

Club Support – Planning for the Future

STOCKPORT TRINITY CRICKET CLUB 2015

Where do we get our income from?

We have a variety of income streams – the main sources are match/annual subscriptions and gift-aided junior donations. Other income comes from our lottery, Easyfundraising, donations, sponsorship and pitch hire.

Who influences our direction?

Chairman – overall strategy
Treasurer – club financial position influences plans
Club Welfare Officers – ensure Safeguarding
Junior Management – “Future of the club”
Committee – overall planning and direction (includes men’s, women’s and Juniors representatives).
Members – voting rights on club decisions
Men’s/Women’s Cheshire Cricket League

Who do we work with to develop & deliver our offers and services?

(Our ‘partners’ e.g. leagues, CCBs, schools, community groups)
Cheshire Cricket leagues for men and women and High Peak League for juniors,
Cheshire County Board (for training/advice), Stockport Sports Trust, Moss Hey Junior school and other local schools where possible.
Sponsors who benefit from ground advertising and play-cricket website acknowledgement.

How do we make decisions?

(Our management processes)
Strategic planning is undertaken by the club Committee who have input from representatives from the men’s and women’s teams and the Junior Management. Members are consulted and informed of issues on an ongoing basis and formal decisions (not delegated to Committee) are made at the AGM.

What do we deliver for players, members, volunteers, and the wider community?

(Our ‘offers and services’ e.g. coaching, competition, social events, facility use, reward and recognition)
All teams (including juniors) except the 4th team have access to league and cup cricket. We have regular net practice (winter and summer). Juniors received regular coaching from qualified coaches. Through our qualified groundsman we are able to provide good quality pitches that are “safe” for players. We have insurance to cover all our members/coaches activities. We have two Club Welfare Officers. Parents of juniors see their children having access to a healthy activity which encourages teamwork and self-discipline. We offer taster sessions to local school and our neighbours have access to the ground for recreation. A club website offering a range of information and our policies/procedures.

Who benefits from our activities?

(Our ‘members and community’ e.g. players, members, parents, local businesses, schools, community groups)
Players, non-playing members, parents and guardians of juniors, sponsors, some local schools, our neighbours.

Why do we exist? What are we trying to achieve?

From our Constitution - The club exists for the charitable purposes of providing facilities for, promoting and encouraging participation in the game of cricket and in other games and sports if and when the opportunity arises. The promotion of good fellowship among the members of the club. To afford the opportunity of membership to all in the community and to all members’ opportunities for recreation and such benefits and privileges as it may be possible to arrange. To encourage members of all categories to participate in the life of the club through playing, social and fund raising activities and general management of the business of the club and the playing area and clubhouse.

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Who Do We Engage With?

Who should we engage with internally? 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?
Members/Players	Yes	Very regularly during the season – website, regular emails, minutes of meetings, Newsletter and general discussion.	Two way intended – have representatives of men’s, women’s and juniors team on Committee.	We are confident players and members aware of our plans for the club. Members currently nominate “officers’ for election each year	Introduce more formal consultation – perhaps for the AGM.
Juniors and their parents	Yes	Very regularly during the season – website, regular emails and our junior coaches engage with parents to discuss playing progress etc.	Parents are welcomed at coaching sessions/matches and encouraged to be involved.	No current problems in this area.	Continuing work to encourage parents to be more involved – take on role in assisting with coaching, running junior café on match days etc
Who should we engage with externally? e.g. schools*, businesses, community groups					
Cheshire Cricket Leagues for men and women, High peak League for juniors	Yes	As required by our membership.	Two way – we will be submitting proposals for a rule change – Win Lose cricket.	Yes	Nothing significant. Happy with the way the league operates generally.
Local Schools	Yes	As regularly as possible given coaches work commitments – a challenge to get into schools.	Largely one-way at present – schools do not approach us.	No. Impact limited despite efforts.	Further liaise with County Board to seek ways into schools.
Local Businesses for increased sponsorship.	Yes	We have a number of current sponsors – shirt advertising, signs on the ground, kit etc.	Two way – donations to the club in exchange for advertising opportunities through sponsorship.	Yes	Continue to seek new sponsors – there will be opportunities as we look at clubhouse redevelopment.

Evidence of an effective school/club link is required to achieve ECB Clubmark

CLUB SUPPORT – PLANNING FOR THE FUTURE

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CLUB SELF ASSESSMENT - 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 - no junior or parent. To consider at AGM. Have an adult Junior Management representative.	
	Our committee takes time to ensure it has a clear understanding of where we want to be in 5 years	Yes. We have a clear plan to obtain a long term lease and CIO status and then move on to redevelopment of the clubhouse and our facilities. Need to ensure cricketing progress is maintained during this work.	Yes
	We always let our members know what we are trying to achieve as a club	No. Club members are fully aware of current plans for the future of the club as above.	
SOCIAL	We work proactively with our members and leagues to improve the player experience	No. Players have been encouraged to fill in ECB surveys to enable leagues to plan. Our members will be submitting rule change	

		proposal (Win Lose cricket) to Cheshire League AGM. One of our female players chairs Cheshire Women's League Committee.	
	We are innovative in how we attract new members to our club, ensuring we create a welcoming environment	No. We must be doing something right! We have attracted senior players from other local clubs, have a significantly larger junior membership and very successful women's team who have earned many county call-ups. Word of mouth and local reputation is important.	
	We understand the importance of retaining our existing volunteers/players/members and take time to understand their motivations for being part of our club	No. We are currently well blessed with experienced Committee members and successful teams at all levels. The challenge will be the future.	
	We are innovative in how we attract new volunteers to our club, utilising the skills, knowledge and attributes of our members effectively	Yes. We have a number of longstanding and experienced Committee members. We need to keep our attention focussed on a "succession" plan by encouraging	

		younger/new members to become actively involved in the running of the club.	
	We recognise the need to reduce bureaucracy and administration for our volunteers e.g. maximising the use of new technology, influencing leagues etc.	Yes. We are moving towards better usage of modern technology – automated scoring, computerised accounts, use of “Team App” for administration of selection etc.	Yes
ECONOMIC	We are innovative in increasing our income streams ensuring we can proactively plan for the future	Yes – we have a range of income streams but given our plans for development we need to arrange a “fundraising” group to strengthen our ability to “match” any funding grants available	Yes
	We work to reduce our running costs and redirect funds into the player experience	No. Running costs of the clubhouse are very low – no bar, not in use out of season which allows club funds to be directed towards providing a good playing surface through the skills of our qualified groundsman.	
	We manage our finances effectively and are compliant with tax legislation	No. We have an experienced accountant as	

		treasurer who produces annual accounts. We have done some work on modelling future income/expenditure. Current financial surplus is at the highest level ever.	
	We work proactively with the leagues to reduce travel costs	No. Travelling distances are currently reasonable and we value the league we play in. The league take account of travel as far as possible – east and west divisions for 2 nd /3 rd teams.	
	We produce an annual budget to ensure we are in control of our finances and are sustainable in the future	No. Annual accounts produced by qualified accountant. Work also undertaken on modelling future income/expenditure.	
ENVIRONMENTAL	We work to improve access to better indoor facilities for our members	No. Currently happy with indoor nets we use at Lancashire CCC and Stockport Grammar school (for juniors). Our own indoor facilities are beyond our means.	
	We work to improve access to better outdoor facilities for our members (practice and match play facilities)	Yes – ongoing work always required. Maintenance of outdoor nets on a regular basis, work	Yes


		by our groundsman to ensure good quality and safe playing surface, start and end of season work on the outfield by external contractors.	
	We manage our energy and water use effectively to help reduce our costs	No. Happy with our current expenditure. A future consideration will be replacement of sewage tank by connection to main drains – will be part of any future development plans.	
	We are prepared for changing climate patterns and to reducing the impact that drought and flooding may bring to our club	Yes. We prepare for weather patterns as far as possible. Pre- and post-season groundwork and willing volunteers when the weather is poor. We need to upgrade our waterhog in the fairly near future.	Yes
	We continuously monitor the usage of our facilities and our membership levels and look to source alternatives / new facilities	No. We maintain details of all members (senior and junior) – facilities currently well utilised with cricket or practice taking place at the ground on most days. There is less availability to rent out our ground as we have done in the	



		past.	
	We work proactively with our community to open up our facilities creating a warm, welcoming environment and help raise money	Yes. Currently we do rent the ground to other local clubs/teams but this is reduced due to our own heavy usage. We need to look, when we have a lease in place, at other usage opportunities for groups in the community.	

Club Support / ECB Clubmark – Planning for the Future

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Example Template

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 	Obtain long-term lease of the ground	Undertake negotiations with Trinity Methodist church for 25 year lease – rental “market valuation” needed and legal advice before signing the lease.	Chairman/Secretary with advice/support from the Committee	2 years	Legal fees Estimate £1000
	Obtain Charitable Incorporated Organisation status from the Charity Commission	Seek legal advice on the process and submit application. Consider any other implications of this – Gift Aid from HMRC, business rate relief from the local authority	Secretary/Chairman with advice/support from the Committee	1 year	Legal Fees Estimate £500
	Maintain cricketing standards and success whilst the club focuses on the objectives above.	Continue to use word of mouth and our reputation to attract new playing members. Encourage juniors (our future) to move into senior cricket when appropriate.	Committee/team captains and junior management	Ongoing	Only the usual costs of running the junior section (self-funding from

					junior donations.
	Ensure that junior players have the opportunity to graduate to senior cricket when appropriate.	Ensure good liaison between team captains and junior management to find opportunities for juniors to make the transition to senior cricket when appropriate.	Chair of Selection, senior team captains and junior management representatives.	Ongoing	No financial costs.
Environmental e.g. referring to club facilities and capital expenditure 	Our medium term plan is to work towards developing our clubhouse facilities – recent expansion means our clubhouse facilities do not fully meet our needs – need additional changing room facilities to meet needs of juniors/girls playing in senior cricket. We also need to increase size of the communal area for taking teas etc. We do not have (and are not able to have) a bar so no scope to run social events at the ground.	Begin the process of establishing what we want and costs – start with our own members – what do they want to see in a developed clubhouse. What other facilities can we improve – ground-levelling has been suggested. From our own blue-print we need professional support (at a cost) to establish clear plans, architects, contractors etc. We also need to focus on seeking significant grant aid – hopefully with support from the Cheshire Board.	The entire Committee with input from members. We will need to ensure we have appropriate professional advice for grant applications, architects etc	3 years	Significant but un-costed at this stage – estimate is in the region of £50,000? Grant support will be essential.
Economic e.g. referring to club finances, revenue, costs and contingency 	Establish a fundraising group to look at enhancing our financial position to support future development plans.	Take the message to all club members that fundraising is becoming a club priority – AGM, emails, Newsletters etc. Encourage members not already involved in running the club to take a responsibility and volunteer to assist with fundraising.	Volunteers from within our membership with a lead from the Committee.	1 year	No financial costs
	Register as a charity (rather than current CASC status) with HMRC (for gift aid) and local authority (for business rate relief).	Make appropriate applications to HMRC and LA.	Secretary	1 year	No financial costs

Do your objectives all contribute to your club's purpose? Yes

An equal balance of activity and resource must be put into the social, environmental and economic elements of any cricket club in order to improve its sustainability