Oldham; the Metropolitan District of Oldham; and the surrounding areas;
- 1.1.2 the advancement of the education of children and young people undergoing and not undergoing full-time education through participation in active sport;
- 1.1.3 the relief of old age through the promotion of physical activity for elderly people; and
- 1.1.4 the provision and maintenance of public recreational facilities for the playing of crown green bowls, cricket and other sports in the interests of social welfare.

It aims to achieve this purpose by:

- 1.1.5 Attracting and retaining new and existing members including playing and non-playing members;
- 1.1.6 Promoting personal development through participation in cricket and other activities, particularly for young people;
- 1.1.7 Facilitate the improvement and improved use of the facilities at Turf Pit Lane; and
- 1.1.8 Ensure at all times Moorside Cricket & Bowling Club (MC&BC) provides safe, effective and child- friendly activities and fulfils its duty of care to groups and individuals.

## **1.2 Current Status**

MC&BC already has a strong foundation and has been actively involved in continuous development for several years. In summary, the Club already has:

- 1.2.1 Sound financial management and a robust administrative structure;
- 1.2.2 Excellent social facilities and a strong non-playing membership
- 1.2.3 Good playing, changing and training facilities; and
- 1.2.4 Good partnerships with the local Council and local schools.

MC&BC considers that it does not have to make any major changes to the way the Club is run. However, the Club will need to continue to promote and develop, actively, the Club to achieve the goals set out in this Club Development Plan.

## **1.3 Structure of the Plan**

MC&BC has identified 'core areas' where it must concentrate its efforts to meet its goals and within those core areas has set a number of clear and achievable objectives. The core areas include Club Management and Affiliations, Sponsor Relations, Community Partnerships, Senior Cricket, Youth Cricket, Girls' and Women's Cricket, and Grounds and Facilities.

SECTION 1 DEVELOPING CLUB MANAGEMENT AND AFFILIATIONS								
AREA	What Do We Have Now?	Objectives: What Do We Want?	How Will We Get There?	With Whom? (Partners)	When Will We Get There?	Who is Responsible?	Cost?	Comments on Achievement
Clubmark	The Club has Clubmark accreditation	Retain Clubmark accreditation in 2021	Teamwork from Sub committee  Maintain a Clubmark Checklist	Lancashire Cricket	Ongoing	Company Secretary, Board of Trustees and welfare officers	Nil	
Board of Trustees (Directors)	The Club is a company limited by guarantee with charitable status. The Board of Trustees meets every month (more often if required). One third of trustees are elected at an Annual General Meeting. The charity has a wholly-owned subsidiary Community Interest Company which is responsible for commercial activity, chiefly the Club Bar, Functions etc.	Ensure that the Board of Trustees is representative of the range of playing and non-playing members.	Continue current practices for AGMs and election of Officers.	Board of Trustees and Members.	Ongoing.	Board of Trustees	Nil	

## SECTION 1

## DEVELOPING CLUB MANAGEMENT AND AFFILIATIONS

AREA	What Do We Have Now?	Objectives: What Do We Want?	How Will We Get There?	With Whom? (Partners)	When Will We Get There?	Who is Responsible?	Cost?	Comments on Achievement
Club Insurance	Club insurance including public liability up to £5m. Players insurance.	Maintain	Company Secretary to ensure annual renewal of both policies	Insurance Brokers	Club – January 2020 Players – January 2020	Company Secretary	Club: £1,100 Players: £235	
Financial Management	The Club has a Treasurer responsible for day-to-day financial accounting. Treasury reports are presented to the Board of Trustees monthly. Accounts are subject to external examination and presented to members at AGM	Maintain	Ensure Board of Trustees Secretary is provided with all relevant financial information	External Examiners	31 <sup>st</sup> October 2019 (financial year end)	Company Secretary	£3,500	

SECTION 1 DEVELOPING CLUB MANAGEMENT AND AFFILIATIONS								
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Child Welfare	<p>The Club has three child welfare officers (who are also trustees) who have undertaken the training in Good Practice and Child Protection and up to date Safe Hands Workshops</p> <p>The Club has a Health and Safety Policy, Incident Reporting Procedures and Emergency Procedures and Risk Assessment Form</p>	<p>Ensure that all safeguarding issues are reported</p>	<p>Agenda item in Board of Directors monthly meetings</p>	Lancashire Cricket	On-going	Secretary	£30 each	
		<p>All required umpires, scorers and playing members have undergone DBS Checks</p>	<p>DBS forms to be issued by Secretary</p>		On-going	Secretary	DBS checks	
		<p>All required to have completed a Self-Declaration Form</p>						

SECTION 1 DEVELOPING CLUB MANAGEMENT AND AFFILIATIONS								
AREA	What Do We Have Now?	Objectives: What Do We Want?	How Will We Get There?	With Whom? (Partners)	When Will We Get There?	Who is Responsible?	Cost?	Comments on Achievement
Communication & Representation	The Club has good working relationships with Oldham Council's East Oldham District Partnership and one of its ward local councilor who conducts her monthly surgeries are the Club	Maintain	Continue to work with district partnership and develop relationship	East Oldham District Partnership	N/A	Chairman, Secretary & Company Secretary	N/A	
Health & Safety & Risk Assessment	The Club has a Health and Safety Policy, Incident Reporting Procedures and Emergency Procedures and Risk Assessment Forms for various venues and scenarios	Provide an environment that is safe for all members.  Ensure that the three Child Welfare Officers monitor the Health & Safety policy and risk assessments	Distribute the Health and Safety Policy to all members via the Club website and notice boards.	N/A	On-going	Trustees  Welfare Officers	£0	

## SECTION 1

## DEVELOPING CLUB MANAGEMENT AND AFFILIATIONS

AREA	What Do We Have Now?	Objectives: What Do We Want?	How Will We Get There?	With Whom? (Partners)	When Will We Get There?	Who is Responsible?	Cost?	Comments on Achievement
Club Affiliations	<p>Affiliated to ECB through Lancashire Cricket</p> <p>Member of the Greater Manchester Cricket League</p> <p>Oldham &amp; District Cricket Development Group</p>	<p>Continue with affiliation with Board and Leagues</p> <p>Ensure that League affiliation is appropriate to the standards expected by the Club and its players.</p> <p>Ensure that thorough consultation process is conducted with current/ex players and supporters.</p>	<p>Review league membership every three years</p>	Lancashire Cricket	Every year upon renewal	Board of Trustees	Affiliation Fee	



SECTION 2 DEVELOPING SPONSOR RELATIONSHIPS								
AREA	What Have We Got Now?	Objectives: What Do We Want?	How Will We Get There?	With Whom? (Partners)	When Will We Get There?	Who is Responsible?	Cost?	Comments on Achievement
Major Sponsor	No major sponsor	Ideally several major sponsors	Appointed external advertising agency	Work with external advertising agency	Autumn 2019	Company Secretary	Commission deducted by agency	
Kit Sponsor	The Club has secured a Kit Sponsor for 2019	Maintain for 2020	Arrange to meet with Kit Sponsor	Kit Sponsor	Autumn 2019	Company Secretary, senior player and 1 <sup>st</sup> XI Captain	N/A	
Schools Programme Sponsor	The Club has secured charitable funding from a local retailer (Co-op) to support junior cricket in 2019-20	Maintain funding levels to support junior cricket	Successful bid for Co-op funding, further bid made to Persimmon Homes	The Cricket Asylum	April 2020	Company Secretary	Time	

SECTION 2 DEVELOPING SPONSOR RELATIONSHIPS								
AREA	What Have We Got Now?	Objectives: What Do We Want?	How Will We Get There?	With Whom? (Partners)	When Will We Get There?	Who is Responsible?	Cost?	Comments on Achievement
Other Sponsors	A core of 10-12 local businesses that support through board advertising  A core of 8-10 local businesses and club members who sponsor 1 <sup>st</sup> XI fixtures	Maintain and add to sponsorship & partnerships with local businesses.	Inviting more businesses to get involved with sponsorship – provide a good image, be successful, have a good presence	Local businesses particularly those who are Club members	Ongoing	Board of trustees, senior player and 1 <sup>st</sup> XI Captain	General Marketing and Stationary costs (less than £50)	
Marketing & Promotion	Website, Facebook and Twitter presence is well-maintained and updated frequently.  Occasional local press coverage	Maintain our profile in the local community.	Make sure we respond to local press. Continue to maintain Club website and social media	Pitchero	Ongoing	Webmaster	Minimal website subscription £20 per month	

SECTION 3 DEVELOPING COMMUNITY PARTNERSHIPS								
AREA	What Have We Got Now?	Objectives: What Do We Want?	How Will We Get There?	With Whom? (Partners)	When Will We Get There?	Who is Responsible?	Cost?	Comments on Achievement
Promoting Moorside Cricket & Bowling Club to Schools and Groups	The club promotes itself through face to face contact with local schools and groups.  The club has links with 3 Primary Schools and 2 Secondary Schools through a Schools2Club programme	Maintain our links with all Schools.	Continuing to run the Schools Programme	The Cricket Asylum	Ongoing	Secretary, Company Secretary	£2,500 p/a	
Make our Cricket facilities available to local schools	Two secondary schools use ground for matches	Extend use of practice facilities to schools Maintain for 2020	Outcome of bid to Viridor Credits for new outdoor nets	Schools	Autumn 2019	Secretary, Company Secretary	N/A	

SECTION 3 DEVELOPING COMMUNITY PARTNERSHIPS								
AREA	What Have We Got Now?	Objectives: What Do We Want?	How Will We Get There?	With Whom? (Partners)	When Will We Get There?	Who is Responsible?	Cost?	Comments on Achievement
Make our Cricket and other facilities available to local groups	Host a number of “non-club” events for community groups	Promote the Club as a key community venue	Website and social media, face to face contact, local ward councillor	Local community groups	April 2020	Board of Trustees	Time	

SECTION 4 DEVELOPING CLUB MEMBERSHIP								
AREA	What Have We Got Now?	Objectives: What Do We Want?	How Will We Get There?	With Whom? (Partners)	When Will We Get There?	Who is Responsible?	Cost?	Comments on Achievement
Playing Membership	<p>A playing membership of around 75 including juniors.</p> <p>A well-managed process to encourage new junior members</p> <p>An open approach to encourage new senior playing members</p>	<p>Retain existing members and provide an organised transfer of juniors to the Senior Teams.</p> <p>Encourage a regular intake of senior playing members</p> <p>Continue to increase our junior membership</p>	<p>Ensure the club is friendly and welcoming to all members and visitors</p> <p>Provide nets and coaching facilities as well as an opportunity for would be cricketers to have a game</p>	The existing playing membership	Ongoing	Secretary, Company Secretary, 1 <sup>st</sup> XI Captain, senior player, coaches and volunteers	Nil	
Non-playing membership	Approximately 280 non-playing members	Maintain and replace	Website, community events	Existing non-playing members	On-going	Board of Trustees	Minimal	

**SECTION 5                      DEVELOPING SENIOR CRICKET**

AREA	What Have We Got Now?	Objectives: What Do We Want?	How Will We Get There?	With Whom? (Partners)	When Will We Get There?	Who is Responsible?	Cost?	Comments on Achievement
Senior Cricket	1 <sup>st</sup> XI, 2 <sup>nd</sup> XI & T20	<p>Gain promotion of 1<sup>st</sup> XI to GMCL Premier League</p> <p>Ensure 2<sup>nd</sup> XI maintains or improves its divisional status</p> <p>Ensure 2<sup>nd</sup> XI maintains a mix of junior and senior players</p>	<p>Ensure players are picked on ability with appropriate balance of skill and experience.</p> <p>Ensure the selection process is fair and accountable and Club Captain personally inform players when they are selected for a different team</p>	Selection Committee	Ongoing	Selection Committee	Nil	

## SECTION 5

## DEVELOPING SENIOR CRICKET

AREA	What Have We Got Now?	Objectives: What Do We Want?	How Will We Get There?	With Whom? (Partners)	When Will We Get There?	Who is Responsible?	Cost?	Comments on Achievement
Coaching	Four Level 2 coaches	Maintain and replace	Encourage and fund senior cricketers to undergo Level 2	Existing playing members	On-going	Board of Trustees	Cost of Level 2 courses	

**SECTION 6 DEVELOPING JUNIOR CRICKET**

AREA	What Have We Got Now?	Objectives: What Do We Want?	How Will We Get There?	With Whom? (Partners)	When Will We Get There?	Who is Responsible?	Cost?	Comments on Achievement
Junior Cricket	U9's and U11's	<p>Retain the current junior members and improve the quality of the junior section</p> <p>Sustain involvement of existing juniors so that they progress to upper age junior teams and senior teams</p> <p>Ensure 2<sup>nd</sup> XI maintains a mix of junior and senior players</p>	<p>By maintaining coaching resource and improving organisation.</p> <p>Encouraging more parent volunteers and working with local volunteer agencies.</p>	<p>Parents and teachers through the school links</p> <p>Parents as organisers.</p> <p>Lancashire Cricket</p>	Ongoing	Company Secretary, Secretary, Coaches	C £2,500 annual costs	



## SECTION 6

## DEVELOPING JUNIOR CRICKET

AREA	What Have We Got Now?	Objectives: What Do We Want?	How Will We Get There?	With Whom? (Partners)	When Will We Get There?	Who is Responsible?	Cost?	Comments on Achievement
Coaching	Four Level 2 coaches	Maintain and replace	Encourage and fund senior cricketers to undergo Level 2	Existing playing members	On-going	Board of Trustees	Level 2 courses	
Volunteers	Develop parents as volunteers and coaching assistants	Need to encourage more, need to get them formally involved first level of coaching	Co-ordinate Active Coaches from within Club to participate.  Overseas player contract includes requirement to be involved in all junior activities	Coaches, senior players	On-going	Secretary Coaches	Level 1 courses	

## SECTION 7

## DEVELOPING GIRLS AND WOMEN'S CRICKET

AREA	What Have We Got Now?	Objectives: What Do We Want?	How Will We Get There?	With Whom? (Partners)	When Will We Get There?	Who is Responsible?	Cost?	Comments on Achievement
Girls and Women's Cricket	6 junior girls in U9's and U11's	Retain the current junior members and improve the quality of the junior girl's section	Encourage more girls through school links	Parents and teachers through the school links	Ongoing	Company Secretary, Secretary, Coaches	C £1,000 annual costs	
		Develop a Women and Girls Cricket Section  Have a women's team competing locally	Starting in March 2019 with indoor coaching sessions, followed by outdoor in April 2019	Oldham Council Sports Development Lancashire Cricket	Summer 2020	Company Secretary, Secretary, Coaches	C £500 annual costs	

## SECTION 7

## DEVELOPING GIRLS AND WOMEN'S CRICKET

AREA	What Have We Got Now?	Objectives: What Do We Want?	How Will We Get There?	With Whom? (Partners)	When Will We Get There?	Who is Responsible?	Cost?	Comments on Achievement
Coaching	Four Level 2 coaches	Maintain and replace	Encourage and fund senior cricketers to undergo Level 2	Existing playing members	On-going	Board of Trustees	Level 2 courses	
Management	Nothing in place	Identify potential trustees as women's cricket develops	Developed women's cricket section	Women players	2021	Secretary	None	

**SECTION 8 DEVELOPING GROUND & FACILITIES**

AREA	What Have We Got Now?	Objectives: What Do We Want?	How Will We Get There?	With Whom? (Partners)	When Will We Get There?	Who is Responsible?	Cost?	Comments on Achievement
Grounds & Facilities	Ownership of all grounds, buildings etc. subject to mortgage over 10 years.	If possible, build up funds to start to pay mortgage over shorter period	Increase revenue	Members attendance and external bookings	Ongoing	Board of Trustees	£1,700 interest charge p/a	
	Well-maintained and attractive clubhouse, changing rooms with showers and separate umpires' room.	Maintain						
	Electronic Scoreboard, My Action Replay system from 2019							
	Aging outdoor practice facilities which are not fit for purpose, non-ECB compliant and in need of replacement	Brand new two-lane full-length outdoor nets	Bid submitted to Virador Landfill credits	Virador and preferred contractor	April 2019 if bid successful	Company Secretary	Planning fees + £2k	

## SECTION 8

## DEVELOPING GROUND &amp; FACILITIES

AREA	What Have We Got Now?	Objectives: What Do We Want?	How Will We Get There?	With Whom? (Partners)	When Will We Get There?	Who is Responsible?	Cost?	Comments on Achievement
Equipment & Machinery	Reconditioned roller purchased 2018, Scarifier purchased 2018. Square and wicket mowers replaced in last 5 years. Outfield mower over 15 years old but well-maintained and serviced	Maintain	Maintenance Budget	Contractors	On-going	Board of Trustees	£2.5k	