



Stroud Cricket Club Development Plan 2022

There are four threads to our development plan...



... each of which has objectives and underlying actions

Objective three years out

How we will recognise it

2022 imperatives

Our big and bold statements of where we will be in three years' time

Some supporting illustration of how we will know we've met our objective

Key specific activities for this year that are vital in propelling us on our chosen path



SCC Development Plan 2022: Playing

Objective three years out	How we will recognise it	2022 imperatives
Mens senior teams are playing at a strong league level that supports effective migration of players up and down	First XI: utterly secure in WEPL Premier 2 Second XI: target GCCL Division 3 Third XI: target GCCL Division 7 Fourth XI: happy with either SDCA 1 or 2 (but more importantly, acts as an effective route for youth players in to adult cricket)	Retention of key first XI players New player recruitment plan (first XI especially, and throughout)
A stable, growing and well-respected youth set-up that propels talent in to the senior teams	Club of choice for ambitious youth players More youth players in zonal and county squads Better transition/integration of youth in to adult teams More homegrown youth playing at higher levels in adult teams Active retention of players through the difficult teenage years U16 GYCL team in place U19 T20 team well-established	Reinforced coaching investment on Monday evenings U19 manager/coach in place
Women's cricket is well-established and growing in all formats	Softball team is a mainstay of leagues and festivals Hardball league team established Evident progression of girls from youth set-up in to womens Womens membership is seamlessly part of whole club membership	Continue to strive for match/festival participation as widely as possible Investment in coaching extended to matches as well as training
The club is a valued partner for County disabled cricket activities	Used as a trusted base for training nights One of the first ports of call for match requests	Initial steps towards Disability Champion club status
Quality, consistent and co-ordinated coaching is in place across the whole club	All senior sides and players have regular access to good coaching in order to improve if they wish to Youth teams are well supported with excellent coaching at all ages Womens team coaching support across training and matches	Continue to develop and extend relationships with Fourth Stump and Gecko Further investment in to club member coaching training



SCC Development Plan 2022: Facilities

Objective three years out	How we will recognise it	2022 imperatives
<p>Our playing facilities, ground infrastructure and pavilion fabric have continued to be well invested in with clear and careful prioritisation</p>	<p>We will have tackled the highest priority elements/projects from our ongoing “long list” of potential requirements:</p> <ol style="list-style-type: none"> 1. Ground equipment (potential upgrades/replacements required) 2. Car park (improvements, how to maximise usability) 3. Second pitch scoreboard (new one required) 4. Covers (new for main pitch, with existing to second pitch) 5. Sightcreens (new and/or sustainable refurbishment) 6. Nets (electric feed and storage unit for bowling machine, extension of astro run-ups, lighting) 7. First pitch “scoring combo” (new scorebox next to pavilion and/or video broadcast facilities and/or move scoreboard along far side) 8. Groundsman’s unit (large scale unit to house all equipment/consolidate all in from containers) 9. Exterior painting (all exterior parts of pavilion properly painted) 10. Pavilion roof (leaks identified and fixed, rotting section mended/replaced) 11. Pavilion floor (options and costs prepared for partial/full repair/replacement possibility) 12. Changing room floors (options and costs for replacement) 13. Nature reserve (management plan in place) 14. Driveway lighting (lighting to car park and potentially first section too, to help club and external event customers) 15. Driveway (sufficient ongoing maintenance to prevent deterioration) 	<p>From the “long list” we expect to have completed:</p> <ol style="list-style-type: none"> 3. Second pitch scoreboard (with sponsorship opportunity) 9. Exterior painting 10. Pavilion roof 12. Changing room floors 17. Upstairs <p>After the end of the 2022 season we will assimilate cost/benefit assessments (at least high level) for all potential projects and review prioritisation/sequencing</p>

	<ol style="list-style-type: none">16. Cellar (reliable and robust ongoing maintenance of pipes and equipment, potential for cooling)17. Upstairs (creation of players' lounge and reconfiguration of storage)18. Kitchen (control of access and/or security for contents)19. Waste management (solutions for food waste, general waste/recycling, dogs)20. Outside seating (more seating for spectators around the ground and/or on the verandas)21. Skittle alley (repairs required and/or opportunities to replace/simplify set-up)22. Bar (replacement and/or secure fridges) <p>Our rolling review process of our development plan, allied to our financial position and forecast, drive our annual activity based on immediacy of requirement and/or opportunity</p> <p>Clear owners will be in place for larger and/or mission-critical initiatives</p>	
--	---	--



SCC Development Plan 2022: Finance

Objective three years out	How we will recognise it	2022 imperatives
We have a robust and sustainable financial position	Irrespective of the ebbs and flows of the annual accounts, we have maintained a prudent underlying financial reserve	Prepare an outline three year financial forecast (with one year detail for 2023) Propose level of financial reserve to next AGM
Sponsorship has become a full and professional operation	We have delivered a step change in income, with an underlying robustness/repeatability Our annual sponsors' day has become a meaningful, much enjoyed and greatly anticipated date in the diary Utilising our sponsorship opportunities around the ground has created a visible and tangible difference	Identify a candidate for the committee position to be enlisted at the next AGM
We have a regular programme of "homely" fundraising/social events	There is some form of club event every month in-season The end-of-season presentation evening has become a must-attend for all membership groups Out-of-season we have at least two material events that bring a meaningful part of the club together	Begin the ethos of more frequent events by encouraging a range of "owners" to create and manage one
We are renowned as the best venue in the area to hire for parties and events	We have maintained the majority of our bookings being generated through word of mouth and repeat customers Feedback after events is consistently very positive Capacity utilisation (out-of-season, and within the constraints of in-season) continues to rise	Review of bar and hire prices (within the context of rising costs, and competitively benchmarked) Continue to build number and flexibility of bar/events team



SCC Development Plan 2022: Volunteers

Objective three years out	How we will recognise it	2022 imperatives
All club activities are supported by wide-ranging sub-committees/working groups	Widespread involvement of people in running things, with responsibilities often broken-down in to small, confined tasks for ease of commitment Epitomised by a switch from “are you involved in helping the club?” to “which part of the club are you involved with supporting?” Appropriate opportunities are provided for club members/ youth parents to receive training and/or support in respect of: coaching; scoring; umpiring	Develop the draft approach further, especially through trialling sub-committees/working groups on live initiatives
Regular and valuable (both ways) meetings with members to share plans/receive ideas and feedback	A clear programme is in place and widely communicated Members understand the various ways and means that they can most easily input to/engage with the club	Evolve proposed approach and ownership to a clear launch point
Social media engagement, for both members and other stakeholders, is considerable and frequent	There is a regular, consistent and appropriate flow of stories, news and updates on our key social media channels A material proportion of the membership are “tuned-in” to the content and channels that suit them	Complete the development of the framework and supporting processes for creating and publishing content Deliver a tangible step-up of content delivery to start gaining momentum/traction