

Club Support – Creating Our Future

What do we need to do to achieve our vision?	Objective	Actions	Who	When ?	Cost
	1. 3 Colts teams in junior leagues & increase girls' participation (girls' team) 2. 1 st XI promotion to Hunts League Div 1 3. 2 nd XI to finish in top half of the division they play in 4. Offer regular "Walking Cricket" sessions	1. Publicity, liaise with schools, youth groups, girls-only specific events. 2 & 3. Coaching current players & advertise for new players. 4. Publicity, book school sports hall	1. Schools, parents, cubs, guides, club committee, Cricket East, independent coaches 2 & 3. Players & coaches, club committee. 4. Club Committee, coaches, Cricket East, Let's Get Going CIC, Sandy Secondary School	1. 2025 season 2. 2025 season 3. 2025 season 4. 2022 season	1. £1000-£5000 2 & 3. £500-£1000 4. Cost of sports hall hire (£50 an hour)
Players, Members and Volunteers What do we need to do to improve their experience at our club?	1. Additional Club Coaches	Advertise within club for volunteers, or hire qualified coaches	Club Committee, club members, Cricket East, independent coaches	2024 season	£200 per person (coaching courses) Investigate cost of hiring external coaches
	2. Run a minimum of 6 social events each year	See item 3 in "Finances" section below			
Facilities What do we need to do to improve our facilities?	1. Replace artificial wicket	Secure funding, liaise with a contractor (Durant Cricket) & Sandy Town Council	Chairperson, Sandy Town Council Clerk	2022 season	£6000 (grant secured, club to contribute £700)
	2. Provide black sightscreens for white-ball junior county matches	Quotes from equipment providers (e.g. Durant Cricket), club members to build sightscreens if required	Club Committee, players	2023 season	£500-£1000

	3. Bowdry Water Remover	Seek quotations from suppliers	Club Committee	2023 season	£750
	4. New Brush Unit for SISIS Rotorake	Seek quotations from suppliers	Club Committee, Sandy Town Council	2023 season	STC Facilities budget
Finances How can we save and make money to invest back in our club?	1. Increase revenue from sponsorship year-on-year	Snap Sponsorship online programme Promote club at community events Promote club via social media & newspapers	Club Committee, all club members, parents, Snap Sponsorship account manager	2022 season onwards	£500
	2. Sell all 500 Club tickets every year	Advertise 500 Club tickets via social media, life members newsletter, community events (e.g., Christmas Market), social events	Club Committee, players, parents, life members, local community	2022 season onwards	£200
	3. Run a minimum of 6 social events each year	Race night, quiz night, curry night, comedy night, presentation evenings, etc	Club Committee, players, parents, local community, club sponsors, life members	2022 season onwards	£500

CLUB SUPPORT – PLANNING FOR THE FUTURE

CLUB SELF ASSESSMENT - UNDERSTANDING OUR STRENGTHS AND WEAKNESSES

CHARACTERISTIC	WHAT DOES GOOD LOOK LIKE?	ACTION REQUIRED? Yes or No	PRIORITY Top 5?
PURPOSE	Our committee is representative of our club (includes junior/senior players, parents, volunteers etc.)	Yes	3
	Our committee takes time to ensure it has a clear understanding of where we want to be in 5 years	No	
	We always let our members know what we are trying to achieve as a club	Yes	
SOCIAL	We work proactively with our members to improve their experience	Yes	5
	We are innovative in how we attract new members to our club, ensuring we create a welcoming environment	Yes	1
	We understand the importance of retaining our existing volunteers/players/members and take time to understand their motivations for being part of our club	No	
	We are innovative in how we attract new volunteers to our club, utilising the skills, knowledge and attributes of our members effectively	Yes	4
	We recognise the need to reduce bureaucracy and administration for our volunteers e.g. maximising the use of new technology, influencing leagues etc.	No	
ECONOMIC	We are innovative in increasing our income streams ensuring we can proactively plan for the future	Yes	2
	We work to reduce our running costs and redirect funds into the player experience	No	
	We manage our finances effectively and are compliant with tax legislation	No	
	We work proactively with the leagues to reduce travel costs	No	
	We produce an annual budget to ensure we are in control of our finances and are sustainable in the future	No	
ENVIRONMENTAL	We work to improve access to better indoor facilities for our members	Yes	
	We work to improve access to better outdoor facilities for our members (practice and match play facilities)	Yes	
	We manage our energy and water use effectively to help reduce our costs	No	
	We are prepared for changing climate patterns and to reducing the impact that drought and flooding may bring to our club	Yes	
	We continuously monitor the usage of our facilities and our membership levels and look to source alternatives / new facilities	No	
	We work proactively with our community to open up our facilities creating a warm, welcoming environment and help raise money	No	

Club Support – Planning for the Future

Who Do We Engage With?

Who should we engage with internally? e.g. players, parents, coaches	Do we currently? (Yes / No)	How regularly?	Is this engagement one way or two way?	Do we engage effectively? Do we understand the impact we are having?	Any improvements we could make?
Players/Parents	Yes	Ongoing	Majority is from the club to the players/parents	No	Strengthen communication links and encourage feedback/participation. Encourage parents to join the club committee.
Coaches	Yes	Ongoing	Two way	Yes – Club coaching staff are on the club committee	No
Groundsmen	Yes	Ongoing	Two way	Yes	No
Who should we engage with externally? e.g. schools*, businesses, community groups					
Schools	Yes – One of the Lower Schools No – Secondary School	Infrequently	Lower School – one way Secondary School – N/A	No.	1. Improved liaison with the relevant teachers. 2. All Stars Programme
Community Groups	No	Not at all.	N/A	Not applicable.	Explore interest from Cubs/Brownies, liaise with Let Get Into organisation
Business	Yes	Occasionally	Two way	No.	Increase use of SNAP Sponsorship online account