



CLUB SUPPORT PLANNING FOR THE FUTURE


CLUB SELF ASSESSMENT UNDERSTANDING OUR STRENGTHS AND WEAKNESSES

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

Club Support | ECB Clubmark – Planning for the Future

Example Template

Our Club Purpose: What are we trying to achieve?					
Challenges	Objectives	Actions	Who	When - (1/3/5 years)	Cost
Social e.g. referring to club players, members, volunteers, community and committee 	A 3 rd team playing league cricket	Regular fixtures at present, establishing a long term relationship with Thames RFC and creating a grass wicket	Club Chairman & Club Development Officer	2 years	£17k
	A 4 th team playing league cricket	Regular fixtures at present, establishing a long term relationship with Thames RFC and creating a grass wicket	Club Chairman & Club Development Officer	4 years	See above
	Developing links with all 8 junior schools in Rainham	Offers of presentations and coaching sessions within the schools. Continuation of Rainham CC Kwik Cricket tournament	Club Development Officer & Club Coaches	2 years	Nothing
	Encouraging more girls to play cricket and establish a girls only team	Offers of presentations and coaching sessions within the schools. Continuation of Rainham CC Kwik Cricket tournament	Club Development Officer & Club Coaches	5 years	Nothing
	Establish a Sports Association in conjunction with Byron Red Star Football Club	Further meetings with Byron Red Star and the local council	Club Chairman	2 years	Nothing
Environmental e.g. referring to club facilities and capital expenditure 	Improved practice facilities at Spring Farm Park	New outdoor net practice facility and new pitch roller	Club Development Officer	1 year	£32k
	A long term lease for our existing ground	Meetings with the local council	Club Chairman	3 years	
	Establish a long term relationship- with Thames RFC for a regular 2 nd ground and develop a new grass wicket	Meetings with Thames RFC committee. Funding via the Veolia Riverside Trust	Club Chairman & Club Development Officer. Club Groundsman and Thames RFC Groundsman	2 years	£17k
	Extension & Improvement to existing club house in Spring Farm Park	Meetings with the council, local football teams and park users. Funding via Sport England & Veolia Riverside Trust	Club Committee	5 years	£150k

Economic e.g. referring to club finances, revenue, costs and contingency 	Establish a long term local sponsor for the club	Meetings with local business groups	Club Chairman & Club Development Officer	2 years	nothing
	Further funding via the Veolia Riverside Trust for a new grass wicket	Application to the Veolia Riverside Trust	Club Development Officer	2 years	£17k
	Further social activities to build on the success of Presidents Day to raise further revenue	Establish a social committee instead of just a secretary to share the workload	Social Committee	1 year	nothing
	Funding via Sport England to extend and improve the existing club house facilities at Spring Farm Park	Meetings with the council, local football teams and park users. Funding applications via Sport England & Veolia Riverside Trust	Club Committee	5 years	£150k

Do your objectives all contribute to your club's purpose?

An equal balance of activity and resource must be put into the social environmental and economic elements of any cricket club in order to improve its sustainability

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Who Do We Engage With?

Who should we engage with <i>internally?</i> 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	Yes	Formally - monthly all year round, via newsletters and committee meeting minutes. Also via the AGM. Informally - every practice session and match days.	Generally two way, mainly from the committee to the players but all members have the opportunity to air any feedback at committee meetings via an invite or at the AGM	It would appear to be affective as players don't seem to say they do not know what is going on.	Further formal feedback from players

Parents	Yes	Formally - monthly all year round, via newsletters and committee meeting minutes. Also via the AGM. Informally - every practice session and match days.	Generally two way, mainly from the committee and coaches to the parents but all parents have the opportunity to air any feedback at committee meetings via an invite or at the AGM	It would appear to be affective as parents don't seem to say they do not know what is going on.	Further formal feedback from parents. Establish a youth team committee with parent volunteers
Coaches	Yes	Formally - monthly all year round, via newsletters and committee meeting minutes. Also via the AGM. Informally - every practice session and match days.	Two way	Could be better once the coaching plans are finalised, communicated and inserted in the Club Mark pack in the club house	Finalise the coaching plans and insert in the Club Mark pack in the club house
Who should we engage with externally? e.g. schools*, businesses, community groups					
Local Schools	Yes	From January to September each year to arrange coaching sessions, school presentations and local school tournaments	Two way	It would appear to be effective as we have recruited many junior school age youth members and arranged our first under 11s fixtures for many years. Our junior membership increased this year	Yes, to establish links at Whybridge and Scargil Schools
Local Scout Group	Yes	From January to September each year to arrange coaching sessions, school presentations and local school tournaments	Two way	It would appear to be effective as we have recruited many junior school age youth members and arranged our first under 11s fixtures for many years. Our junior membership increased this year	Yes, to establish links with the other 2 Rainham Scout Groups

Rainham Village Fayre	Yes	Mainly march and October each year just before the 2 Village Fayres	Two way	It could be better, as its only a couple of times a year	We think it's important that we continue this link as more local businesses and the community in general are made aware of the club
London Riverside BID	yes	All year around we have links via our websites, monthly newsletter and regular telephone calls and emails	Two way	Yes London Riverside BID sponsor our club shirts and have agreed to sponsor the local Kwik cricket tournament over the next 5 years	Not at this moment in time as its only in our first year
Havering Veolia Riverside Trust	yes	Mainly to update on funding opportunities or projects we have in mind	Two way	Yes as and when required	Yes we could be better at ensuring our projects are completed quicker to keep them fully updated.
Havering Council	yes	Regularly throughout the year to discuss rent, pitch maintenance, club house maintenance	Two way	Yes as and when required	At present we have a good relationship with the local council

*Evidence of an effective school/club link is required to achieve ECB Clubmark.

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'Our Club'

