

Club Support – Planning for the Future

STOCKPORT TRINITY CRICKET CLUB 2016

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. We have recently created the post of Fundraising Officer in the club in an attempt to increase income from external sources.

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 schools when possible and our neighbours have access to the ground for recreation. A club website offers 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)

The club is open to all. Players (men, women and junior boys and girls), 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.

Club Support – Planning for the Future - 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 as well as two elected ex-officio members.	We are confident players and members are aware of our plans for the club. Members currently nominate ‘officers’ for election each year	Introduce more regular “news updates” for club members. Introduce more formal consultation – perhaps for the AGM.
Juniors and their parents	Yes	Very regularly during the season – website, Teamapp, 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. Coaching Support courses offered to parents with some take up. We have 12 club members (including some parents of juniors) planning to undertake the Coaching Support course in early 2017 to enhance both their involvement and the support provided to junior players.
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 have in the past submitted proposals for a rule change – Win Lose cricket. Members consulted over any new proposals for playing conditions etc from the League.	Yes	Views on proposals for 3 rd team cricket to be submitted. Nothing else 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. We have created the role of Fund Raising Officer within the club – the hope is to increase income from external sources.

Evidence of an effective school/club link is

required to achieve ECB Clubmark

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 2017 AGM. We 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 achieved CIO status and have a clear plan to obtain a long-term lease 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 our plans for the future of the club as above. Development plan shared with members plus communication and discussion at Committee and AGM. Minutes circulated to all.	

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. We have submitted rule change proposals in recent years and have consulted members on the structure of 3 rd team cricket in the future. One of our female players has recently chaired the Cheshire Women's League Committee. We have two older club members who are now acting as league umpires.	
	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. Succession planning for eventual replacement of older Committee members will be important.	
	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 several 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	No – we have a range of income streams but given our plans for development we	Yes


		<p>need to strengthen our ability to raise more funding from external sources in case of the need to “match” any funding grants available. We have recently elected a Fund Raising Officer to coordinate this work.</p>	
	We work to reduce our running costs and redirect funds into the player experience	<p>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.</p>	
	We manage our finances effectively and are compliant with tax legislation	<p>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.</p>	
	We work proactively with the leagues to reduce travel costs	<p>No. Travelling distances are currently reasonable and we value the league we play in. The league</p>	



		take account of travel as far as possible.	
	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 using indoor nets at Total Cricket, Ashton for seniors 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 by our groundsman to ensure good quality and safe playing surface, start and end of season work on the outfield by external contractors. Our groundsman continues to undertake training to increase his skills. We need to ensure we can provide more assistance for our groundsman.	Yes

	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	

		<p>look, when we have a lease in place, at other usage opportunities for groups in the community. We have strong links with the local community through the "Friends of Trinity CC" and by encouraging our neighbours to use the ground.</p>	
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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	Continue negotiations with Trinity Methodist church for 25 year lease - legal advice needed before signing the lease.	Chairman/Secretary with advice/support from the Committee	1 year	Legal fees Estimate £1000
	Charitable Incorporated Organisation status from the Charity Commission achieved in August 2016	Address and resolve any other implications of this – Gift Aid from HMRC, business rate relief from the local authority, bank account change needed etc.	Secretary/Chairman with advice/support from the Committee	1 year	No cost anticipated.
	To provide increased support to the Junior section and their coaches in order to maintain current teams and provide good quality and safe coaching sessions and support for matches.	Agreement reached at AGM that a rota of volunteer senior players will be devised to support all activities undertaken by the juniors. In addition current players and parents will be encouraged to undertake Coaching Support course over the winter so they are better able to support junior activities.	Committee and Junior management. A player has volunteered to coordinate the senior player rota.	Main focus over the next year and ongoing	Costs associated with Coaching Support course – to be met by the club.
	Maintain cricketing standards and success whilst the club focuses on the objectives above and the plans for clubhouse redevelopment.	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. Currently at the point of considering whether an overseas player is an option for the club. Need to establish feasibility and costs/benefits.	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 but long-term benefit to the club.
Environmental e.g. referring to club facilities and capital	Our medium-term plan is to work towards developing our clubhouse facilities – recent	Begin the process of establishing what we want and costs – start with our own members – what do they want to see in a developed	The entire Committee with input from members. We will need to ensure we have	3 years	Significant but not accurately

 <p>expenditure</p>	<p>expansion of players/teams 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.</p>	<p>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 support – hopefully with support from the Cheshire Board.</p>	<p>appropriate professional advice for grant applications, architects etc</p>		<p>costed at this stage – estimate is in the region of £50,000? Grant support will be essential.</p>
	<p>Enhance our current equipment. Increase security for current equipment store.</p>	<p>We are looking at purchasing a boundary rope and winder and an aerator which will benefit the club both short and long term. We also need to address the issue of security of all our equipment.</p>	<p>Groundsman and Committee</p>	<p>6 months</p>	<p>Funding available for rope and winder from proceeds of Presentation Evening and a donation to the club. Other costs from club funds.</p>
<p>Economic e.g. referring to club finances, revenue, costs and</p>  <p>contingency</p>	<p>We have created and appointed to the post of Fundraising Officer to look at enhancing our financial position to support future development plans.</p>	<p>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.</p>	<p>Fundraising Officer with support from Committee and as many volunteers from within the club as possible.</p>	<p>Ongoing</p>	<p>No financial costs</p>

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

Please see attached document below which was used as a Discussion Document for our January 2017 Committee Meeting.

TRINITY CRICKET CLUB – 2016 – Committee Discussion Document – January 2017.

Results in 2016

1XI

Captain: James Shaw

7th Position - Cheshire Cricket League Division 2

2XI

Captain: Andrew Twidell

6th Position - Cheshire Cricket League Division B East

3XI

Captain: Darren Shaw

4th Position - Cheshire County Cricket League Sunday Division 3 East

4XI

Captain: Phil Wood

Friendly fixtures – no league structure

Ladies

Captain: Gillian Spragg

Champions - Cheshire Women's Division 2

Juniors

Lead Coaches: Richard Higginbotham & Peter Herbert

Runners Up - High Peak U13 League

TRINITY CRICKET CLUB – 2017

Equipment

Boundary rope & kettle drum - £1,008.00 incl VAT (ordered & awaiting delivery)

To be discussed at committee meeting on Tuesday 10.01.17

Bowdry Water Remover - £695.00 + VAT = £834.00 Replacement Foam – Blue - £89.00 + VAT = £106.80

Replacement Foam – Red - £95.00 + VAT = £114.00

Total – Blue £940.80 incl VAT

Total – Red £948.00 incl VAT

Replacement shower & toilet facilities:-

Home dressing room

Away dressing room

Ladies toilet

Labour: £

Materials: £

Timetable for completion of works:

Honours Board

Decorating Club House with 2016 Team Pictures & individual photographs

Planned Activities in 2017

Winter Nets

Wednesday 11.01.17 to Wednesday 29.03.17 inclusive, 8.00 pm to 9.00 pm

£5 a session if you commit £60 upfront or £6.00 on the night.

The cost is £80.00 for four lanes; fitness with information recorded; two normal lanes and the fourth lane with a bowling machine. Total expenditure £960.00

Professional Coaching

John Potts ex Leicestershire County Cricket Club appointed for 2017 season

Club Sponsorship

Main Club Sponsor: Andrew Fryer Podiatry

Sponsor: Intramark Group

Sponsor: PSS Laminates

Sponsor: Perfectly Clear

Ideas

Main Kit Sponsor (Front): Andrew Fryer Podiatry

Main Kit Sponsor (Back): Perfectly Clear

Main Kit Sponsor (Sleeve): Intramark

Polo T-Shirt: Supplier & Sponsor: Intramark & PSS Laminates

Training Shirt: Supplier & Sponsor: Intramark & PSS Laminates

Match Ball Sponsor: Darren Shaw, David Gilman,

Match Day Perimeter Board Sponsor: Christopher James Hairdressing, Sandwich Heaven, CSR Travel Ltd

Presentation Evening / Trophies to be sponsored

Issue Mailing List to all local companies – Does anyone have any contacts at local businesses i.e. The Ladybrook Public House, etc. (Warm lead better than a cold lead)

Easyfundraising - <http://www.easyfundraising.org.uk/>

Pavilion Sponsorship: Perfectly Clear

Recycling CDs, Videos & Books - <http://www.musicmagpie.co.uk/> & <https://www.ziffit.com/> & <https://www.webuybooks.co.uk/>

Player Sponsorship

Sponsored Challenge – 5K run, walking to a local landmark, carrying buckets for collections enroute

Nish Dodangoda - Host Sri Lankan cricket team at the club rather than at Stockport CC

Sell food on Sunday morning to parents – home & away – tea & bacon rolls

Car Washes in conjunction with Fire Brigade either at fire station or local supermarket

Media Awareness

Website Advertisement – A large number of clubs advertise online about sponsorship opportunities, example below:

Sponsorship Opportunities

As with most amateur sports clubs Standish Cricket Club relies heavily on its members and supporters for fund raising and Standish CC are no different. In the past 12 months the club has spent more than £4000 maintaining the club house, changing room facilities and ground keeping equipment from its own funds.

Looking ahead we have identified several possible fund raising ideas aimed at helping the club meet the challenges presented as well as investing in coaching equipment and the playing facilities.

Sponsorship of the club house - This will include the naming of the club house after the sponsor and having a new sign displayed for the duration of that season. We would also take photographs of notable occasions (i.e. 5 wickets taken in a match 50 runs scored etc.) and send them into the local press with a match report for each game, thanks on this website with a link promoting your business as a sponsor and an advertising banner on this site. We would also invite you to present trophies at the presentation evening, and send details to the local press.

Sponsorship of the score box - This will include the naming of the score box after the sponsor and a sign being displayed on the score box for the season, thanks on this website with a link to promote your business from this website and an advertising banner on this site as well as an invite to present trophies at the presentation evening, and details sent to the local press.

Kit Sponsorship - Have your company name and or logo printed on our kit via our virtual [club shop](#) where players and supporters of the club can purchase kit. In addition we would put signs up in the club house and links on the website promoting your business.

Match ball sponsorship - This will include a sign in the clubhouse and in various shops in Standish the week prior to the game. An advert on our Facebook site the week prior to the game. An advert using your logo with a link to your website from our website. A mention in the match report sent to the local press on the week of the game,

Perimeter Signs - Promote your business around the perimeter at Standish CC throughout the season. To include links on the site promoting your business.

Trophy Sponsorship - Sponsorship of a trophy for presentation at the end of the season. We would invite you to present the trophy at the presentation evening, send photographs to the local press and promote your business on our website as well as at the club.

If you would like to discuss any of the above ideas or one of your own please get in contact with us at sponsorship@standishcc.co.uk

Match Reports to improve profile of the Club to Stockport Mail Newspaper Group which produces:

- Stockport Mail
- Bramhall Mail
- Cheadle & Gatley Mail
- Cheadle Hulme Mail
- Heald Green Mail
- Wythenshawe World

Contact details:

Tel: 0161 491 2966

Email: <http://www.stockportmail.net/contact-us/>

Stockport Independent Newspaper

Contact Details: Robin Atkins

Tel: 01625 501 675

Email: robin@cheshireindependent.co.uk

Juniors / Adults - BBQ after a Saturday / Sunday Match

Juniors – Race Night

Juniors – Annual Trip – Sandcastle Water Park, Blackpool
Juniors – Enter cricket tournaments via the league, or, other clubs

New Match Day & Training Kit

Thursday 29.12.16 – Email sent to six kit suppliers to provide quotation for 2017

Overseas Professional 2017

Opportunity to engage with Ayden Van Eeden (South Africa)

Nat West Bank Ground Force Day

Saturday 01.04.17

Senior Cricket Team pre-season friendly v Worksop CC

Saturday 08.04.17

Ground preparation

Saturday 15.04.17

First game of the season

Saturday 22.04.17

T20 Adult Competition

Sunday 28.05.17 & Monday 29.05.17 (Bank Holiday)

T20 Junior Competition

Dates & Invitations to be discussed with Richard Higginbotham & Peter Herbert

Under 18s League

Richard Higginbotham to provide update following league meeting on Tuesday 13.12.16

Sportsman's Dinner – September 2017

With two others cricket clubs, possibly Bramhall CC & Woodford CC

End of Season Awards Evening – October 2017

Stockport Rugby Club – Date & Venue to be discussed

2017 Lease Renewal

2017 Application for funding for the redevelopment of changing rooms