



**Development Plan**

**2018 - 2021**

## **Sale Cricket Club**

### **Development Plan 2018 – 2021**

This Development Plan has been subject to review and has been agreed and adopted by the Committee at Sale Cricket Club. It builds upon previous Club Planning Documents, and actions and progress against identified objectives and outcomes will be monitored by the Sale Cricket Club Committee on a continuing basis.

Sale Sports Club is entering a key development period over the next 2-3 years. An ambitious re-development has been approved and is being implemented, and a new clubhouse and improved facilities will be available from 2019 onwards. The cricket section (Sale Cricket Club) will continue to work with other Sports Club sections playing an active role in this exciting opportunity.

This Plan outlines key priorities and objectives to ensure Sale Cricket Club can maximise the opportunities presented, and continue to develop the section and opportunities to play cricket in a welcoming, safe and inclusive environment. Objectives highlighted in colour represent key identified priorities for next 12 months.

#### **Senior Development**

Sale Cricket Club currently has four senior teams playing in the Cheshire County Cricket League, and the Club also runs an established and successful veterans team (Sale Silverbacks). Common to many cricket clubs, an identified challenge is player retention. It is believed that improved clubhouse and changing facilities will assist in the recruitment and retention of playing (and social) members. The club retains a strong junior section, and transition of junior cricketers into senior cricket is a key development objective moving forward. The number of senior teams at Sale cc is considered to be sustainable, although an overall increase in senior membership is required.

Additionally, and in order to improve playing standards, more co-ordination and focused training and fitness sessions are necessary, particularly linking senior and junior cricketers. More effective recruitment of local players will be essential to increase the number of adult playing members.

**Aim: To maintain the number of senior teams at four and to build/sustain improvement in all teams, with the aim of the 1<sup>st</sup> three teams all playing Premier Division cricket within 3 years.**

Action	Target Outcomes	Timescale	Resource / Responsibility	Evaluation
<ul style="list-style-type: none"> <li>Recruit 3 new senior members per year</li> </ul>	Increase in the number of senior members at the club.	2018 - Annual and continuing	Club Committee Team captains	Membership figures to be monitored by the Committee.
<ul style="list-style-type: none"> <li>Develop and implement an improved training programme for players, and in particular 1<sup>st</sup> and 2<sup>nd</sup> teams</li> </ul>	Technical and effective training sessions to be developed for 1 <sup>st</sup> and 2 <sup>nd</sup> team squad – Increased attendance at senior practice on a fixed club training night – Increased number of sessions, and increased focus on fielding to improve performance.	2018 - Ongoing	Club coach Team captains	Number of sessions to be monitored. Attendance at sessions to be monitored, including participation from all playing sides and older juniors. Feedback from Membership regarding structure and nature of training sessions.
<ul style="list-style-type: none"> <li>The club to retain a 4<sup>th</sup> team in the Cheshire County Cricket League – pathway for junior cricketers into senior cricket</li> </ul>	Additional team to be retained - increased playing opportunities at the club. Key to bridge gap between junior and senior cricket	2018 – Continuing	Club Committee Team Captains	4 <sup>th</sup> XI to be entered in league and to function as Development Squad for juniors. Unless exceptional circumstances, junior cricketers to be introduced into senior cricket via this Development team.
<ul style="list-style-type: none"> <li>To ensure ground and club development is inclusive, with relevant interests considered and represented.</li> </ul>	Sale Cricket Club is a welcoming, community club. Planning and development to be cognisant and representative of local community.	2018 – continuing	Club Committee Team Captains Junior Co-ordinator	Opportunities open to join club, play and learn cricket available to local community on open, equal and fully representative basis.

<ul style="list-style-type: none"> <li>To build on links with County and Representative boards to maximise playing and public relations opportunities.</li> </ul>	<p>Sale Cricket Club works with County Boards and is keen to develop this further in coming years. In addition to promoting the club and attracting potential new members, this initiative will contribute to improved standards and playing conditions.</p>	<p>2019 – Medium term objective, to be implemented over 2-3 years.</p>	<p>Club Committee</p>	<p>Links with County Boards retained and developed. Training sessions and games hosted at Sale Cricket Club.</p>
---	--	--	-----------------------	--

### Junior Development

Sale Cricket Club has been running a junior section since 2001 and have sustained a number of age groups in this time.

The current membership is in excess of 100, and in previous seasons the club had to cap numbers to manage viability of age groups and playing/training opportunities. A priority for the Cricket Committee is the recruitment and training of coaches & volunteers to maintain our capability, improve quality of training provided and ensure safeguarding requirements are satisfied. The club also aims to proactively develop links with the local primary schools to ensure that our Monday evening delivery has a steady influx of new participants.

Sale Cricket Club is especially committed to further developing positive work in respect of girls cricket. Increased participation and playing opportunities for girl cricketers are key elements of junior development moving forward.

**Aims: To sustain and develop the number of age groups in the junior section through forging and maintaining strong links with local primary and secondary schools.**

**Identification, recruitment and training/development of junior coaches.**

Action	Target Outcomes	Timescale	Resource / Responsibility	Evaluation
<ul style="list-style-type: none"> <li>Maintain, and where sustainable, increase participation levels and the number of teams</li> </ul>	<p>Participation maintained and increased where sustainable – viability and quality of training and playing opportunities to be managed – effective balance to be</p>	<p>2018 – Continuing. Annual objective and</p>	<p>Junior organiser Club Development Officer</p>	<p>Participation and membership numbers to be monitored and reviewed in consultation with junior coaches. Feedback from</p>

within the section	<p>maintained between numbers and quality of playing/training experience.</p> <p>Continued participation in Indoor Leagues and Winter training to retain interest and participation in cricket off-season.</p>	review.	Club Committee	coaches, managers, cricketers and parents.
<ul style="list-style-type: none"> <li>Provide a coaching programme for all age groups up to under 15.</li> </ul>	Coaching Programme to be developed and implemented across junior age groups, incorporating ECB recommendations and identified good practice up to and including u15s; Personalised coaching input to be provided to all junior members.	2018 - Ongoing	<p>Junior Organiser</p> <p>Club Development Officer</p> <p>Club Coaches</p>	Implementation of coaching programme. Increased commitment and input of section and senior players to support coaches and sustain delivery.
<ul style="list-style-type: none"> <li>Provide a coaching programme in both primary and secondary schools via the club development officer</li> </ul>	<p>Club Development Officer to manage and deliver Programme in schools locally and the wider community</p> <p>Develop and Deliver Plan for primary school girl recruitment – building on success of this initiative in 2016-17 seasons.</p>	<p>2018 – Ongoing</p> <p>To be reviewed on annual basis</p>	<p>Club Development Officer</p> <p>Cheshire Cricket Board</p>	Increase in junior membership and participation.
<ul style="list-style-type: none"> <li>Continued commitment to Clubmark and ECB Safeguarding policy to ensure a positive, safe cricketing experience.</li> </ul>	<p>Club to gain Clubmark re-accreditation.</p> <p>Club policies to be reviewed and updated as part of continuing commitment.</p>	2019	<p>Club Committee</p> <p>Club Development Officer</p>	<p>Clubmark reaccreditation achieved.</p> <p>Policies and processes reviewed and updated.</p>
<ul style="list-style-type: none"> <li>Ensure a pathway exists from juniors to seniors - build upon links between the junior and senior sections, further</li> </ul>	<p>Increase in the number of junior members playing senior cricket at the club.</p> <p>Sustain and develop numbers of junior cricketers playing senior cricket, with players</p>	2018 – Ongoing – subject to annual review by Committee	<p>Club Committee</p> <p>Senior Captains</p> <p>Junior Organiser</p>	Increased number of juniors playing senior cricket – progression through senior teams – junior cricketers to be identified and playing

<p>developing opportunities for junior members to train and play in senior cricket.</p>	<p>progressing through the senior sides. To be delivered in accordance with Club Junior Development Initiative introduced in Winter 2018.</p> <p>Continued implementation of junior development group October – December – juniors identified as capable of playing senior cricket.</p>		<p>Club Coaches</p>	<p>opportunities implemented in accordance with Junior Development Plan instigated in 2018 – Junior players to be given appropriate playing and learning opportunities if selected .</p>
<ul style="list-style-type: none"> <li>Maintain communications with parents, including use of social media and regular newsletters and updates.</li> </ul>	<p>Increase in parental involvement at the club - Identify and recruit volunteers to assist with management and administration of section, enabling coaches to deliver on training and playing objectives.</p>	<p>2018 – ongoing. Medium Term commitment – 2-3 year implementation.</p>	<p>Junior organiser Club Committee</p>	<p>Regular communications. Parental survey to be conducted on biannual basis.</p>
<ul style="list-style-type: none"> <li>Provide specialist batting, bowling &amp; fielding workshops for junior members throughout off season and season.</li> </ul>	<p>Delivery of 1 workshop in each discipline per season</p>	<p>2018 – ongoing. Medium Term commitment – 2-3 year implementation.</p>	<p>Junior organiser Junior Coaches</p>	<p>Sessions delivered and attended by junior members</p>
<ul style="list-style-type: none"> <li>Ensure that juniors have details about the clubs 1-2-1 coaching programme</li> </ul>	<p>1-2-1 coaching programme and opportunities to be promoted at the start of the season.</p>	<p>2018 – Continuing</p>	<p>Coach Co-ordinator Junior organiser Junior Coaches</p>	<p>Referenced as part of communication plan with parents.</p>
<ul style="list-style-type: none"> <li>Have 4 players per year involved within County Cricket Board of District pathways</li> </ul>	<p>4 players per season playing County or at District Level at various age groups</p>	<p>2018 – Continuing. To carry over into subsequent years and</p>	<p>Club Committee Junior Organiser Junior Coaches</p>	<p>Number of players representing Cheshire or identified District teams per season</p>

		reviewed by Committee.		
<ul style="list-style-type: none"> <li>Identify fixtures and playing opportunities for u14-u16 age groups</li> </ul>	Competitive cricket opportunities to be identified and implemented to address potential drop-off within this age group.	2018- Ongoing. Medium term priority over next 2-3 years.	Junior Organiser	Playing opportunities identified and available – membership numbers sustained in this age group.
<ul style="list-style-type: none"> <li>Continue commitment to ECB All Stars Initiative and integration of participants into junior section.</li> </ul>	Increased participation and interest from this age group to be reflected in effective running of All Stars sessions, leading to integration of participants into junior section at Club.	2018 - Ongoing	Junior Organiser Club Committee Club Development Officer	Development and implementation of ALL Stars sessions. Progression into junior section membership to be monitored and progressed .
<ul style="list-style-type: none"> <li>Recruit coaches (not volunteers) for under 9 and girls</li> </ul>	Reflection of importance to section and club of age group and girls cricket. Entry level and first experience of section. Critical to attract and retain junior members. Funding to be made available from club to meet identified costs.	2018 – Medium term requirement, to be reviewed over medium term (2-3 years)	Junior Organiser Club Committee	Identification and appointment of qualified coaches. Training programme to be developed and implemented.
<ul style="list-style-type: none"> <li>Refresher training for existing club coaches</li> </ul>	Club to fund attendance to maintain and develop coach capability; Recognition of contribution to section by key coaches.	2018- continuing	Junior Organiser Club Committee	Places secured on County Board CPD or equivalent courses.
<ul style="list-style-type: none"> <li>Secure administrative support for the junior section and streamline administration</li> </ul>	Support for section is essential. Coaches need to be available for coaching to maintain section capability. Additionally, section to be strengthened by securing commitment and input of parents and other expert volunteers.	2018-medium term objective, to be actioned and delivered over 2-3 years.	Club Committee Junior Organiser	Support for section to be developed and implemented, - volunteers (male and female) to be identified and trained as necessary in non-coaching roles and to achieve supervision ratios at sessions.

## Girls Development

The section has worked hard to sustain the number of girls accessing sessions over the last 4-5 years. The club will look to establish opportunities for both girls and women (longer term) by reintroducing and reviewing separate sessions and linking with local schools and universities. The club will aim to deliver a number of introductory sessions for girls/women and look to continue engagement with the Trafford Forum.

### Aim: To increase the number of women and girls playing cricket

Action	Target Outcomes	Timescale	Resource / Responsibility	Evaluation
<ul style="list-style-type: none"> <li>Recruit a girls coach to provide a quality coaching for both women and girls</li> </ul>	Coach to be identified and appointed	2018 – medium term	Club Committee	
<ul style="list-style-type: none"> <li>Increase the number of sessions for junior girls</li> </ul>	Maintain and increased number of girls only sessions within the junior section	2018 continuing review and progression	Club Committee Junior Organiser	Girls only sessions re-introduced in 2016. Benefit and effectiveness to be reviewed.
<ul style="list-style-type: none"> <li>Continued development and implementation of a Recruitment Plan for girl cricketers from local primary schools</li> </ul>	Participation of girls in coaching sessions held at local schools with a festival taking place at the club – Festivals and hosting of other CCB/Trafford Forum sessions at the Club on continuing basis.	2018 – Ongoing. 12 month key objective.	Club Development Officer Cheshire Cricket Board Trafford Forum	Festival held at the club by July 2016 – further initiatives to be considered and implemented based on consultation with relevant parties.
<ul style="list-style-type: none"> <li>Enter a girls team into a local league</li> </ul>	Team to be entered into a local competitive cricket league	2018 – 2020 – Medium term objective, based on increased recruitment and	Junior organiser Club Committee	Team to play regular fixtures from 2019  Collaborative approach with Trafford Forum Clubs to be considered.



		participation		
<ul style="list-style-type: none"> <li>Enter a women's team into a local league</li> </ul>	Team to be entered into a local league and playing regular fixtures	2021 – Longer term objective, subject to review by Junior co-ordinator and Committee	Women & Girls coach Club Committee Cheshire Cricket Board	Team playing in a league from 2019

### Coach Development

For the senior and junior development programmes to succeed, Sale CC needs to identify, recruit and support more coaches, and improve the training, knowledge and experience of existing coaches. This will be highlighted further in the coming years due to the club aiming to grow all sections. ECB Clubmark and safeguarding commitments combine to make this a key priority moving forward.

Coaches will be recruited from senior players, parents and older juniors who do not aspire to play senior cricket at the club. A coach co-ordinator, separate to the club coach is needed to run the coach recruitment and training programme. Older juniors will continue to be encouraged to undertake Coach Support Worker Courses funded by the section.

**Aim: To increase the number of coaches to improve the knowledge, understanding and delivery.**

Action	Target Outcomes	Timescale	Resource / Responsibility	Evaluation
<ul style="list-style-type: none"> <li>Appoint a coach co-ordinator</li> </ul>	Co-ordinator to be in post	2019 – Onwards – Medium Term objective, and role requirement	Club Committee Junior co-ordinator Club Welfare Officer	

		to be reviewed by Committee		
<ul style="list-style-type: none"> <li>Recruit parents and older players to begin coach education training – UKCC1 &amp; 2</li> </ul>	2 coaches per year to achieve a coach award – part or fully funded by the club	2019 - Onwards	Coach Co-ordinator Junior Co-ordinator	3 people attending courses each year
<ul style="list-style-type: none"> <li>Arrange attendance at external coaching workshops and clinics for existing coaches</li> </ul>	Improved quality of coaching using the latest ideas	2018 - Continuing	Coach Co-ordinator Junior Co-ordinator	Number of people attending each year. Club to fund.
<ul style="list-style-type: none"> <li>Access funding to part fund training for club coaches and volunteers</li> </ul>	Club members to attend training at a subsidised rate due to external funding.	2018 - Onwards	Coach Co-ordinator Sport Trafford Greater Sport	Amount of funding accessed
<ul style="list-style-type: none"> <li>Arrange for coaches to maintain vetting status, attend the safeguarding &amp; protecting children &amp; 1<sup>st</sup> aid workshops or complete required online refresher training</li> </ul>	Coaches to attend the 2 workshops	2018 – Ongoing – subject to continuous review	Coach Co-ordinator Club Welfare Officer	All coaches needing re- accreditation to submit forms or attend workshops or complete online refreshers each year
<ul style="list-style-type: none"> <li>Coaches workshop to be delivered by the club coach</li> </ul>	All coaches at the club access additional support	2019 – Onwards. Medium term, to be delivered over 2-3 years.	Coach Co-ordinator Club Coach	Workshop delivered and accessed by club members

<ul style="list-style-type: none"> <li>Ensure that a coaches database is kept up to date with information including CRB, and qualifications</li> </ul>	Database will ensure that coaches qualifications are kept up to date	2018 - subject to continuous review	Coach Co-ordinator Club Welfare Officer	Database created and held by the coach co-ordinator
--	--	-------------------------------------	--	---

### Umpire & Scoring Development

In order to sustain the match programme for senior and junior age groups, additional umpires and scorers are needed. The club has a small number of both but more will be needed to sustain the increased participation throughout all sections.

#### Aim: To Increase the number of qualified and active umpires and scorers

Action	Target Outcomes	Timescale	Resource / Responsibility	Evaluation
<ul style="list-style-type: none"> <li>Recruit and train umpires and develop skills amongst junior cricketers playing senior cricket.</li> </ul>	1 new umpire per annum  Juniors playing senior cricket to be trained on role as part of development and participation in senior cricket	2018 – onwards	Coach co-ordinator  Junior organiser  Team captains	To be implemented and reviewed throughout playing season
<ul style="list-style-type: none"> <li>Recruit and train scorers and develop skills amongst junior cricketers playing senior cricket.</li> </ul>	2 - 4 people to complete a scorers workshop each season  Juniors playing senior cricket to be trained on role as part of development and participation in senior cricket	2019 – Onwards. Medium term implementation over next 2-3 years	Coach co-ordinator  Junior organiser  Team captains	To be implemented and reviewed throughout playing season –  Scorers for senior teams identified and in place

## Volunteer management and administration

A programme of volunteer recruitment will be maintained. A person responsible for volunteer recruitment and support will help to drive the programme. Volunteers support is required to help organise house and social events at the club. A welcome pack for new members and volunteers will be introduced and will be enhanced by a formal volunteer recognition scheme

**Aim: Increase the number of volunteers and to improve the support and recognition for volunteers**

Action	Target Outcomes	Timescale	Resource / Responsibility	Evaluation
<ul style="list-style-type: none"> <li>Appoint a volunteer co-ordinator</li> </ul>	Co-ordinator to be in place	2019 - Ongoing	Club Development Officer Committee	
<ul style="list-style-type: none"> <li>Volunteers database created and updated annually</li> </ul>	Database of all players and parents of junior updated	2019 – Medium term. To be implemented over 2-3 years	Volunteer co-ordinator	
<ul style="list-style-type: none"> <li>Develop the skills of existing volunteers</li> </ul>	Volunteers to attend running sport and Sports Coach UK workshops	2019 – Medium term. To be implemented over 2-3 years	Volunteer co-ordinator	1 new volunteer each year attending training
<ul style="list-style-type: none"> <li>Develop a volunteer recognition scheme – Link to overall sports club volunteer programme</li> </ul>	Launch at the start of 2019 season	2019 – Medium term. To be implemented over 2-3 years	Volunteer co-ordinator Club Development Officer Sale Sports Club	
<ul style="list-style-type: none"> <li>Develop a succession plan</li> </ul>	Volunteers to be identified in plenty of time	2019 – Medium term.	Volunteer co-ordinator	

for key voluntary posts	to take over from retiring officers	To be implemented over 2-3 years		
-------------------------	-------------------------------------	----------------------------------	--	--

## Facility Development

A significant period of development is underway. Off-field facilities will be greatly improved and will be available from Spring 2019. Sale Cricket Club will play an active and continuing role ensuring these improved facilities are used to their maximum capability, and in terms of representing Sale Cricket Club interests in consultation and collaboration with other sections of the Sports Club..

The cricket club will look to build on recent seasons and maintain 4 senior teams in the Cheshire County Cricket league from 2018 onwards. Operating 2 Sunday teams remains more beneficial than 3 Saturday teams due to the need for an extra ground. This will put pressure on the facility but the standard of the wicket & surrounding areas will allow for the additional fixtures.

Over recent years the cricket facilities have received major investment to improve both the playing and practice areas. It is essential that a maintenance programme is developed to ensure that the facilities are kept at a good standard.

### Aim: Develop and improve the facilities available at Sale Cricket Club

Action	Target Outcomes	Timescale	Resource / Responsibility	Evaluation
<ul style="list-style-type: none"> <li>To represent the interest of the cricket section whilst contributing to, and supporting the Sports Club plans to develop and improve club facilities.</li> </ul>	Effective implementation and use of new clubhouse and facilities – Representation at Club meetings and contribution to all associated fundraising activity.	2018 – ongoing.  Key objective, to be implemented and monitored continuously by committee	Club Committee  Ground Chairman	Full engagement and participation in redevelopment initiative ;  Attendance at meetings, contribution to fundraising activities and efforts.

<ul style="list-style-type: none"> <li>• Inspection &amp; maintenance programme to be developed</li> </ul>	<p>Groundsman &amp; Club Committee will know what work is to be done on the ground – Improved facilities for members</p>	<p>2018 – Continuing</p>	<p>Ground Chairman Club Committee Groundsman</p>	<p>Programme to be written and agreed by the ground chairman &amp; club committee;</p> <p>Volunteers and working parties to be instigated to share workload and assist in developing/maintaining status of ground and facilities.</p>
<ul style="list-style-type: none"> <li>• Improve / replace the netting on the practice nets</li> </ul>	<p>Improved netting will ensure safer practice sessions</p>	<p>2018 – continuing monitoring and review by Committee</p>	<p>Ground Chairman Club Committee Groundsman</p>	<p>Netting has been upgraded as part of redevelopment initiative in 2018 – condition and usage of nets to be monitored and managed as part of ground management system.</p>
<ul style="list-style-type: none"> <li>• Purchase 2 new sight screens</li> </ul>	<p>New sightscreens will be easier to move and have less chance of blowing over in high winds.</p>	<p>2019-2023- longer term plan to improve playing facilities post re-development</p>	<p>Ground Chairman Club Committee</p>	<p>Funding for new sightscreens to be raised – to be managed in conjunction with funding requirements associated with Club Development.</p>
<ul style="list-style-type: none"> <li>• Work with the sports club and external partners to access major funding to replace the existing clubhouse</li> </ul>	<p>The current clubhouse was not fit for purpose. A new club house will allow each section to continue growing and ensure the long term sustainability of the sports club</p>	<p>2016 - Ongoing</p>	<p>Sale Sports Club Club Committee Trafford Council External Funders</p>	<p>This objective has been achieved and funding secured. It has however been retained in this Plan as a standing item acknowledging the importance of continued dialogue and liaison with Governing bodies,</p>

			National Governing Bodies of Sport (ECB, FA etc)	County Boards and sources of funding, and to plan and achieve sustainability in the medium to longer term.
<ul style="list-style-type: none"> <li>Work with the sport club to access funding for a defibrillator on site</li> </ul>	<p>Defibrillator purchased and accessible on site.</p> <p>Club members to attend training linked to usage</p>	<p>2019 – 2022</p> <p>Medium term plan to be addressed with Sports Club sections</p>	<p>Club Committee</p> <p>Sports Club Committee</p> <p>Trafford Cricket Development Group</p>	<p>Defibrillator to be available on site during 2020.</p>
<ul style="list-style-type: none"> <li>Ground to host representative matches</li> </ul>	<p>Links maintained with county cricket boards to facilitate hosting of county and representative games.</p>	<p>2019 – 2023</p> <p>continuing over medium term, and monitored based on progress of redevelopment</p>	<p>Club Committee</p> <p>Ground Chairman</p>	<p>Junior and senior matches to continue to be hosted at the club, particularly upon conclusion of junior league cricket programme.</p>
<ul style="list-style-type: none"> <li>Section finances to continue to be managed and monitored in accordance with Sports Club and Committee priorities – best financial practice to be applied at all times and built into section decision making.</li> </ul>	<p>Accounts to be maintained and monitored. Reports to be shared with Committee on continuing bi-monthly basis. Best financial practice to be continued, and advice of section Treasurer requested prior to instigating projects or incurring expenditure.</p>	<p>2018 –</p> <p>continuing, standing item</p>	<p>Club Committee</p> <p>Treasurer</p> <p>Sports Club</p>	<p>Budgets and expenditure to be agreed, managed and adhered to. Section to proactively consider raising funds for cricket specific projects, equipment and playing facilities.</p>

<ul style="list-style-type: none"> <li>To ensure ground and club development is inclusive, with relevant interests considered and represented.</li> </ul>	Sale Cricket Club is a welcoming, community club. Planning and development to be cognisant and representative of local community.	2018 - continuing	Club Committee	Developments to make provision for disabled and non-abled members to enjoy access to facilities.
---	---	-------------------	----------------	--

### Marketing and Recruitment

In order for this development plan to succeed, the club will need higher profile within the local community. It is the clubs intention to maintain representation on the Cheshire County Cricket league Committee and also be increasingly proactive with the Cheshire Cricket Board in the local area. To maintain the senior and junior programme, higher levels of income will need to be generated by the club.

#### Aim: Improve the clubs capital assets in preparation for facility development

Action	Target Outcomes	Timescale	Resource / Responsibility	Evaluation
<ul style="list-style-type: none"> <li>Appoint a cricket section sponsorship / communications officer</li> </ul>	Officer(s) appointed	2018-2019	Club Committee	
<ul style="list-style-type: none"> <li>Develop a marketing plan to increase sponsorship</li> </ul>	Increased sponsorship obtained year on year	2018 – 2019, Ongoing	Sponsorship / communications officer	Plan to be created
<ul style="list-style-type: none"> <li>Develop a plan to obtain external funding via grants</li> </ul>	Grant applications made	2018 – Ongoing, reviewed based on redevelopment over medium term 2-3 years	Club Committee Club Development Officer	



<ul style="list-style-type: none"> <li>Ensure club news is sent to external agencies including media</li> </ul>	Increased presence in local media – maintain excellent work in past 2 seasons.	2018 - Continuing	Club Committee	Retained number of match reports / news in the local media
<ul style="list-style-type: none"> <li>Increased communications with club members</li> </ul>	Increased communication to ensure club members feel part of developments at the club	2018 – Continuing	Club Committee Sponsorship / communications officer	Regular newsletter  Updated website  Members Survey  Use of different forms of social media to further enhance reach and accessibility.
<ul style="list-style-type: none"> <li>Maintain representation on the Cheshire County League committee</li> </ul>	Represented on the league committee, and attendance at League and Board meetings as necessary and in accordance with League Regulations.	2018 – Continuing	Club Committee	Membership at all relevant meetings to be ensured – Committee to be consulted and Club position agreed on any proposed league changes or rules.

## Monitoring and Evaluation

**Aim: Monitor the progress of the development plan and review annually**

Action	Target Outcomes	Timescale	Resource / Responsibility	Evaluation
<ul style="list-style-type: none"> <li>Set up a review meeting for the development plan</li> </ul>	<p>Progress on existing plan and updated action plan for the following season</p> <p>Committee meetings to consider progress against Development Plan objectives.</p>	October 2018 and continuing as part of Committee Meeting	Club Committee	

		agendas.		
--	--	----------	--	--

Sale Cricket Club

Reviewed and adopted September 2018