



Rainham Cricket and Football Club

Affiliated to the Essex CCB and the Essex FA

Spring Farm Park, Lambs Lane North, Rainham, Essex. RM13 9XF
www.rainhamcc.co.uk | @RainhamCricket | fb.com/RainhamCC

Established 1896



Club Development Plan - 2019

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	
	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	Yes	
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

Planning for the Future

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	Sunday Cricket every weekend of the year	Recruit captain who is willing to run full schedule of League and Friendly matches on Sundays	Club Chairman & Sunday Captain	2 years	Nothing
	Developing links with all 8 junior schools in Rainham	We are carrying out coaching at all junior schools within Rainham but just need to strengthen our links with Whybridge.	Club Development Officer & Club Coaches	1 year	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
	Ensure more parents involved with volunteer roles with junior cricket	More coaches or coach support workers	Club Chairman	1 years	Nothing
Environmental e.g. referring to club facilities and capital expenditure	A long term lease for our existing ground	Meetings with the local council Cost/benefit analysis	Club Chairman & Non-Cricket Director	3 years	?
	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	Relationship with Berwick Manor is still under development. We still don't have a "gold" tier sponsor.	Club Chairman & Club Development Officer	2 years	nothing



	Further social activities to build on the success of Presidents Day to raise further revenue	Establish a schedule of 5-6 well-attended social events per year.	Social Committee	1 year	nothing
	Funding via Sport England to extend and improve the existing club house facilities at Spring Farm Park	Meetings with Meetings with the council, local football teams and park users. Funding applications via Sport England & Veolia Riverside Trust	Club Committee	5 years	£150k

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. Notices in club WhatsApp groups.	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 effective 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 and presentation night. 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 effective 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	Yes we do engage effectively as all coaching plans are on the club website and we hold a mid-season formal review. Also regular weekly texts and emails	Meet more formally monthly
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 our junior membership increased year on year. Our All Stars programme is very well subscribed.	Yes, to establish better links at Whybridge Schools
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
Berwick Manor	yes	All year around we have links via our websites, monthly newsletter and regular telephone calls and emails	Two way	Berwick have committed to funding us for the 2019 season as the main shirt sponsor.	Its only year on year and we need to establish something more long term.
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
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*Evidence of an effective school/club link is required to achieve ECB Clubmark.

