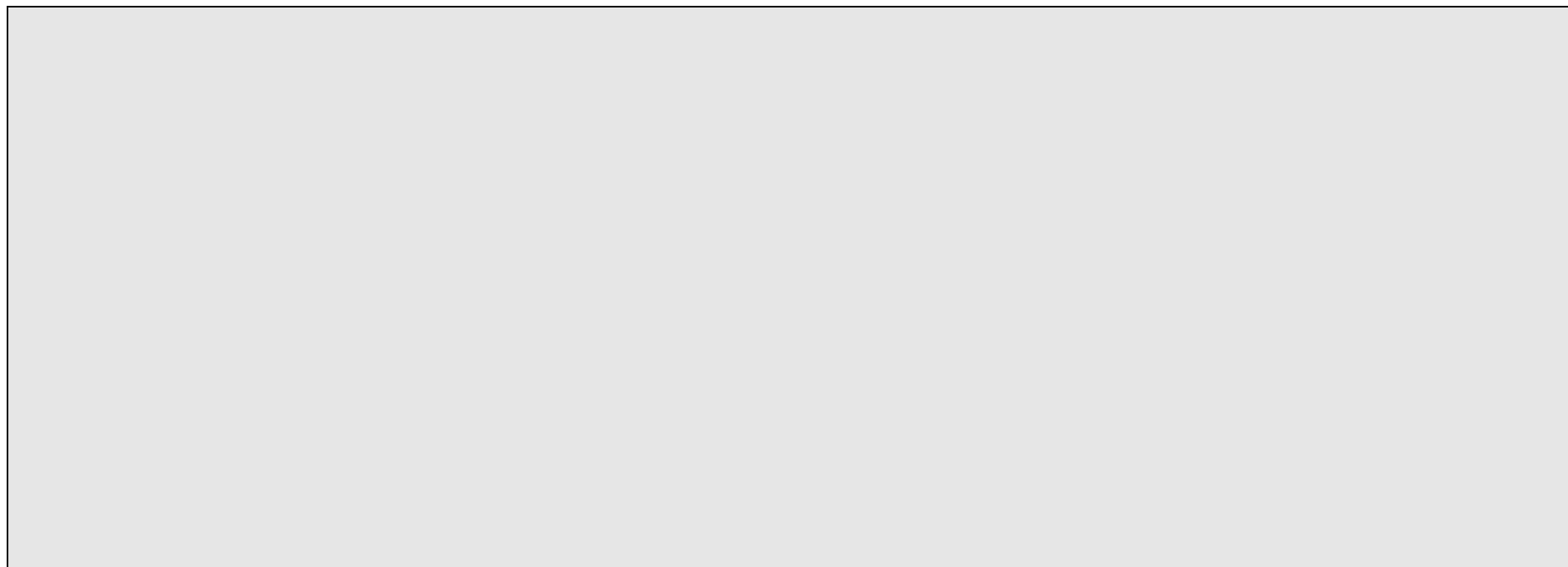




7 CLUB DEVELOPMENT PLAN

CARRICKFERGUS CRICKET CLUB DEVELOPMENT PLAN *(2011 -2016)*





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CLUB BACKGROUND AND INTRODUCTION

Carrickfergus Cricket Club who are based at Middle Road in the town, was established in 1868 and were original members of the Northern Cricket Union of Ireland. The Club currently fields four adult teams with the 1st XI playing in the NCU Premier League, and the 2nd XI also playing at the highest possible level. The Club has a very active youth section and fields teams at Under 11, Under 13, Under 15 and Under 17 levels in league and cup competitions. Carrickfergus Cricket Club boasts playing and social facilities which are among the best in Northern Ireland.

CLUB VISION

To make the Club more sustainable in the long term and to become a trophy winning Premier League team by combining player development and the recruitment of players.



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CLUB MISSION

To provide opportunities and facilities for people of all ages and abilities to participate in cricket, develop their skills, and encourage a lifelong involvement in the Club and its activities.

CLUB VALUES

- An open and inclusive club, welcoming all members of the community.
- Valuing the contribution of the clubs volunteers, and encouraging more volunteers to play active roles within the Club..
- Responsive to the needs of club members.
- Providing a safe environment for young players and their families.
- Encouraging parents to become involved in Club activities
- Encouraging members to obtain coaching qualifications and become involved in coaching activities.
- Encouraging players to have a positive attitude towards practice and to attend sessions on a regular basis.



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CLUB S.W.O.T ANALYSIS	
STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Effective club management structure in place• Large membership in family orientated Club.• Large junior membership.• Youth players being successfully integrated into Club's adult XI's• High quality playing and social facilities available for club use.• Good relationships with local schools, regular coaching provided• Kwik cricket competition run for primary schools, and Miles Cup competition for Year 8 in local secondary schools• Summer scheme during holidays run at Club for local school children.• Safe environment with qualified coaches and Child Protection Policy• Effective communications to Club members, and parents/guardians• Community involvement – charity events run regularly by Club members.	<ul style="list-style-type: none">• Low adult playing membership.• Senior practice sessions not well organised at present• More volunteer involvement required in assisting to run the club.• Difficulty in obtaining major sponsorship.• Image could be improved with kit and clothing.• Retention of and better use of qualified coaches for junior coaching sessions.• Coach/participant ratio at junior coaching needs improvement.• Facilities at second ground require improvement.



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OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Make better use of club website, and other media in increasing Club's profile.• Encourage members to attend coaching courses, and other courses being run by local councils eg: Safeguarding children, First Aid etc.•	<ul style="list-style-type: none">• Retention of young adult players after they leave school.• Junior members involvement in other sports and pursuits.• Retention of leading players after their 1st XI days are over.• Retention of retired players in Club administration.• Current economic environment.



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CLUB MANAGEMENT

Aim
To manage the club in an effective and efficient manner.

Objective	
<ul style="list-style-type: none"> To recruit more playing members.. To encourage members to take a more active volunteer role within the Club. To continue to provide excellent facilities for cricket. 	<ul style="list-style-type: none"> To manage the Club on a sound financial basis. To attract sponsorship, including if possible one major sponsor. To promote the Club in a positive way in the local community.

Action Plan

Objective (what needs done)	How (how you intend to achieve objective)	Who (responsibility)	When (timescale)	Finance (cost - if any)	Completion (month & year completed)
To recruit more playing members	To encourage players to join the Club to improve their game, the standard of cricket they are playing, and playing facilities	Captains, Professional/Coach, Development Officer/Coaching Director, Players.	Ongoing	None	
To encourage members to take a more active volunteer role within the Club.	To encourage members to assist with various roles within the club both on and off the field, to serve on committees and sub-committees	Management Committee, Captains, Development Officer/Coaching Director.	Ongoing	None	
To continue to provide excellent facilities for cricket.	To maintain the playing, practice, changing, and social facilities to a high	Management Committee, Cricket Committee, House Committee.	Ongoing	Yes	As required



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	standard				
To manage the Club on a sound financial basis.	To ensure that bank accounts are regularly monitored, budgets are adhered to, stock control measures are regularly monitored, major projects are priced and tendered on a competitive basis, and that proper audited accounts are provided on an annual basis	Management Committee, Finance Committee, Accountant, Stocktaker.	Ongoing	Yes	
To attract sponsorship, including if possible a major sponsor.	Identify and contact businesses who may be willing to support the club.	Management Committee, members.	Ongoing	None	
To promote the Club in a positive way in the local community	Best use of website and local media to advertise and promote matches and other events.	Management Committee, members.	Ongoing	None	
To encourage playing members to support the Club's weekly Lottery.	Try to get players to buy tickets for the Lottery which is the only fund raising we ask them to do.	Management Committee, captains, members.	Ongoing	None	



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COACHING

Aim	
To provide high quality coaching for junior and senior members, and create a better practice ethos.	
Objective	
<ul style="list-style-type: none"> To encourage all qualified coaches to assist at junior practice sessions To improve the ratio of coaches to participants at junior coaching sessions To encourage members to obtain coaching qualifications. CPD for current qualified coaches To have a 1st XI team manager, and a designated manager for each of the youth teams. 	<ul style="list-style-type: none"> To encourage all senior players to attend practice on a regular basis, and for 1st XI squad members to observe the Code of Conduct To encourage parents to assist at junior sessions and matches To explore how the Club can start women's cricket To explore how the Club can deal with people with disabilities.

Action Plan

Objective (what needs done)	How (how you intend to achieve objective)	Who (responsibility)	When (timescale)	Finance (cost - if any)	Completion (month & year completed)
To encourage all qualified coaches to attend junior practice sessions.	Set up a rota of volunteer coaches to assist professional at club's junior coaching sessions.	Development Officer/ Coaching Director	2011 season	None	
To improve the ratio of coaches to participants at junior coaching sessions.	As above with the additional involvement of Access NI checked Club volunteers and parents	Development Officer/Coaching Director	2011 Season	None	
To encourage members to obtain coaching	Make players and parents aware of the opportunity to	Development Officer/Coaching Director	2011	Assistance with course fees	



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qualifications.	get involved in coaching. Enrol interested parties on Level 1 coaching course.				
Continuing Professional Development for qualified coaches.	Encourage Level 1 coaches to attend Level 2 course. Coaches to attend courses provided by local councils such as Safeguarding Children, and First Aid.	Development Officer/Coaching Director	2011	Assistance with course fees.	
To have a 1 st XI team manager and team managers for each of the junior teams	Encourage appropriately qualified/experienced people to carry out these roles.	Management Committee, Cricket Committee, Development Officer/Coaching Director	Ongoing	Possibly expenses	
To encourage all senior players to attend practice on a regular basis, and for 1 st XI squad members to observe the Code of Conduct.	Ensure that practices are properly organised and worth attending. Coaches to be available at all sessions. Appropriate training equipment such as bowling machine etc used. Nets to be properly looked after.	Cricket Committee, Development Officer/Coaching Director, Professional/Coach, Captains.	2011 season	Possible purchase of equipment, maintenances costs.	
To encourage parents to assist at junior sessions and matches	Organise a rota for parents to assist with transport to away matches. Encourage to get involved on practice nights.	Development Officer/Coaching Director, Professional Coach, Captains	2011 season	Possible re-imbursment of some petrol costs.	



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<p>To explore how the Club can start women's cricket</p> <p>To explore how the Club can accommodate people with disabilities who are interested in participating in our activities.</p>	<p>Continue to include girls in primary schools Kwik Cricket sessions. To contact local hockey clubs to encourage interest in playing cricket in summer.</p> <p>Two members to attend a disability awareness course to understand this better.</p>	<p>Cricket Committee, Development Officer/ Coaching Director, Professional/Coach</p> <p>Cricket Committee, Development Officer/Coaching Director</p>	<p>2011</p> <p>2011 or 2012</p>	<p>Possible</p> <p>Course fees</p>	
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CLUB FACILITIES

Aim
<ul style="list-style-type: none"> To continue to provide members with high quality and appropriate facilities.

Objectives
<ul style="list-style-type: none"> Ongoing improvements to playing, practice, changing, and social facilities

Action Plan

Objective (what needs done)	How (how you intend to achieve objective)	Who (responsibility)	When (timescale)	Finance (cost - if any)	Completion (month & year completed)
Practice nets	Complete upgrade of practice facilities started in 2010 by providing extensions to bowlers run ups	Management Committee	Early as possible in 2011	£600.00	01/05/11
Compliance with any Cricket Ireland requirements for Premier League status	Complete any necessary upgrade to facilities	Management Committee, Cricket Committee	By 2012	Possibly	01/04/12
Explore possibility of second ground at Middle Road, and/or ensure completion of upgrade by council of facilities at Beltoy	First dependant on availability of land and grants, second ongoing with Carrick Council, new pavilion at Beltoy imminent	Management Committee	Ongoing	Yes	



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Further upgrades may include new sight screen at Woodburn end of ground, electronic scoreboard, shower in umpires room etc.					



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CLUB PRIORITIES

- To encourage members to take on a more active volunteer role within the Club.
- To encourage players to attend practice on a regular basis.
- To recruit more playing members.
- To encourage all qualified coaches to assist at junior practice sessions.
- To encourage more parents to become involved in Club activities.
- To encourage members to obtain coaching qualifications and become involved in coaching activities.



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CLUB CONTACTS

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Club captain: Iain Parkhill, Telephone: 07900 278966, email: iparkhillccc@hotmail.co.uk

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