

Yorkshire Cricket Board

Club Development Pathway

July 2001

**Developing your Club
into the Future....**

Yorkshire Cricket Board

YCB Club Development Pathway

Introduction

The YCB Club Development Pathway is designed to help cricket clubs to plan for the future and prepare a development plan in preparation for seeking grant aid and support of the grant aid.

Each funding agency has limited funds and its own criteria against which allocation of funding/grant aid is made. In a number of instances agencies will also consider the relevance of a Club Development Plan to the County Board Development Plan for Cricket.

The key factor in successfully gaining access to funds is *a written development plan*. A model framework has been devised to help you plan your pathway.

Irrespective of whether you are seeking grant aid or not, it is recommended that every club should have a development plan. It makes good sense for all sections of a club to be aware of their role in securing both the club and cricket's future.

What is a Development Plan?

A development plan is nothing more than a statement of your club's plans and ambitions over a stated time period.

There are no right or wrong ways to produce your club's Development Plan; the key to a successful plan lies in its relevance to your club and its future plans.

This paper has been produced to help your club prepare a Development Plan to achieve its respective goals based around the following sections:

- What have we got now?
- What do we want?
- How will we get there?
- When will we get there?
- Who is responsible?
- What will it cost?

Eleven core areas are key to the future planning and well being of a cricket club:

Club Structure	Equipment
Junior Section	Fixtures
Teaching and Coaching	Local Community
Membership	Women's Section
Facilities	Club/School Links
BEM/Disability Links	

Is it beneficial to have a plan?

Yes. A simple club development plan will go along way to demonstrate how your plans meet the respective criteria of various funding agencies. This will give your club every opportunity to obtaining funds needed to put plans into action.

Along with this, your development plan will demonstrate to local schools and community groups what your club has to offer for potential new players/members. *The focus needs to be on young people.*

How do we write a Plan?

This paper has been produced to help your club think about its future goals and offers a clear framework within which to write your plan.

So we shall begin... The plan starts by asking you a few simple questions, which requires only a “yes” or “no” answer. By completing this your club will not only have a good broad picture of the provision it currently makes, but will find some suggestions as to different ideas it may wish to incorporate into its plans. This part of the plan is absolutely essential.... *“Where have we got now?”*

Only then, can you proceed. Having worked through the questions and taken a look at your current position, the **YCB CLUB DEVELOPMENT PLANNER** gives you a “model” format for your club development plan.

This gives you a chance to set out a simple plan for the future of the club detailing, what you have, what you want, how will you get it, how will you do it, when will you do it and how much it will cost.

You will find that some sections may not be within the means of your club or that the current provision is more than adequate. *You are therefore urged to plan only for those areas that will be of benefit and can realistically be achieved.*

What happens after we have completed the plan?

Once completed it is important that you allocate a cost to each element of your plan, to give an idea of the funding you will require to put your plans into action. From this, a timescale should be attached indicating when you hope to put each section into practice and highlight who will be responsible for each section.

Your Club Development Plan will act as a summary of your current position and what you plan to offer in the near future. In this form it should be submitted as part of any application for funding and be circulated to local schools and the community to establish links and attract new players.

The plan should serve to inform all members of their role in ensuring your club moves forward into the future.

Club Structure

It is important your club's constitution and committee structure allows you to put into action any future plans you may consider. These questions will help you assess your current structure.

- | | | |
|---|---|---|
| 1. Is your club affiliated to ECB through your local County Cricket Board i.e. Yorkshire Cricket Board? | Y | N |
| 2. Does your club have an "open door" membership policy? | Y | N |
| 3. Does your committee(s) represent the views of: | | |
| ➤ All playing members (incl. Juniors and parents)? | Y | N |
| ➤ All non-playing members? | Y | N |
| ➤ Coaches, umpires and scorers? | Y | N |
| ➤ Local schools and community groups? | Y | N |
| ➤ The groundsman? | Y | N |
| 4. Does your committee(s) take into account: | | |
| ➤ Financial matters? | Y | N |
| ➤ Fixtures? | Y | N |
| ➤ Buildings? | Y | N |
| ➤ Ground matters? | Y | N |
| 5. Is your club insured? | Y | N |

Junior Section

Your club's junior section is the key to a successful future; it will usually be a core element in any grant aid application and will keep your senior teams supplied with players, umpires, coaches and administrators. The following will help you assess your current provision for juniors.

- | | | |
|---|---|---|
| 1. Does your club have a junior section? | Y | N |
| 2. Has your club a junior co-ordinator? | Y | N |
| 3. Are there various age range teams? | Y | N |
| ➤ U9 | Y | N |
| ➤ U11 | Y | N |
| ➤ U13 | Y | N |
| ➤ U15 | Y | N |
| ➤ U17 | Y | N |
| 4. Is there a girls' section/team? | Y | N |
| 5. Does your club have at least one ECB qualified coach? | Y | N |
| 6. Are there established links between your club and local schools? | Y | N |
| 7. Are regular practice sessions organised? | Y | N |
| 8. Does your club have a junior fixture programme? | Y | N |
| ➤ Do you enter the local junior cricket league? | Y | N |

- | | | |
|---|---|---|
| 9. Are parents encouraged to help run your junior section? | Y | N |
| 10. Can your club ensure the safety of your junior members? | Y | N |
| 11. Do you nominate better players for trials? | Y | N |

Teaching and Coaching

A most vital part of junior development. In order to ensure that the cricket played at your club is both safe and of a high standard it is vital that the teaching/coaching of the game is undertaken at the appropriate level. This section will help your club to look at the teaching/coaching on offer and make sure it is right for your club's needs.

- | | | |
|---|---|-----------|
| 1. Does your club have at least one coach per 15 playing members? | Y | N |
| 2. Does each team have a coach? | Y | N |
| 3. Do any of your coaches have the following qualifications? | | How Many? |
| ➤ Cricket Leadership Award | Y | N |
| ➤ ECB Teaching Award | Y | N |
| ➤ ECB Coaching Award | Y | N |
| ➤ ECB Level 1 | Y | N |
| ➤ ECB Senior Award | Y | N |
| ➤ ECB Level 2 | Y | N |
| ➤ ECB Advanced Award | Y | N |
| ➤ ECB Level 3 | Y | N |
| ➤ ECB Staff Coach | Y | N |
| 4. Are all of your club's coaches aware of ECB Child Protection Policy and Procedure? | Y | N |
| 5. Has your club appropriate insurance to cover coaches and their activities? | Y | N |

Membership

Each of your club members will have something to offer in terms of professional qualifications and/or vocational/recreational skills. These should be utilised to ensure your club is run as effectively and efficiently as possible. This section will highlight any problem areas.

1. How many senior playing members have you?
2. How many junior playing members have you?
3. How many non-playing (social) members have you

		How Many?	
4. Does your club have:			
➤ Qualified coaches?	Y	N	
➤ Qualified umpires?	Y	N	
➤ Qualified scorers?	Y	N	
➤ Qualified groundsmen?	Y	N	
➤ Social Organiser?	Y	N	
➤ Fund raising event organiser?	Y	N	
➤ Other dedicated officials?	Y	N	
5. Do you actively recruit and “reward” your volunteers?	Y	N	
6. Are any of your members: Accountants, teachers, bar staff, administrators, builders?	Y	N	
7. Does your club have a membership recruitment plan?	Y	N	

Facilities

A club cannot expect to move forward without suitable facilities in which to play and enjoy cricket. A simple assessment of your clubs facilities will make forward planning much easier. The questions will help you.

1. Does your club own its ground?	Y	N	
2. If not, do you have a tenure agreement?	Y	N	
3. If so, how long is it for?			Years
4. Is your pavilion secure?	Y	N	
5. Does your club provide satisfactory changing and catering facilities?	Y	N	
6. Are both the square and outfield safe and well maintained?	Y	N	
7. Does your club have a safe:			
➤ Non-turf match pitch?	Y	N	
➤ Non-turf practice pitch?	Y	N	
8. Is there a safe, well maintained practice facility with nets?	Y	N	
9. Are there safe, well maintained covers, Sightscreens and scoring facilities?	Y	N	
10. Does your club have a comprehensive insurance policy?	Y	N	
11. Does your club have a first aid kit as required by law?	Y	N	
12. Are you aware of the Health and Safety Act requirements?	Y	N	
13. Does your club use indoor nets during the winter?	Y	N	

It is recommended that you read relevant Sport England Guidance Notes for Pavilions/Changing areas and ECB Pitch Preparation and Maintenance booklet.

Equipment

- | | | |
|--|---|---|
| 1. Does your club possess Kwik Cricket equipment? | Y | N |
| 2. Does your club provide safe and well maintained playing equipment?
<i>Bats, pads, gloves for batting and wicket keeping, protective Equipment (boxes etc.), practice/match balls, stumps, bowling markers etc.</i> | Y | N |
| 3. Does your club have access to: | | |
| ➤ A roller(s) for square and/or outfield? | Y | N |
| ➤ A mower(s) for square and /or outfield? | Y | N |
| ➤ Other pitch preparation equipment? | Y | N |
| 4. Does your club provide items such as umpires coats, Boundary markers, scorebooks etc. | Y | N |

Ownership of the above items of equipment is not necessary, but access to, and the use of, such equipment will prove vital in the successful activities within your club.

Fixtures

It is vital that all players have the opportunity to play cricket at the level their ability allows. This section will help you assess your current fixtures provision and identify any areas for change.

- | | | |
|--|---|---|
| 1. Does your club enter a team(s) in: | | |
| ➤ A local senior/county league or cup competition? | Y | N |
| ➤ A local junior/county league or cup competition? | Y | N |
| ➤ ECB U13 National Club Competition? | Y | N |
| ➤ ECB U15 National Club Competition | Y | N |
| 2. Do your club's junior members play senior cricket when appropriate? | Y | N |
| 3. Does your club encourage players to be considered for the: | | |
| ➤ Lord's Taverner's U11, U13 and U15 Festivals? | Y | N |
| ➤ Joe Lumb Competition? | Y | N |
| ➤ ECB U17 County Championship | Y | N |
| ➤ YCB Open Age Team? | Y | N |
| ➤ YCB Over 50's County Team? | Y | N |
| ➤ Yorkshire Schools teams (U11, U12, U13, U14, U15) | Y | N |
| ➤ Yorkshire Senior Schools teams (U19) | Y | N |
| ➤ Women's Competitions | Y | N |
| ➤ Competitions for people with disabilities? | Y | N |
| 4. Do you enter/organise a Kwik Cricket event? | Y | N |

Local Community

The most successful club development programmes usually have strong links with the local community. Links with schools and other groups are vital and this section sets out to help you identify potential partners.

- | | | |
|---|---|---|
| 1. Does your club share facilities with local groups?
<i>i.e. Youth Club, Scouts, Cubs, Girl Guides, Brownies, WI, Boys and Girls' Brigade, Church Group</i> | Y | N |
| 2. Has your club a point of contact for local community groups? | Y | N |
| 3. Does your club promote itself in local groups and/or press? | Y | N |
| 4. Do you have a sponsor or partnership agreement With local business | Y | N |
| 5. Is our County Cricket Development Officer aware of your plans? | Y | N |
| 6. Do you have regular contact with your Local Authority Sports Development Officer? | Y | N |

Club/School Links

The most successful club development programmes usually have strong links with the local schools. This section sets out to help you identify how strong your links are. The Club/School Link is to create opportunities for both parties to make best use of club and school facilities and to ensure and foster the development and participation within the game for the benefit of all, by bringing together all agencies including school teachers and club coaches. The format of a club/school link will be dependant upon the geographical location and target groups, but how do you measure?

- | | | | | |
|--|---|---------|---|---|
| 1. Does your club share facilities with local schools? | Y | N | | |
| 2. How many primary schools are in your club catchment? | | schools | | |
| 3. How many secondary schools are in your club catchment? | | schools | | |
| 4. How strong are your links with these schools?
<i>Formal Link Agreement (F) Strong firm links (S); Adequate but could be better (M), None (W)</i> | F | S | M | W |
| 5. Has your club a point of contact for the schools? | Y | N | | |
| 6. Does your club promote itself in the local schools | Y | N | | |
| 7. Is our County Cricket Development Officer aware of your plans? | Y | N | | |
| 8. Do you have regular contact with your Local Authority Sports Development Officer? | Y | N | | |
| 9. Do you organise a Kwik Cricket Festival to enhance Club/school links? | Y | N | | |

Women's Section

Women's Cricket is the fastest growing sport in the country. Yorkshire is extremely strong indeed. More and more girls are playing at school and want a club to play at.

- | | | |
|---|---|---|
| 1. Do you have a women's/girls section? | Y | N |
| 2. Do you want to start a women's section? | Y | N |
| 3. Do you want to start a girl's section? | Y | N |
| 4. Do you want to make your ground available for women/girls matches? | Y | N |
| 5. Do you want to make your coaches available for women/girls teams? | Y | N |
| 6. Have you held a Development Day for Women/Girls? | Y | N |
| 7. If not, would you like to organise one? | Y | N |
| 8. If there are no Women & Girls' Teams in your area would you like to become a "Cluster-Club"? | Y | N |
| 9. Are you aware of the YCB Pathways/Centre of Excellence? for women and girls. i.e. Development Centres? | Y | N |
| 10. If so, have you nominated girls to them? | Y | N |
| 11. Have you nominated girls for Yorkshire Women CA trials? | Y | N |

Disability Links

A YCB Disabilities Forum has been created, which has increased participation of disabled people from the playground to the County Arena. The format of such a link will be entirely dependant upon the geographical location, but how do you measure?

- | | | |
|---|---|---|
| 1. Do you have a disabled section? | Y | N |
| 2. Do you want to start a disabled section? | Y | N |
| 3. Have you any disabled players? | Y | N |
| 4. Have you any disabled social members? | Y | N |
| 5. Are there any Special Needs Schools in your catchment? | Y | N |
| 6. Do you want to make your ground available for Special Needs Schools' activities and matches? | Y | N |
| 7. Do you want to make your coaches available for a disabled team or Special Needs School? | Y | N |

- | | | |
|--|---|---|
| 8. Have you held a Development Day for Special Needs? | Y | N |
| 9. If not, would you like to organise one? | Y | N |
| 10. Does your facility cater for disabled people?
<i>Wide doors, ramp, lift, car park provision, toilet</i> | Y | N |
| 11. Did you know that Yorkshire enter a team in a County Championship for learning disabilities and physical disabilities? | Y | N |

BEM Links

During the last two decades the YCB/YCA have created and developed the BEM Participation Project through the YCB BEM Forum. This has created many opportunities for BEM players and coaches.

- | | | |
|---|---|---|
| 1. Are you situated in an area with a high BEM population? | Y | N |
| 2. If so, are you aware of the YCB BEM Development Centres? | Y | N |
| 3. Have you an “open door” membership policy that involves total integration within the club? | Y | N |
| 4. Are you aware and does your club accept the YCB Anti-racism and Race Equality Statement | Y | N |

Now You Can Plan!

By answering the simple yes/no questions throughout this paper you have now taken a good look at your club’s current position.

The YCB Club Development Planner is designed to help you to put ideas for the future of your club into the form of a simple development plan.

The format is not set in tablets of stone; it is merely a guide for your club to write its own plan. You are urged to consult your local YCDO for help, in particular with lottery applications.

Not all the areas stated will be relevant to your club only fill in the sections your club feels it needs to work on. Costs are important and will give you a guide as to the amount you will need to raise and help you plan a fund raising strategy.

Don’t forget, you don’t have to be applying for grant aid to write a development plan. It makes sense to plan for the future of your club now, before it becomes too late!

Some of the above are extracts from ECB’s “Developing Your Club” published in 1999. Updated by YCB July 2001.

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Visit the YCB Website: www.ycb-yca.org.uk