

# Broadstairs Cricket Club Development Plan 2022

Topic/Section	Status	Plan 2022 ("who responsible" in brackets)	Plan longer term plan/outcomes "Who responsible" will be completed once committee roles and responsibilities conformed, July 2020
<b>1<sup>st</sup> XI</b>	<p>Division 2 with team comprising largely home-grown players</p> <p>Training currently unstructured and poorly attended</p> <p>Little link between training, match performance and team selection</p>	<p>Return of overseas from India (AM)</p> <p>Greater commitment to training and personal development (Team, led by AM, AH)</p> <p>Cohort of teenagers to become fully established within the team (AH)</p> <p>Clear objective to achieve promotion to Div 1 (Club)</p>	<p>More strategic, coordinated approach to recruitment</p> <p>Director of Cricket to establish training/skills/performance programme</p> <p>Achieve the required mix of players with the appropriate skills and attitude to maintain position within the top half of Division 1 as a minimum.</p> <p>Apply for and receive endorsement of Sponsor Licence from ECB to establish the club as on that can sponsor and host overseas players under Tier 2/Tier 5 Home Office Immigration rules.</p>
<b>2<sup>nd</sup> XI</b>	<p>Relegated to Division 2</p> <p>Mix of experienced senior players and young teenagers</p> <p>Need to re-establish energy after a very challenging season</p>	<p>Improved connection between 1<sup>st</sup> XI and 2<sup>nd</sup> XI to help players maximize their form and contribution and increase the overall standard within the 2<sup>nd</sup> XI (AM, AH)</p> <p>Provide environment where teenagers are starting to make a fuller contribution (AM)</p> <p>Aim to finish in top half of Division 2 as minimum (Club)</p>	<p>Director of Cricket to extend training/skills/performance programme to enable emerging players to develop and aim for transition to 1<sup>st</sup> XI</p> <p>Achieve Div 1 status within 3 years</p> <p>Plan for overseas to play within 2<sup>nd</sup> XI to help squad consolidate status within top</p> <p>Aim to establish a 3<sup>rd</sup> Saturday team within 5 years</p>

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<b>Sunday team</b>	Reasonably full programme of matches each season  Opportunity for non-KCL players to play  Can be quite difficult to source 11 players	Broaden participation amongst wider membership/local community (Sunday captain, TBC by June 2022)  Use the Sunday matches to help build skills and confidence amongst players looking to establish themselves within 2 <sup>nd</sup> XI and/or those on the fringes of the 2 <sup>nd</sup> XI (Sunday captain, TBC by June 2022)	Clear evidence for transition from junior cricket to Sunday cricket through to 2 <sup>nd</sup> XI
<b>U19</b>	Currently insufficient numbers at this age group to warrant a Broadstairs team and players will have the option to they for local clubs (Whitstable, Chestfield)	Continue to ensure those eligible players with sufficient talent and enthusiasm are encouraged to play for local clubs in this highly competitive league competition. (AM)	Through appropriate coaching, recruitment and development of juniors, plan to establish an U19 side within 5 years
<b>Juniors</b>	Lively and enthusiastic junior section with good support from coaches and parents. Weekly coaching and 1 team per age-group	Junior head coach role established to create a coaching/learning culture throughout all age-groups and promote transition to next level/adult cricket (ID)  Ensure all players maintain their enthusiasm for game and continue to develop skills and match play to strengthen pipeline of players through to senior squads (ID and age group managers)  Identify key talent within each of the age-groups for nomination to Area and County squads (ID and age group managers)	Clear progression from Allstars/Dynamos through to age-groups to enable two teams to be established per age group within 5 years.  As an aspiration, aim to attract, encourage and develop sufficient numbers of female players to form the basis of the start of a girls' team and eventually women's section.  Multiple examples of players progressing from junior section through to U19/Sunday/2 <sup>nd</sup> XI as well as County/Area squads.

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		<p>Better liaison between club and Kent Community Team to strengthen links with local schools, widen local participation in the sport and support recruitment of talented enthusiastic players to the junior section (ID)</p> <p>Fuller contribution from parents to be actively encouraged (scoring, umpiring) (ID, age group managers)</p>	
<b>Allstars/Dynamos</b>	<p>Saturday morning programme from May to July very well attended for both programmes</p> <p>Consistency of coaching support has been difficult to establish</p>	<p>Junior head coach to draw up a coaching support plan in April for each programme. (ID)</p> <p>Plan will draw upon additional coaching support that has been offered from local players/coaches. (ID)</p> <p>More regular involvement in the programmes from 'home team' senior players each Saturday (AH, AM, ID)</p>	<p>Multiple examples of participants in Allstars/Dynamos (diverse mix in terms of gender, ethnicity, social background) remaining within the sport, with a significant proportion playing at Broadstairs.</p> <p>Parents from the Allstars/Dynamos programmes encouraged to play a more active role in the club (e.g. supporting coaches, team managers etc)</p>
<b>Facilities</b>	<p>Nets renovated in 2019 and booking system introduced during 2020 although informal use by local clubs/community also encouraged.</p> <p>New groundsman (JP) from 2019</p> <p>More regular cutting arranged for outfield</p> <p>Pitches and nets made available for Nomads Sunday team and St Lawrence College on request.</p>	<p>Booking system for nets to continue with various membership models available (DF)</p> <p>Pitches and nets to continue to be made available for Nomads Sunday team and St Lawrence College on request (JP)</p>	<p>Seek opportunities for partnership with local clubs to provide a second venue option and enable three Saturday senior teams to be established within 5 years.</p>

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<b>Clubhouse</b>	Major Redevelopment 2017 Joint use by Cliftonville HC Co-membership with petanque team Bar and clubhouse bookable for events	More extensive use of bar and clubhouse facilities to be encouraged across club members and local community as a way of raising the club's profile/support base as well as providing an important revenue stream. (JP, AM, BS)	Upgrade to kitchen facilities Additional ladies' toilet to be installed
<b>Committee and volunteer base</b>	Small group of volunteer committee members perform the majority of club roles. This is a significant pull on those people's time and represents and risk in terms of continuity, should any of the individuals step away.	Re-invigorate the club committee and volunteer base to ensure the various club roles are formalized in an explicit structure/set of responsibilities across an extended group of club members (BS, by July 2022)	A track record of members, players and parents taking on defined volunteer roles within the club. A culture established where club members are seeking out opportunities to help and support the club by taking on specific roles so that there is increased capacity for support and continuity is maintained as and when individuals move on from their roles.
<b>Sponsorship</b>	Sponsorship from local businesses and school for shirts, covers and advertising boards	Continue with existing sponsorship schemes and explore additional opportunities for sponsorship e.g. beer sponsor, junior section etc (AM, BS)	Establish a beer sponsor for the club Sponsorship for the Director of Cricket/Junior Head Coach roles Aim for 30 advertising boards around the ground
<b>Community engagement/profile</b>	Regular articles in local newspapers Weekly match reports and photos on website and disseminated via Twitter (2K followers) and Facebook Social membership model	Continue with press and website activities (DF) Increase number of events to strengthen link between club and community and local interest in teams' progress (BCC committee members) Use improved links with schools to encourage families to watch the team on a Saturday (ID)	Establish live stream Engage local radio with podcasts/interviews Increase number of spectators to 50+ within 5 years

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