

BROADSTAIRS CRICKET CLUB DEVELOPMENT PLAN

Status

1st XI

- Kent League Championship team comprising largely home-grown players
- Training currently unstructured and poorly attended
- Little link between training, match performance and team selection

2nd XI

- Kent League Division 7 Hurricane
- A mix of experienced senior players and young teenagers
- Need to re-establish energy after previous challenging seasons

Sunday XI

- Reasonably full program of matches each season
- Opportunity for non KCL players to play
- Can be difficult sourcing 11 players

T20 XI

- Participate in KCL Twenty 20 Cup
- Historical strong engagement from Saturday 1st XI players
- Well supported by BCC members & spectators

Indoor Cricket

- 2 BCC sides entered into Thanet Indoor Cricket League
- Division 1 winners then progress into ECB Cup Competition inc. County, Regional and National Finals
- BCC strong pedigree established during past decades
- Helps maintain momentum and positive club moral during the winter months

U19

- Post Covid there have been insufficient numbers in this age group to warrant a Broadstairs team. However, in 2024 there is a critical mass to provide the basis of a competitive team



**Broadstairs
Cricket Club**

Juniors

- Lively and enthusiastic section with good support from coaches and parents
- Weekly coaching and 1 team per age group
- Participation from boys, with a number of girls also recently integrated
- Effective partnerships with local schools and relationships with clubs that offer Women's cricket. This model has proved extremely successful with the emergence of Kalea Moore (member of Broadstairs U15 ECB National Finalists squad) now achieving professional status with Kent Cricket, South East Stars, Northern Superchargers and key member of winning Southern Brave Hundred winners in 2023

Allstars/Dynamos

- Saturday morning program from May to July extremely well attended
- Consistency of coaching support has been difficult to establish but appointment of Junior Head Coach has eased the situation

Facilities

- Nets renovated in 2019 and booking system introduced during 2020 although informal use by local clubs/community also encouraged
- Competent groundsman in place and well established; since 2019
- More regular cutting arranged for outfield
- Pitches and nets made available for Nomads Sunday team and St Lawrence College on request

Clubhouse

- Major Redevelopment 2017
- Joint use by Cliftonville Hockey Club and Broadstairs Pétanque Club
- Co-membership with Pétanque team
- Kitchen facilities upgraded 2023
- Bar and clubhouse bookable for events for social members

Committee & Volunteer base

- Small group of volunteer committee members perform most club roles. This is a significant pull on those people's time and represents a risk in terms of continuity, should any of the individuals step away
- Encourage participation from younger playing members

Sponsorship

- Sponsorship from local businesses and school for shirts, covers and advertising boards

Community engagement/Profile

- Regular articles in local newspapers
- Weekly match reports and photos on website and disseminated via Twitter (2K followers) and Facebook social membership model

Plan

1st XI

- Return of overseas player
- Greater commitment to training & personal development
- Cohort of younger players have become fully established within the team
- Clear objective to consolidate and retain Championship status from 2024 onwards
- Broadstairs will be entering the ECB National Club Championship & Bertie Joel Trophy from 2024 season

2nd XI

- Improved connection between 1st XI and 2nd XI to help players maximize their form, contribution and increase the overall standard within the 2nd XI
- Provide an environment where teenagers are starting to make a fuller contribution
- Aim to finish in top half of Division 7 Hurricane as a minimum

Sunday XI

- Broaden participation amongst wider membership/local community
- Use the Sunday matches to help build skills and confidence amongst players looking to establish themselves within the 2nd XI and/or those on the fringes of the 2nd XI

T20 XI

- Continue participation in KCL Twenty 20 Cup Competitions
- Maintain strong engagement from Saturday 1st XI players
- Skippered by Saturday 1XI captain/vice captain

Indoor Cricket

- Continue entering 2 BCC sides into Thanet Indoor Cricket League
- Maintain strong performance levels and ambition for County and National honours

U19

- Continue to use the U19 tournament as a way to maintain competitive junior cricket throughout the summer, maximise participation and to facilitate the transition of talent within the club from junior cricket to senior squads

Juniors

- Junior head coach role established to create a coaching/learning culture throughout all age-groups and promote transition to next level/adult cricket
- 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
- Identify key talent within each of the age-groups for nomination to Area and County squads
- Ensure girls within the junior section are given maximum opportunity and encouragement to participate and develop. Capitalise on existing partnerships with schools and relationships with clubs to attract as many girls to the club as possible and to provide them with an achievable route into women's cricket and beyond
- Organise at least one girls vs boys junior match each season to provide a focus for the junior girls within the club and to inspire them to continue to develop within the game. Invite local women professional players with connections to the club (e.g. Kalea Moore) to attend the match and give a talk/run a Q and A session
- 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
- Fuller contribution from parents to be actively encouraged (scoring, umpiring, training)

Allstars/Dynamos

- Junior head coach to draw up a coaching support plan in April for each programme
- Plan will draw upon additional coaching support that has been offered from local players/coaches
- More regular involvement in the programs from 'home team' senior players each Saturday
- Particular emphasis on ensuring girls are encouraged to participate in the sessions and maximise their enjoyment of the programme

Facilities

- Booking system for nets to continue with various membership models available
- Pitches and nets to continue to be made available for Nomads Sunday team and St Lawrence College on request
- Upgrade to electric scoreboard planned for 2024
- Due to our facilities being overused and a lack of alternative options being available, we are currently looking to build on partnerships with local schools and clubs to enable dedicated girls sessions to run on a regular basis and matches involving a girls' team to be organised in the future

Clubhouse

- 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

Committee & Volunteer base

- 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

Sponsorship

- Continue with existing sponsorship schemes and explore additional opportunities for sponsorship e.g. beer sponsor, junior section etc

Community Engagement/Profile

- Continue with press and website activities
- Increase number of events to strengthen link between club and community and local interest in teams' progress
- Use improved links with schools to encourage families to watch the team on a Saturday

Long Term Plan

1st XI

- More strategic, coordinated approach to recruitment
- Director of Cricket to establish training/skills/performance program
- 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
- Apply for and receive endorsement of Sponsor License from ECB to establish the club as one that can sponsor and host overseas players under Tier 2/Tier 5 Home Office Immigration rules

2nd XI

- Director of Cricket to extend training/skills/performance program to enable emerging players to develop and aim for transition to 1st XI
- Achieve promotion from Division 7 Hurricane within 3 years
- Plan for overseas to play with 2nd XI to help squad consolidate status within top division
- Ambition to establish a 3rd XI Saturday team within 5 years

Sunday XI

- Clear evidence for transition from junior cricket to Sunday cricket through to 2nd XI for both girls and boys

T20 XI

- Continue strong engagement from Saturday 1st XI players
- Ambition for extended runs in KCL Twenty 20 Cup competitions
- Look to exploit established support levels from BCC members & spectators, i.e. linked events to match day games

Indoor Cricket

- Continue entering 2 BCC sides into Thanet Indoor Cricket League
- Maintain strong performance levels and ambition for County and National honours

U19

- Through appropriate coaching, recruitment and development of juniors, plan to establish a regular U19 side within 5 years

Juniors

- Clear progression from Allstars/Dynamos through to age-groups to enable two teams to be established per age group within 5 years with a suitable mix of boys and girls
- 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/2nd XI as well as County/Area squads

Allstars/Dynamos

- Multiple examples of participants in Allstars/Dynamos (diverse mix in terms of gender, ethnicity, social background) remaining in the game of cricket with a significant proportion playing at Broadstairs
- Parents from the Allstars/Dynamos programs encouraged to play a more active role in the club (e.g., supporting coaches, team managers etc)

Facilities

- 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

Clubhouse

- Upgrade kitchen facilities (achieved 2023)
- Additional ladies' toilet to be installed (achieved 2023)

Committee & Volunteer base

- 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 an increased capacity for support and continuity is maintained as and when individuals move on from their roles

Sponsorship

- Establish a beer sponsor for the club
- Sponsorship for Director or Cricket/Junior Head coach roles
- Aim for 30 advertising boards around the ground

Community Engagement/Profile

- Establish live stream (achieved 2023)
- Engage local radio with podcasts/interviews
- Increase number of spectators to 50+ within 5 years