



# **West Chiltington & Thakeham Cricket Club**

## **Development Plan 2015-20**

### **1. INTRODUCTION**

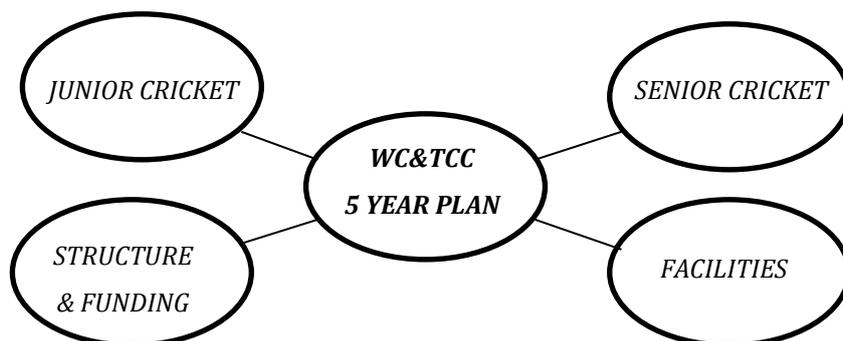
This document has been created for all members of the West Chiltington and Thakeham Cricket Club ("the Club") to outline how the appointed Club Committee intends to develop the Club on behalf of its members in the coming years.

Cricket was been played at West Chiltington since 1924 at the current ground, and in 2000 the two village sides of West Chiltington and Thakeham merged to become the current Club. The ground itself still displays many traditional aspects of a village cricket ground and is located in an area of outstanding natural beauty, but has been sympathetically developed to provide outstanding facilities to its members. Geographically, the Club is surrounded by many rural communities, therefore the ability to provide access to cricket for these communities such as West Chiltington, Thakeham, Ashington, Nutbourne, Shipley, Dial Post and many other smaller rural villages, is an important emphasis for the Club and its development.

In 2003/04, the Committee consulted with members on projects believed important to the Club, and this resulted in the creation of the Club's Development Plan. During the intervening years many significant milestones have been achieved by the Club, including modernising the old pavilion and in 2014 building a new pavilion, building a patio, converting the old shed into a store room and score box, installing an artificial wicket, extending the square, and installing three new full size nets, as well as achieving Clubmark and Focus Club status. The committee's efforts have now turned to creating this new development plan ("the Plan") which outlines how the Club sees itself moving forward over the next five years.

Overall, the intention of the Plan is to continue to encourage the learning, playing and enjoyment of cricket at outstanding facilities by both adult and junior players irrespective of age, gender, disability, race, ethnic origin, colour, social status and sexual orientation, who are inhabitants of West Chiltington, Thakeham and surrounding areas, in line with the Mission Statement of the English Cricket Board (ECB).

This will be achieved in four key areas; a) developing our facilities, b) improving the standard of our senior cricket teams, c) maintaining a strong youth development policy, and d) generating both internal and external funding to drive these projects.



For the Plan to be successful it must a) be supported by members of the Club, b) have members and volunteers willing and committed to implement, and c) be regularly reviewed and updated as the Club progresses. Later in this document, each of these four areas is shown in detail, with Appendix A showing timescales and associated costs for the various projects identified and Appendix B showing completed projects.

## 2. VISION

The aim of the Club is to make West Chiltington & Thakeham Cricket Club the club of choice for prospective junior and senior cricketers of all abilities within its catchment areas. In summary, this will be achieved by:

- Providing competitive and enjoyable cricket for all age groups
- Maintaining a strong and well run Junior section
- Development of both junior and senior players
- Providing facilities suitable to meet the standards required by the Sussex League
- Provide excellent equipment and facilities for all members
- Maintain high standards of coaching available to all players and ensure 'coach to player' ratios are within ECB guidelines
- Maintain and enhance the Club's reputation as an open and friendly club that provides a warm welcome to all players, supporters and visitors

## 3. JUNIOR CRICKET DEVELOPMENT

The key to strengthening and maintaining the long term future and stability of the Club is youth development. In 2002, the Committee started offering "fun" cricket sessions at the Club during midsummer, and over past seasons this has grown significantly. During the period of the plan, the Club expects to cater for over 150 juniors (boys and girls) from the ages of 5+, and field sides at all ages available in the Identilam and West Sussex Leagues. Overall, the goal is to provide a local centre of excellence and be the club of choice for cricket, as Storrington Vipers is for football, and Pulborough RFC is for rugby.

At the start of each season, the Junior Committee will agree the age groups and teams it will run for that year. Each age group/ side will have a nominated Team Manager and Administrator, and coaching sessions will be run by age with qualified and assistant coaches. The Club intends to continue its structured program designed to make cricket available to children of all abilities irrespective of gender, disability, race, ethnic origin, colour, and social status in the catchment area; full details are available in the Club Youth Policy document.

**Threats** – the Committee has identified that there are currently two main threats to the ongoing success of junior development, namely:

- It is essential that the number of coaches and assistants is increased and maintained.
- All coaches to be qualified to a relevant level, in particular managers to ECB Level 2 (or above) and Assistants to ECB Level 1.

For youth development to be successful, the areas detailed below must be addressed.

### 3.1. Qualified Coaches

The Club will encourage members and non-playing members (particularly parents) to gain qualifications as detailed below.

**3.1.1. Refunding Course Costs.** The Club recognises the significant commitment, time, and effort members and helpers of the Club put in, to both attain their coaching qualifications and then apply them, so the cost of all approved courses will be funded by the Club following appropriate authorisation by the committee.

**3.1.2. Cricket and Related Workshops.** To improve overall understanding of cricket and other related topics, the Club will circulate details to all members of local workshops and encourage them to attend. These

workshops will be on subjects such as Child Protection, First Aid, Equity in Your Coaching, How to Coach Disabled Performers etc.

**3.1.3. Coaching Courses.** The Club will support members and helpers to attend and attain the following qualifications:

**3.1.3.1. ECB Coaching Assistant (UKCC 1)** which equips the beginner coach with skills and knowledge to assist more qualified coaches delivering aspects of coaching sessions, normally under direct supervision; and  
**3.1.3.2. ECB Coach Award (UKCC 2)** which allows coaches to introduce and develop the game of cricket to people of all ages in a fun and enjoyable way.

**3.1.4. Coaching Numbers.** The Clubs intention is to have the following coaches available as a minimum: a) one ECB Coach and one ECB Assistant Coach per age group, plus b) one additional helper per 20 juniors registered in any season.

## **3.2. Junior Recruitment**

The Club is keen to encourage children of all ages, both boys and girls, within the local catchment area to enjoy and play cricket. The Plan is therefore designed with the aim of attracting new players of all abilities and ages. However, it is important to manage numbers, in particular where age group numbers become difficult to manage effectively.

During the 2012 season girl's cricket was developed through the Club's ongoing work with Rydon Community College and this was developed further in 2013 as girl's coaching was started at the club for the first time. **In 2015 and beyond a key objective of this Plan is to continue to run girls cricket coaching** at the Club, in conjunction with Charlotte Burton at Sussex County Cricket Club, and enter a league at two age groups and host a few friendly matches.

There are several areas the Club can explore to find potential future cricketers (boys and girls):

**3.2.1. Club and Schools Partnerships.** The Club will look to create links within the West Chiltington and Thakeham parishes. Primarily, the Club will look to continue to develop its Schools Partnership with Rydon Community College, but will also look to include West Chiltington, Thakeham, Washington and Ashington Junior Schools. The objectives of these partnerships will be to: i) encourage and provide appropriate opportunities for further development and participation to those young people who may be interested; ii) give the Club the fullest possible opportunity to present its programmes to possible new members; and iii) ensure the provision of coaching expertise and leadership in the sport of cricket is available at both Club and school level.

The Club will continue to advertise in its partner schools via newsletters, posters and via the Chance to Shine programme supported by SCCC.

**3.2.2. Club Partnership.** During the lifetime of the Plan, the Club will continue to explore the possibilities of partnering with a larger local club. For WC&TCC, it will allow the Club to feed players of significant ability to a major club and be part of the Sussex Cricket Board's development structure. For the partnered club, WC&TCC will provide more options and scope for their youngsters to play and enjoy cricket.

**3.2.3. Other Sporting Clubs.** Set up cross sport partnerships with other local football, rugby sides etc. to offer children access to sport throughout the year.

**3.2.4. Leisure Links.** Develop cross-functional relationships with Chanctonbury Leisure Centre and Horsham District Council to encourage and widen exposure to cricket within the community and in support of the Schools Partnership scheme.

**3.2.5. Local Media.** Continue to promote the Club and display posters, articles etc. in the press, explore local TV and radio opportunities.

## **3.3. Committee Structure (Coaching)**

Since 2005, the Club has had a Junior Chairman responsible for all aspects of youth development as an

elected member of the main management committee. In 2013 a Junior Vice-Chairman (VC) was introduced to help with the ever increasing workload. A key role for the VC is to build a bridge between the junior and senior section, with the aim of introducing keen and able junior players to the senior sides and therefore protect the future prosperity of the Club.

### **3.4. Club Child Welfare Officer (CWO)**

The role of the CWO is to protect the welfare of all Junior Members left in the trust of the Club. Particular responsibilities include a) ensuring the Club Youth Policy is kept current, b) that all Managers, Coaches and authorised helpers are i) issued with the latest version of this document and its Appendices, ii) conversant with the policies and procedures contained within it, and iii) have been approved as suitable for involvement with Junior Members of the Club following the submission of CRB and Child Protection Data Forms, and c) will take responsibility for all disciplinary and child welfare matters.

The CWO will also: a) hold the Annual Junior Membership and Registration Forms; b) act as the first point of contact for the reporting of any abuse if it is believed to have taken place; c) be a valuable source of information about the Club; d) uphold confidentiality as far as practical, and e) hold the Members Qualification Records.

### **3.5. Junior Practice Nights**

Formal coaching at the Club will be made available during both the summer and winter months. Outdoor practice will commence in April/May and run until the end of August. Sessions will be split to cater for all the different age groups identified for that season. Each group will be run by the qualified coaches, and these sessions will be geared towards fun and maximum participation for all, as well as working on core skills. A Club junior coaching programme is introduced each season to ensure specific skills are developed at each age group, therefore achieving a consistent level of coaching to all junior players.

The Club will continue to offer excellent facilities for practice, and since 2006 there has been available an artificial wicket and mobile cricket cage. In 2008 the Club installed three new nets which have significantly enhanced the standard of coaching available in a safe environment. During 2014 we purchased a whole range of coaching accessories, with the support of the Marillier Trust, to aid coaching and make learning more enjoyable.

### **3.6. Junior Matches**

At the start of each year, the committee will review the expected number of juniors for the coming season and prepare a yearly junior management plan, and these expected numbers will form the basis for determining the number of sides entered into the various Junior Leagues available.

The Club will also offer the different age groups the opportunities to enter and play in the various cricket festivals held within the county, and these will be determined by age, ability and availability.

### **3.7. Senior Matches**

As the youth section expands and 'matures', junior players will be encouraged to play in senior matches for both enjoyment and their development; all senior teams will be available for this. In 2012 a 3<sup>rd</sup> XI was entered into the West Sussex Invitation league, with the prime purpose of encouraging junior players to play in senior matches.

### **3.8. Exceptional Talent**

As the Club implements its youth policy, there will plenty of opportunity to assess the talents of our young cricketers. Where individuals are found to either possess or have the potential to develop into exceptional talents, the Club will recommend these youngsters to the Sussex Cricket Board's youth development structures to help them realise their full potential.

### **3.9. Select Player Programme (SPP)**

**Following the success of the "Academy" the SPP was established 2017 and replaced the Academy. The Club identified a need to offer a more focused and individualised coaching programme for talented juniors. The SPP will be run by specified coaches in order to maximise the development of our talented youngsters from age 10 to 16.** Trials will take place over 3 days where the sessions will be subdivided into age groups. The trials will take place at Arundel Castle indoor school.

If selected to join the SPP weekly development sessions will take place outside using the Club's own facilities.

For those not selected separate coaching workshops will be offered,  
A team has been entered into the National U13 and U15 cups specifically for Academy players.

### **3.10. Insurance**

The Club will always ensure adequate insurance is in place to cover all junior activities i.e. matches, practice, travel etc. and that ECB Coaches are members of the ECB Coaches association.

### **3.11. Club Youth Policy**

In 2004, the Club implemented a comprehensive Youth Policy (available as a separate Club document) which is maintained in-line with the ECB's Safe hands policy and covers the following:

- 3.11.1. Annual Junior Membership and Registration;
- 3.11.2. Child Protection Data Form;
- 3.11.3. Annual Membership and Attendance Fees;
- 3.11.4. Complaint and Disciplinary Procedures;
- 3.11.5. Codes of Conduct for Managers, Coaches, Authorised Helpers, Junior Members and Parents/Guardians;
- 3.11.6. Child Protection Policy;
- 3.11.7. Good Practice Guidelines;
- 3.11.8. Incident Reporting; and
- 3.11.9. Local Contact List.

### **3.12. Equipment**

In line with the general Club policy, a high standard of equipment will be made available for junior cricket covering each of the age groups supported.

### **3.13. ECB and Sussex County Cricket Club Development Officers**

The Club will look for advice and guidance from the development officers at both national and county level, and will make contact with these officers.

### **3.14. Horsham District Council's Leisure Development Team**

The Club will also liaise with this team to look at the best methods for implementing the Plan, and what resources and help they can bring to help achieve its aims.

## **4. SENIOR CRICKET DEVELOPMENT**

The current group of players at the Club possess a varying level of natural cricket ability, so there is always room for improvement in many of the basic skills which will further enhance individual proficiencies. Also, as new players join the Club, the ability to provide a high standard of coaching will be extremely beneficial and differentiate the Club from other teams.

The key objective of senior cricket is to provide competitive and fun cricket for all abilities. The Club will continue to field the strongest sides available within the league, with the ultimate aim of winning every match played. Overall, improved ability will have an extremely positive impact on the Club, and this will be achieved as detailed below.

**Threats** – in order to achieve these objectives it is absolutely essential that sufficient personnel are identified to fill every management position, including coaches, and a lack of willing helpers is an ongoing threat. Also, it is deemed important that league sides are not too far apart in terms of league position to enable players to easily move from one side to another. A major threat would be if the standard of cricket between these sides was too extreme.

### **4.1. League Cricket**

Whilst the overarching aim is to provide competitive but fun cricket for all abilities, and this is typified by the Sunday friendly side, league cricket will continue to provide the platform for the Club's development. Competition for places will be encouraged. The three Saturday league teams will always attempt to field the strongest sides whilst also ensuring selection continues to give up and coming junior players access to senior

cricket. (ref club selection policy). The aim is to win every league match played but for 2<sup>nd</sup> XI and 3<sup>rd</sup> XI there needs to be a balance.

The Club now fields three sides in the West Sussex Invitation Cricket League (WSICL) on Saturdays, and one side on a Sunday offering friendly local inter village cricket.

In 2016 the 1<sup>st</sup> and 2<sup>nd</sup> XI's consolidated their position in their respective Sussex County Cricket Leagues. The 3<sup>rd</sup> XI fielded a very young development team on a regular basis. Under the watchful eye of some senior players this policy allowed 6 to 9 junior players weekly access to senior league cricket. The club felt that developing junior players in this way was more important than selecting solely to win. This policy allows the development of the 3<sup>rd</sup> XI to provide an introduction to adult league cricket for junior players and to ensure the 1<sup>st</sup> and 2<sup>nd</sup> XI teams are reasonably close in league status so that moving between teams is not too difficult.

One area that strengthens the senior squad of the Club and is in line with teams of a similar standard is to find and recruit a good overseas player. In 2009 the first overseas player was recruited and the committee will continue to investigate and recruit such a player in each year of the Plan. An overseas player not only improves the 1<sup>st</sup> XI standard, but also a) provides on and off field motivation, b) promotes higher standards, and c) can provide support and assist club coaches at both junior and senior members.

#### **4.2. Friendly Cricket**

The Sunday side has enjoyed reasonable results over the last few seasons and the intention is to continue to offer those members who do not want to play the more competitive league cricket the opportunity to play friendly village matches against local sides offering good standards of facilities and playing ability.

#### **4.3. Mid-week Cricket**

This will be reviewed at the start of each season by the Committee. The Club has held an annual cricket week since 2008 and in 2012 there was a tour to the West Country.

T20 is a fast growing area of the game. The Club has recognised that this appeals to certain adults and colts and continues to schedule games.

#### **4.4. Indoor Cricket**

Each season during the winter months, the Club fields a side in the Worthing and Bognor Regis Indoor Cricket League. This will continue as long as demand dictates.

#### **4.5. Nets**

With the installation of three full size nets, regular summer practice now provides a major opportunity for both senior and junior players to work on technique. Far more emphasis will continue to be put on attending nets by senior players, not only to seek player improvement, but also to continue to develop a stronger Club atmosphere. Winter nets will also continue to be held prior to the start of each season. The Club will endeavour to ensure coaching is always available at net sessions.

#### **4.6. Individual Courses**

As details of courses become available, the Club Secretary will distribute information to all members in a timely manner via email, the web-site, and/or mail. The Club will also look at sponsoring attendance of some of these courses when it believes both the member concerned and the Club will benefit.

#### **4.7. Pre-Match Preparation**

All players will be expected to arrive in good time on match day to help with the set-up and ensure the ground is prepared in good time. Also, as part of the intention to raise standards, all 1<sup>st</sup> XI Saturday players will be expected to take part in a pre-match warm-up.

#### **4.8. Umpires and Scorers**

As the Club moves up the league system it will become increasingly necessary to have both umpires and scorers officiating matches. In 2012 both the 1<sup>st</sup> XI and 2<sup>nd</sup> XI were accompanied by an umpire to every league match and it is the intention to continue this for the foreseeable future.

The 1<sup>st</sup> XI now have league umpires nominated for each match.

The 1<sup>st</sup> XI also provide a scorer for each league match.

## 5. FACILITIES

The Club is fortunate to play in an idyllic setting located in the quiet village of West Chiltington situated near the beautiful South Downs. Overall, the current facilities are good and in particular the square is one of the best in the county. The new Pavilion, which opened in June 2014, has enhanced the Club's facilities further and without it the Club would have been in danger of not fulfilling its aspirations.

The 3<sup>rd</sup> XI was introduced in 2012 to satisfy demand for league cricket and help introduce our better juniors to adult cricket, however as the Club do not have a second ground they currently play home matches at Amberley, which offers a similarly idyllic setting but the square in particular suffers from a high water table as a result of being at the foot of the Downs.

**Threats** – A second ground is important so that additional adult sides and the ever increasing juniors will always have access to the excellent facilities they have become used to.

### **Following the above statement**

The Club are also in the process of securing access to a second ground that is being constructed as part of a new housing development in Thakeham.

If negotiations are successful then this additional ground will be a fantastic asset and will allow the club to grow both its senior and junior offerings whilst continuing to provide excellent playing facilities that are essential to the development of cricket within the club.

It is expected that this new facility will be in use at the start of the 2018 season

### **5.1. On Field Playing Facilities**

In the meantime it continues to be recognised that for the Club to continue to expand, additional playing facilities will be required to cater for the amount of cricket played and this will be actively pursued by the Committee at the start of this plan. As a temporary measure, to accommodate the 3<sup>rd</sup> XI, an agreement with Amberley cricket club to use their facilities for home matches on a rental basis will continue for the foreseeable future.

#### **5.1.1. The Cricket Square**

The Club is lucky to possess an excellent square which plays well, and this is totally due to the time and effort put in by the grounds man. At the end of 2006, the square was extended at the northern end to provide another two full strips in order to cater for increased future use. At the end of 2010, the square was extended further to provide another two full strips, one at either end.

Key to the Club developing in the future is the continued provision of a good square by:

- Ensuring the best preparation equipment is available and this will be made available to the grounds man as required (funding available);
- Sponsoring the attendance by the grounds man on dedicated courses on all aspects of ground management;
- Providing help to the current grounds man as required for maintenance activities and by grooming/finding future grounds men for succession planning.

#### **5.1.2. Artificial Wicket**

As the Club developed its youth policy, the provision of an artificial wicket was seen as fundamental, and in 2004/05 the Committee worked hard to secure funding required to complete this undertaking. At the start of 2006 the artificial wicket was installed by S&C Slatter and this has been well used, plays well, and is in good condition, and the Club will ensure funding is available to maintain this facility.

### **5.1.3. The Out Field**

The general condition of the outfield is good. However the Club is very dependent on the Parish Council continuing to have the field cut to both a satisfactory length and on a reasonable day of the week i.e. Thursday or later. As a result it has been important to build a good relationship with the contractors, which has been well received. Going forward, the Club would like to improve the outfield through a) regular rolling, b) potentially owning gang-mowers to use as required, and c) improving the outfield generally to provide a safe and true playing surface. As part of pre-season preparation, a heavy roller is hired and the grass will undergo feed/weed treatment.

### **5.1.4. Nets**

At the start of 2009 three full bay nets were opened at the ground which with the existing portable net provides excellent practice facilities for both Club members and general users of the playing field. Once again the Committee worked hard to secure the funding required to complete this project. Funds will be made available by the Committee to ensure the netting and surface is maintained to a suitable level.

### **5.1.5. New Square Mower**

The Committee will ensure funds are always available for ongoing maintenance.

### **5.1.6. New Roller**

A replacement roller for the square was acquired in 2016.

### **5.1.7. Covers**

Good cricket requires a good square on which a good strip can be prepared to prevent the vagaries of the British summer upsetting this preparation. In 2006, the Club purchased a loose cover which can be laid over the strip being prepared to prevent rain penetration, but this is only suitable for a maximum of one day prior to a match. In 2010 the Club up-graded this facility with the provision of full roll-on covers.

### **5.1.8. Sight Screens**

Good sighting for batsmen, wicket keepers and fielders is important from both a practical and safety aspect. Due to the slope at the ground, provision of a sight screen at the football pitch end will have limited benefit, but at the Village Hall there would be a significant improvement. At the start of 2011 two full-size, moveable sight screens were purchased by the Club.

### **5.1.9. Specific Equipment**

To improve the skills of players, the Club will look at specific one-off purchases as funds allow. These items will be prioritised where they are seen to be particularly beneficial to all members of the Club e.g. bowling machine.

### **5.1.10. General Equipment**

The Club intends to ensure that a high standard of equipment is made available for all players, and this includes the provision of bats, gloves, pads, boxes, wicket keeping gloves, and helmets for both Senior and Junior Members, as well as general items such as stumps, bails etc. At the start of each season, the Committee will review the existing equipment levels and purchase items as required. Also, the Club makes available stock of both junior and senior clothing including shirts, trousers, caps, T shirts and training shirts etc. via the Club's online shop.

### **5.1.11. Equipment Maintenance**

The Club will ensure sufficient funds are always in place to maintain all equipment.

### **5.1.12. Roll-Out Wicket.**

The club acquired a new "roll out wicket" for the start of the 2017 season. This will allow the club to a) run practice matches and allow for general practice for all junior age groups on a Friday evening b) allow junior teams to play league matches at the Rec even if the main square is unavailable

## **5.2. Off Field Facilities, including sports pavilion.**

The Club rents the pavilion and playing fields from West Chiltington Parish Council who in turn manages them on behalf of the Fields in Trust (FIT). A strong club benefits not only from improved playing facilities but also from a modern pavilion that provides good changing and social facilities, whereby the club can derive revenue

from the bar and social activities such as the annual dinner. In 2002, the Parish Council successfully applied for grants from the NPFA and Horsham District Council as well contributing their own funding to refurbish the pavilion; this project was managed completely by the Cricket Club on behalf of the Parish Council from tendering, project management to the final completed works. In 2013 planning permission was granted for a new pavilion to be built on the existing site, which will provide an excellent changing and social facility for the club. Building commenced in November 2013 and was completed by June 2014.

The new building project was developed with the support and funding supplied by the Parish Council, along with FIT, Sussex Cricket Board (SCB) and English Cricket Board (ECB), and Sport England, in addition to the club's own funding.

### **5.2.1. First Aid Provisions**

Every season, members will be encouraged to participate in first aid courses for the safety of both junior and senior cricketers. To ensure adequate first aid equipment is available, a first aid box is available in the pavilion and its items reviewed and maintained on an on-going basis.

### **5.2.2. Alcohol License/Bar**

During 2003, the Committee worked towards acquiring a Club Registration Certificate for the pavilion through the formation of the West Chiltington Sports Association. This certificate was granted in December 2003 and subsequently changed over to the new Club Premises Certificate in August 2005, and allows the Sports Association to sell alcohol to members and guests with the following provisions:

- Alcohol must only be sold to persons aged 18 years or older,
- Alcohol can only be sold to members or guests of the Club,
- No alcohol can be stored at the pavilion i.e. it must be brought in and taken away each day,
- Local licensing hours must be adhered to.

During the application for a Registration Certificate, the pavilion was visited by both the police and fire services and an assessment provided to the Court as to the suitability of the premises. Unfortunately, the general security of the pavilion was deemed poor, and at that time the cost of implementing the changes required was not deemed financially feasible, so the Club accepted the provision that alcohol must not be stored on the premises. However, following a subsequent review at the start of 2009, the Club achieved a licence upgrade which now allows alcohol to be stored on the premises.

The Club now has a permanent bar as part of the redeveloped pavilion.

### **5.2.3. Disability Policy**

As previously mentioned, the Club intends to make cricket available to all; this includes both Seniors and Juniors who want to play cricket, and also those who wish to simply enjoy the game without participating. To make this achievable, the two key areas below will be constantly assessed.

- **Physical Access** - the Club will work during the term of the Plan with West Chiltington Parish Council to ensure everything is done within its power to accommodate access to the Club itself e.g. pavilion access, and this also forms part of the design of the new pavilion.
- **Participation** - the Club will ensure that its cricket for all policy is thoroughly implemented and provides the opportunity for adults and children with learning and/or physical disabilities to participate wherever possible. Where circumstances prevent this, the Club will engage with other local clubs and build links with them to provide opportunities for participation e.g. blind cricket.

## **6. CLUB STRUCTURE & FUNDING**

To run a successful Club and deliver this Plan requires the full support of all members, and a management team dedicated and committed to delivering the objectives and projects identified. In 2003, the Club amended its constitution and re-organised its committee structure in preparation for future development. Based on the Plan, key areas for the Club now have dedicated officers responsible for the delivery of their associated projects, and these will be achieved either directly or by forming sub-committees from members of the Club.

A key criterion in achieving the Club's objectives is to secure the required funds which will help the management committee to continue to develop the facilities. Bill Hay in his capacity as Funding Manager will continue to source a variety of grants, in the main to help fund the new Pavilion during the life of this Plan. Furthermore, the Social Secretary will continue to organise a range of events designed to raise additional funds.

**Threats** – in order to achieve the objectives, and the required funds, the management committee have set during the life of this Plan, it is essential that sufficient willing members support the Club by offering to help on committees and at all social events. In particular it is necessary to encourage junior parents to volunteer for these roles.

Additionally, the Club has also addressed the following important areas:

### **6.1. Committee**

It is essential that the aspirations of this Plan are fully supported by keen and hard-working members of the Club who hold key positions on the committee, both now and in the future. Therefore succession planning, as opposed to reaction out of necessity, is a key role of the Chairman and the committee to ensure individuals within the Club are identified and invited in a timely manner to stand for all committee positions.

### **6.2. Flexible Committee Structure**

As part of the amendment to the Club constitution, when new key positions are identified, members can be quickly drafted onto the committee to provide specific support.

### **6.3. Clubmark**

A key aim of this plan is the continued development of junior cricket, and a key aspect of this development is Clubmark accreditation. Clubmark was introduced by Sport England and is supported by the ECB, and is intended to ensure that clubs working with children apply consistent good practice and exceed minimum operating standards in four areas: playing sport, child care and protection, sports equity and ethics, and club management. The Club worked hard to achieve the standards required for Clubmark accreditation, and in March 2007 this significant milestone was attained. In early 2011 Clubmark status was reaccredited. In 2013 Clubmark status was reaccredited once again.

### **6.4. Focus Club**

Once Clubmark accreditation was awarded and to allow the Club to continue its development, the Committee recognised the need to achieve Focus Club status from the Sussex County Cricket Club/ECB. Becoming a Focus Club recognises the Club's strategic importance and a commitment to long-term junior development, and provides the following benefits:

- Maintaining Clubmark accreditation
- Recruiting key and specific volunteers to help junior programmes
- Training/support for coaches, umpires, scorers, grounds men and other volunteers
- Gaining additional support by creating links with local partners
- Providing coaches and/or coaching to create partnerships with local schools
- Technical advice to help better plan and deliver coaching and match programmes
- Technical advice to help better plan and deliver facility improvements
- Lobbying key partners to help support activity and/or facility developments
- Offering support and advice on raising funds from local and national sources
- Providing where possible, direct funding and/or priority for indirect funding

To gain Focus Club status, the Club was required to maintain Clubmark accreditation, work with the District Development Group to ensure integrated community links, produce a long-term development plan to increase capacity and improve quality, link with local school and community networks, and commit to monitoring and evaluation of how the Club impacts the local community. After much hard work, in April 2008, the Club was granted Focus Club status, and will now work hard to maintain this status.

### **6.5. West Chiltington Parish Council**

A good working relationship with the Parish Council (PC) is essential for the smooth running of the Club.

### **6.6. Club Coach**

A club coach is important for the development of both Senior and Junior Members and for the 2016 season a club coach was appointed for the first time

### **6.7. Funding Manager**

To ensure the Club has both the funds to meet the identified projects and in the timescales required, since 2004 the position of Funding Manager has been an elected position on the Management Committee.

Fund raising falls into two distinct categories, a) that which is self-generated through the Club and its members, and b) that which can be raised through third party sponsorship, partnerships, grants and advertising. Also, the Club will look at loans from either Club members or external sources such as the ECB if required to meet project dates.

For all major projects, it is anticipated that both types of funding will be necessary, and the Club will work at directly providing around 25-30% of any project cost. Detailed below is the approach the Club is taking to raise the necessary funds from these two sources.

#### **Self-generated Funding – Day to Day Funding**

To cover the general running costs of providing cricket; this will primarily be funded by:

- Annual membership fees for players;
- Annual membership fees for non-players;
- Match fees

#### **Self-generated Funding - Project Funding**

To cover the cost of projects identified to develop the Club; these will primarily be funded by:

- Invitation to join the Club as Vice Presidents;
- General social events e.g. golf days, curry night etc.;
- Club Annual Dinner & Dance;
- Junior Annual Dinner; and
- Summer Social;
- Race and Quiz nights.

#### **External Funding**

Whilst the items mentioned above will manage to keep the Club solvent in its present state and enable the Club to meet its current and ongoing liabilities plus raise some funds to contribute towards the cost of projects, funds raised from these sources alone will not be sufficient to meet the expenditure detailed in this Plan. To do this, significant funding will be required and it is envisaged that this will need to be sourced externally.

Having researched the market, two clear sources of funding appear available: a) Club driven funding e.g. sponsors, advertising. and b) funding from various sporting and government bodies; it is the Club's intention to apply for these grants and awards, and set out below are the principal sources of finance the Club believe will be available.

- **Annual Members Handbook and Fixture List**

Each year, the Annual Members Handbook is compiled and space is made for local businesses to place adverts; the goal is to secure eight pages of adverts each year.

- **Local Business**

Several local businesses within the district offer funding for sports development projects and the Club will look to secure money from these sources.

- **Awards for All**

This scheme is run by the Lottery Commission and can award Clubs and Associations from £300 to £10,000 for projects aimed at increasing participation in the game; a maximum of £10,000 can be received in any two year period and any grant must be used within one year. There are many stipulations to be met, the overriding one being that awards are looked upon favourably to Clubs offering sports and facilities for Juniors where previously this did not exist.

- **Sport England Lottery Fund**

In 2003, Sport England changed the way they allocated investment by replacing the 75 existing funding programmes with two main investment streams - national and community. There are 10 English priority sports and cricket is one of the recognized sports, and the ECB are responsible for working with Sport England to develop Whole Sport Plans. Each governing body is now accountable for delivering the targets in its plans in order to receive - and continue receiving - funding.

- **Sportsmatch Award**

This grant is provided by the government and is matched against any qualifying funding that a club secures from a commercial organisation to further the development of the club.

- **Lord's Taverners**

This Association provides grant assistance up to £3,000 for specific cricket related projects, such as installing artificial strips and practice nets

- **Horsham District Council**

Two forms of funding are available:

- Community Grants Scheme. This scheme aims to assist local voluntary and non-profit making organisations who wish to develop facilities or activities within the district. Awards of up to £2,000 may be available from this source, and
- Planning Gain (S106) Community Facility Contributions. Applications are considered from 'not-for-profit' organisations for funding towards projects which improve local community facilities; we will liaise with Thakeham and West Chiltington Parish Councils to obtain any potential funding.

- **Landfill Tax Credit Scheme Grants (LTCSG)**

Under the LTCSG, certain companies such as Biffa, Hanson and Viridor are using tax credits to reinvest into the communities in which they operate. This investment is usually reserved for projects that enhance either the environment, social, cultural, or recreational facilities for these communities. It is the Club's intention to apply for all grants potentially available in order to provide further funding towards the overall delivery of the Plan.

- **ECB**

By becoming a Focus Club via the Sussex County Cricket Board/ECB, the Club has access to a grant and interest free loans from the ECB to help in development.

- **West Chiltington and Thakeham Parish Councils**

The Club will approach the Parish Councils for further support to assist us achieve the objectives as set out in the Plan. If successful, this will provide up to a further £500 worth of funding each season. There may also be access to a Public Works Loan facility.

## 6.8. Club Social Policy

The members pride themselves on the "spirit" within the Club, and this has been achieved by:

- 5.3.1. Providing an open membership policy;
- 5.3.2. Offering a good range of competitive and social cricket;
- 5.3.3. Senior Club events such as the Annual Dinner, Barn Dance, BBQs and Concerts;
- 5.3.4. General Club events involving families and friends e.g. Family Day;
- 5.3.5. Integration with the two village communities e.g. through local schools;
- 5.3.6. Availability of junior cricket;
- 5.3.7. Working relationships with the local Parish Councils;
- 5.3.8. Excellent communications via the Club newsletter, website etc.; and
- 5.3.9. Providing easy opportunity for local residents to spectate and enjoy the cricket played at the Recreation Ground.

In view of the need to continually raise money to fund ongoing development projects, whilst the Club's social policy is aimed towards providing a wide range of integrating activities, it is also deemed important to use

social functions as a means of fund raising. **In particular it has been agreed that a key objective of this Plan will be to hold one major event per year**, such as the ABBA concert in 2012, Queen Tribute band in 2013 and Grease Tribute band in 2014.

### **6.9. Communications**

In 2008 the Club revamped its website to provide a far more comprehensive site for information and access to information about cricket; this can be found at <http://www.westchiltingtonandthakehamcc.co.uk>. The Club also regularly publishes articles in the two local parish quarterly newsletters and local papers, and at the start of each season, a Members Handbook is created and distributed to all members which was itself enlarged and revamped in 2013, VIPs, sponsors etc. detailing fixtures, social events etc.

A Club newsletters issued to all members, weekly during the season, is also a key method of communicating with all members and interested parties. In 2012 a Junior newsletter was also published on a monthly basis in order to engage junior members and their parents.

### **6.10. Recruitment**

Each year the Club will review its playing members to decide on an appropriate recruitment strategy, which at a minimum will include promotion on the Club's website and through its links with schools; new members will be always be welcome.

New houses are continually being built in the surrounding areas and the Committee will endeavour to promote the Club via estate agents and developers directly and via leaflet drops.

### **6.11. Expenditure**

Clearly there are significant funds available from various local, national and government bodies which the Club is applying for to assist in helping it to achieve the Plan, the costs being shown in Appendix A. Whilst these are correct at the present time, it should be borne in mind that they may be subject to change depending on when they are completed, inflation etc. Finally as stated in the introduction, the Plan will be regularly reviewed to ensure it stays in line with Club's requirements, and all costs outlined will also be subject to revision; Appendix B shows a list of completed projects.

## **Appendix A: Plan Costs**

The list below details costs the Club expects to incur in respect of being able to fund the projects as set out in the Plan. Please note, the list in each section is in order of priority, and the Club will also provide funding as required to support each project.

### **Capital Expenditure**

<b>Item</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>Additional Funding Body</b>	
New roller	£5,000			CC	
Artificial surface refurbishment			£2,000	CC	
Bowling machine					
New square fencing					
Netting replacement			£1,000	CC	
Video coaching equipment			£1,000	CC	
General rotary mower				CC	
Sight Screens		£5,000		CC	
Scarifier		£1,000		CC	
Irrigation system		£2,000		CC	
Electronic scoreboard/housing	£4,000		£6,000	CC	
<b>SUB TOTAL CAPITAL COSTS</b>	<b>£9,000</b>	<b>£8,000</b>	<b>£10,000</b>		

### **General Expenditure**

<b>Item</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>Additional Funding Body</b>	
New Cricket Equipment	£500	£500	1000	CC	
Insurance Costs	£1,100	£1,100	1100	CC	
First Aid Equipment	£100	£100	100	CC	
Club courses (Coaching, First Aid etc.)	£850	£900	950	CC	
Recruitment	£400	£500	500	CC	
Club Coach		5000	6000	CC	
<b>SUB TOTAL CAPITAL COSTS</b>	<b>£2,950</b>	<b>£8100</b>	<b>£8650</b>		
<b>REVENUE &amp; CAPITAL COSTS</b>	<b>£11,950</b>	<b>£16,150</b>	<b>£18,150</b>	<b>£46,250</b>	

### **Abbreviations:**

AFA	Awards For All
CC	West Chiltington & Thakeham Cricket Club
CS	Club Sponsor
HDC	Horsham District Council
L	Club Loan
ECB	England Cricket Board
LT	Lord's Taverners
LTCSG	Land Tax Credit Scheme Grants
PC	West Chiltington and/or Thakeham Parish Council
SE	Sport England

SM Sportsmatch  
M Marillier Trust

**Notes:**

a) All costs are based on 2015/16 estimates/quotes.

**Appendix B: Completed Capital & Equipment Projects**

The list below details the major projects/costs completed during the lifetime of this plan.

**Major Projects & Costs**

Item	2014	2015	2016	2017
New pavilion	<b>£300,000</b>			
New square mower				
New roller			4000	
Bar Licence Upgrade				
Replacement drag mat				
Bowling machine				
New square fencing				
Permanent covers				
Permanent sight screens				
Video coaching equipment				
General rotary mower				
Pavilion extension + storage				£800
Scarifier				
Replacement Surrell roller				
Irrigation system				
Extend ground fencing				
Automated score board		4000		
New clock				
Square extension				
Netting replacement			£800	
Artificial surface replacement				
New Patio			£750	
Scorebox				£6000