



## Speldhurst Cricket Club

### DRAFT DEVELOPMENT PLAN 2024 – 2029

## Areas for discussion

- Connectivity and Communication
- The Committee
- Finances
- Infrastructure
- Playing objectives

## Connectivity and communication

Our comms plan for 2024:

- **Website** - The centre of it all. This is where most content will be hosted.
- **Spond** - Useful but utilitarian. To be used for availability, selection, match reports, and payments.
- **Email** - A more formal mode of communication, saved for regular updates from the Committee to the entire club. These will also be accessible on the website.
- **Social media** - X to be continued for in-play updates, as well as Instagram and Facebook.
- How can we improve communication with the club?

Alumni and supporters:

- How do we keep supporters and non-playing members involved?
- What should the role of the President be?
- Should we be subsidising get-togethers and events?

Local Community:

- Parish Council, School, Fete, Church, Recreation Ground Committee, George and Dragon, Residents, etc - How do we improve and develop relationships?

## The Committee

- We have already expanded the size of the committee to spread the workload. Get to know the whole committee here.
- Increase in junior club involvement from all committee members.
- Sub-committees as necessary but should be limited.

## Finances

- Finances are stable but heavily dependent on the Junior club. How can we increase senior club revenue? Sunday fixtures and expanding the senior playing group.
- Sponsorship:
  - Sponsorship amounted to £700 in 2023 and is in gradual decline in number and value.
  - How can we attract sponsors and offer more value?
  - Are there members of the club with access to employer social/community investment budgets?
- Fundraising/social events:
  - Zero fundraising events in 2023. Will traditional events still attract members to attend?
  - What are alternative fundraising ideas that would be appealing to members in 2024?
  - There were only three women at the annual dinner. How do we appeal to a more diverse membership and partners?
- Consider reviving the process for obtaining ECB Clubmark status within the plan period. Do any members have experience with this process?

## Infrastructure

- Facilities are at the lower end of acceptability, and several areas need immediate intervention.
  - Sheds - These need immediate attention, and are in the process of a rebuild.
  - Pavilion – The exterior of the pavilion is dilapidated, and the showers and changing rooms both need a clean and tidy.
  - Water supply – to both pavilion and square
- The relationship with the Recreation Ground Committee is much improved but needs to deliver the promised improvements.
- Looking ahead, developments to be proportionate to the requirements of the membership and financial capability of the club.

## Playing objectives

- The general consensus is that SCC has punched above its weight by remaining competitive in Division 1 with limited playing availability over the past few years.

- The 2nd XI has also maintained its status in Division 6, but progression is also limited by the need to prioritise the needs of the 1st XI.
- Availability **has** improved over the last couple of seasons and the first cohort of All Stars and their Dads are now feeding into senior teams - there is cause for optimism regarding our general playing strength as a club!

The playing objectives should therefore be:

- The 1st XI to maintain Division 1 status, and to challenge for a top-three finish within five years.
- The 2nd XI to challenge for promotion within the next two seasons and have an ambition of a sustained status at no lower than Division 4 in the next five years.
- The Sunday XI should play regularly through the season and provide an opportunity for younger players and their parents to play senior cricket, and give those that are not available or selected on Saturday to be still able to play cricket for SCC.
- The junior club teams should participate at all available age groups and be competitive against their peer groups.
- The junior club to provide a minimum of four young cricketers to make their senior club debut each year.
- Girls/Women teams - how can we support this? Aim to increase the participation of girls within the club over the development plan period, with the view to set up teams in the next five years.
- Do these playing objectives sound achievable and worthwhile? If not, how can we change them to be more realistic?

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