



High Wycombe Cricket Club

Club Development Plan

2019

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Introduction

- **Purpose**

To provide the opportunity for all people, regardless of age, race, religion, gender, culture or disabilities to play quality cricket in a safe and friendly environment in the true spirit of the game

- *How will we achieve our purpose?*

- *By continuing to ensure that the Club provides a safe and welcoming environment for all by following the Safe Hands guidelines.*
- *By continuing to ensure expert professional ground preparation and that the ongoing development and improvement of the Clubhouse and ancillary facilities.*
- *By attracting new playing members by achievement of playing success, the offer of professional coaching support at all levels and the expansion and development of the schools coaching support program.*
- *By promoting and enhancing personal development of players of all abilities through participation in cricket and other activities around HWCC.*

- **Current status**

High Wycombe Cricket Club has a strong foundation and history and actively seeks improvements. In summary the Club has:

- *A strong financial management and administrative structure;*
- *A thriving playing and non-playing membership that follow the ethos and Code of Conduct set by the Club;*
- *A strong professional staff structure utilising quality facilities to deliver high standard training and coaching programmes;*
- *Strong partnerships with local schools and community organisations;*
- *High Wycombe Cricket Club has implemented a progressive programme of development and improvement in recent years. The current development plan provisions seek to consolidate these achievements and sets out further goals and objectives to enhance and develop the success of the Club for the benefit of all participating members, the local community and the sport of cricket.*

Developing Club Management and Affiliations

Area	Current Situation	Development Plan Objectives	How will we get there?	Partnerships	When will we achieve this?	Responsibility Allocation	Cost
ClubMark	We are a Clubmark Accredited Club	To maintain Clubmark status	Teamwork of Management Board members. Remain proactive and follow ECB checklist requirements	Bucks Cricket Board	Ongoing commitment	Management Board. Director of Cricket.	Club operating costs
Club Management Board	Management Board Members elected annually at AGM. Club management and decisions taken in accordance with Club Constitution.	To ensure the Club continues to meet the requirements of all sections of the membership with fairness and equality.	Maintain regular Management Board meetings with all sections of the Club membership represented.	Playing Members, Social Members and Club supporters.	Ongoing	Management Board	Club operating costs
Public Liability Insurance	Insured through the Covea Insurance Company Ltd.	To maintain annual insurance cover to meet the requirements of all aspects of the Club operation.	Annual review of insurance requirements and Club cover and policy renewal.	Covea Insurance Company Limited	Annually April	General Manager	Annual Premium

Financial Management	Club Treasurer responsible for management of Club finances and reporting to Management Board	To maintain a sound and prosperous financial status for the Club	Continue sound financial management and financial reporting to Management Board and AGM.	Club Treasurer Club Auditors	Ongoing	Club Treasurer Management Board	Club operating costs
Child Welfare	The Club currently has a Child Welfare Officer who holds the required CWO training accreditations.	Maintain CWO requirement. Ensure all relevant Club Officers, Coaches and members have up to date DBS vetting checks / SYC course completion certificates as required.	Provide annual safeguarding refresher training for all relevant role holders	Bucks Cricket Board	Ongoing commitment	Director of Cricket Child Welfare Officer	N/A
Health and Safety	The Club adheres to its Health & Safety Policy and follows incident reporting and emergency procedures and risk assessment requirements.	To ensure requirements continue to be complied with in order to provide all members with a safe environment. Management Board and Child Welfare Officer to ensure this.	Review and update requirements as necessary. Ensure up to date Health and Safety Policy included in members pack and on Club notice boards.	N/A	Ongoing Commitment	Management Board. Child Welfare Officer	N/A

<p>Risk Assessments</p>	<p>The Club has up to date and formal Risk Assessments of all playing and coaching venues.</p>	<p>Maintain and update risk assessment procedures to ensure that all Club operations take place in a safe environment.</p>	<p>Regularly conduct risk assessments on all grounds and buildings used by HWCC</p>	<p>Bucks Cricket Board Club Members</p>	<p>Ongoing Commitment</p>	<p>Management Board General Manager Director of Cricket Coaches</p>	<p>Club operating costs</p>
<p>Club Affiliations</p>	<p>Affiliated to ECB through Bucks Cricket Board</p> <p>Home Counties Premier Cricket League</p> <p>Thames Valley Cricket League</p> <p>Mid Bucks Cricket League</p>	<p>Maintain and enhance relations with all affiliated leagues and cricket boards.</p>	<p>Continue to take on new initiatives set out by the ECB or County. Continue to be supportive and playing members of leagues.</p>	<p>Cricket Boards and Leagues associated to.</p>	<p>Annual review of operations following the end of each cricket season.</p>	<p>Management Board General Manager Director of Cricket</p>	<p>Subscription costs</p>

Developing Sponsor Relationships

Area	Current Situation	Development Plan Objectives	How will we get there?	Who with? (partners)	When will we achieve this?	Responsibility of?	Cost
Main Sponsor	The Club has a main sponsor (PDX)	To seek additional sponsorship opportunities with local, supportive business concerns in order to provide additional financial support to aid Club development	Publicise sponsorship opportunities in Club website, press promotions and Club business.	Business partners and local commercial concerns	Ongoing ahead of the 2020 cricket season.	Management Board General Manager	Circa £500 (Promotional material and publicity)
Colts Section Sponsor	The Club has (from 2020) a Colts Cricket sponsor (Chiltern Consultancy)	To seek additional Colts cricket sponsorship from supportive local business concerns in order to provide additional financial support to aid Club development.	Publicise sponsorship opportunities in Club website, press promotions and Club business.	Business partners and local commercial concerns.	Ongoing ahead of the 2020 cricket season.	Management Board General Manager	Circa £500 Promotional material and publicity)

Schools Programme Sponsor	HWCC operates an expanding coaching in schools' programme. In some schools this is curtailed and restricted by acute financial constraints.	Identify & engage additional business sponsorship to support the Schools coaching programme.	Publicise sponsorship opportunities in Club website, press promotions and Club business.	Business partners and local commercial concerns.	Ongoing Prior to Summer Term 2020	Management Board General Manager.	Circa £300 (Promotional material and publicity)
Other Sponsors	The Club has no current sponsor for cricket coaching in local Special Schools.	Identify and engage sponsors for cricket in Special Schools to assist developing and meeting the costs and requirements of this key priority area of operation.	Publicise sponsorship opportunities in Club website, press promotions and Club business.	Business partners and local commercial concerns	Ongoing ahead of 2020 cricket season.	Management Board General Manager	Circa £300 (Promotional material and publicity)
Marketing And Promotion	The Club Website and the prominent road frontage of the London Road Ground both offer Club publicity and promotion options.	Expansion of Club website publicity, Renewal & improvement of road frontage signage.	Website development, commissioning of new frontage signboards & advertising.	Commercial and corporate membership partners and business advertisers	Ongoing	Management Board General Manager	Website £1,800 p.a. Frontage schemes to be advertising client funded

Developing Community Partnerships

Area	Current Situation	Development Plan Objectives	How will we get there?	Who with? (partners)	When will we achieve this?	Responsibility of?	Cost
Promote HWCC to Schools and Local Groups	HWCC have a schools coaching program in place involving 4 Secondary schools and 13 Primary Schools in the last School Year. The Club hosts school fixtures and festivals and supports local Disability schools and organisations.	Maintain school coaching relationships and look to increase coaching time in these schools. Increase support to local disability schools in partnership with the BCB, the Bucks Youth Cricket Trust and sponsorship	Dialogue with Schools management. Development of sponsorship opportunities for the coaching in schools' program.	Bucks Cricket Board All Participating Schools Bucks Youth Cricket Trust	Prior to the start of the 2020 Season. Ongoing	General Manager Director of Cricket	Club operating costs.
Make HWCC cricket facilities available to local Schools and Community Organisations	The Club facilities are made available to local schools and community groups for fixtures coaching and festival days.	Continue to develop the support given to local schools and community organisations to host games and festivals to increase participation and inclusivity.	Additional promotion of the availability of Club facilities and the schools cricket coaching program.	Local Schools. Local Community Groups. Bucks Cricket Board	Ongoing	General Manager Director of Cricket	Circa £300 (Promotional material & publicity)

<p>Make HWCC Social facilities available to support local groups and organisations</p>	<p>HWCC has a well-equipped meeting room / function suite which is available for use by business and organisations and private functions.</p> <p>The revenue generation from this facility is a major enabler of the finance for free school coaching and other community support by HWCC</p>	<p>Maintain and extend the use of the meeting room / function suite for increased revenue generation to support HWCC and its cricket in the community programme.</p>	<p>Continue to promote the Club facilities through social media and the website. Increasing awareness through publicity in new membership pack.</p>	<p>Sport & Community Organisations</p>	<p>Ongoing</p>	<p>General Manager Management Board</p>	<p>Club operating costs</p>
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Developing Club Membership

Area	Current Situation	Development Plan Objectives	How will we get there?	Who with? (partners)	When will we achieve this?	Responsibility of?	Cost
Playing Members	<p>Current Senior Playing Membership (50) Current Junior / Colts Playing Membership (110)</p> <p>Open and welcoming to new members.</p>	<p>Retain current playing members. Maintain an organised path from colts cricket into senior cricket</p> <p>Continue to welcome and encourage new members.</p> <p>Continue to grow Junior membership numbers to identify future senior cricket playing members.</p>	<p>Maintain and enhance organised training sessions and opportunities.</p> <p>Continue to ensure the HWCC is a welcoming and friendly Club to all members of the community.</p>	<p>Management Board. Director of Cricket Current playing members.</p>	<p>Ongoing</p>	<p>Director of Cricket. Management Board</p>	<p>Club operating costs.</p>

**Non-Playing
Members
(Social Members)**

Current Social Membership approximately 400 (of which circa 50% are parents / relatives of members of the Club Junior Section).

Increase Social membership numbers to provide increased support for the Club on match days and through use of the Club facilities

Increase publicity of HWCC through Social media, website and current membership publicity.

Past and current players

Local community

Current members

Ongoing

General Manager
Management Board

Circa £200
(Publicity material)

Developing Senior Cricket

Area	Current Situation	Development Plan Objectives	How will we get there?	Who with? (partners)	When will we achieve this?	Responsibility of?	Cost
Senior Cricket	Currently field 5 sides on a Saturday. 1 st XI in the Home Counties Premier League Division 1. 2 nd – 5 th XIs in the Thames Valley League.	Maintain HCPL Division 1 placement for the 1st XI and compete for the League Championship. Look to League promotion for the 4 TVL XIs in 2020. Particularly to recover TVL League 1 status for the 2 nd XI lost due to the pre-season departure of several top players.	Hold organised training sessions twice a week. Ensure players are picked on merit and players are aware form is important.	Selection committee and captains communicating well with coaches and players	Ongoing – Selection and training program working well, ensure this stays the same	Club Captain	N/A
5th XI	Recently established 5 th XI for provision of first Saturday League Cricket experience for young players.	Maintain 5 th XI with the emphasis on bringing young players into Saturday League cricket for their future progression.	Ensure adequate coaching support for young 5 th XI players during matches.	Club coaches Senior players	Ongoing	Director of Cricket Club Captain 5 th XI Team Captain	None

Senior Player Development and Coaching

All players receive organised training sessions led by ECB qualified coaches

To ensure that coaches provide maximise assistance to players to enable them to produce the results we want to achieve on the field.

Make 1-2-1 time available for players. Continue with current program set up. Liaise with coaches and enable them to report to the Board.

Support from other coaches and working with Club Captain and Junior Managers

Ahead of the 2020 season and ongoing

Coaches, Team Captains and Weekly Selection Committee

Management strategy. No significant financial implications.

Transition of Juniors Players to Senior Cricket

Junior players play a big part in HWCC senior cricket. This is important to retain and to emphasise the importance of senior cricket to the juniors. This will be key to the 5th team moving forward and young player progression.

To boost the skills and abilities of juniors as much as possible through good practice so they can manage with the step up to senior cricket. Make clear paths for players to work up the teams

Through maintaining and enhancing the current structure we have in place and ensuring juniors are aware of the path to a place in 1st XI cricket

All senior playing members and junior age group coaches/ managers.

Ongoing

Director of Cricket Club Captain

Management strategy. No significant financial implications.

Developing Youth Cricket

Area	Current Situation	Development Plan Objectives	How will we get there?	Who with? (partners)	When will we achieve this?	Responsibility of?	Cost
Colts Section	The Club has a thriving Colts (Junior) Section.	To retain current Colts membership numbers, provide increased playing opportunity to Colts members and improve the skill and ability level of junior cricket at HWCC	Maintain coaching resources and continue to develop the structure of the coaching organisation.	Work within schools to identify and attract new members. Encourage more voluntary support from parents..	Ongoing	Management Board Director of Cricket	Club operating costs
EPP/Academy	The Club has an EPP and Academy program to further develop the skills and abilities of talented players and afford them more game/practice time	To maintain the success of HWCC at the highest levels and develop the skills of talented players for their personal advancement in cricket. To ensure that the success of HWCC at senior level is mirrored in the performance of junior competition sides.	Look to operate a Club winter training program to develop players that do not have the advantage of the County Squad training opportunities.	Partnerships with local schools for winter use of sports halls by HWCC with the return of in season use of HWCC grounds for School fixtures	Winter programs From January each year.	Director of Cricket	Partnership working defrays sports hall hire costs.

<p>Colts Section Coaching</p>	<p>The club has 13 qualified coaches and 2 DBS certificated parent volunteers</p>	<p>Increase the number of coaches and parent volunteers.</p>	<p>Encouraging existing playing members to take up coaching courses.</p>	<p>Bucks Cricket Board ACO</p>	<p>Winter period 2019/20</p>	<p>Management Board Director of Cricket</p>	<p>Course costs</p>
<p>Winter Coaching</p>	<p>Winter training session are organised for all age groups</p>	<p>Ensure players can train, practice and maintain their fitness outside of the season to develop their skills and keep them involved in the Club and the game.</p>	<p>Increasing relationships with local schools with sports halls.</p>	<p>Local schools Club members</p>	<p>Ongoing</p>	<p>Director of Cricket</p>	<p>Partnership working defrays sports hall hire costs.</p>

Developing Ladies Cricket

Area	Current Situation	Development Plan Objectives	How will we get there?	Who with? (partners)	When will we achieve this?	Responsibility of?	Cost
Women's Cricket	HWCC does not currently have a Women's team associated to any League	To attract enough female playing members of a standard adequate to enter in to a league	Actively seek women cricketers through local contacts & ECB initiatives	Local Schools and Bucks Cricket Board	For the 2021 season.	Management Board Director of Cricket	Club operating costs
Girl's Cricket	HWCC does not currently have a Girls Section.	Increase girl membership numbers to have them enter teams throughout all BCB Competition age groups.	Work within local schools, target girls Schools and organise Girl only cricket coaching sessions	Bucks Cricket Board. Local Schools	For the 2021 season.	Management Board Director of Cricket	Club operating costs

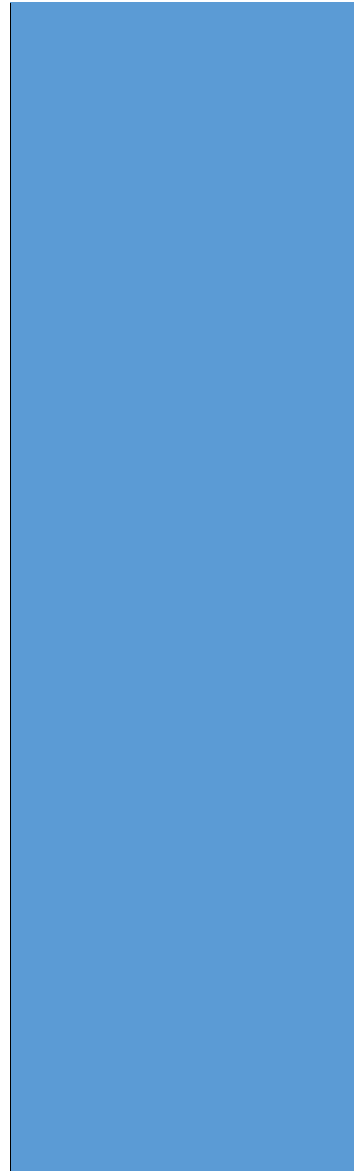
Developing Coaches, Umpires & Scorers

Area	Current Situation	Development Plan Objectives	How will we get there?	Who with? (partners)	When will we achieve this?	Responsibility of?	Cost
Coaches / Coach Recruitment	<p>The club has 13 active coaches</p> <p>Of which 9 are ECB Level 2 qualified</p> <p>The Club seeks to increase qualified Coach numbers & funds training for any players / parents wishing to take up training courses.</p>	<p>Support and encourage at least one coach per season to gain ECB Level 3 accreditation.</p> <p>Encourage more coaches to take up ECB Level 2 courses</p> <p>Maintain ratio of coaches to players with as many Level 2 coaches possible</p>	<p>Work with BCB to get more participants on coaching qualification courses.</p> <p>Determine cost of the courses</p>	<p>Bucks Cricket Board</p> <p>Senior Colts / Academy members any others with commitment to the game and the Club.</p>	Ongoing	Director of Cricket	Coaching course costs (Up to £300 per participant)
Coaches – Training, Welfare & First Aid	Coaches are understanding of the current Child Protection Policy and Procedure	All coaches to be First Aid Qualified with current DBS safeguarding / SYC certificates.	Club registers of expiry dates to ensure organised renewal and training updates. New courses organised as necessary.	Bucks Cricket Board	Ongoing monitoring of expiry dates	Child Welfare Officer. Director of Cricket	Course costs

<p>Umpires</p>	<p>HWCC currently has 3 regular umpires and seeks to add to the number of qualified umpires available within the Club.</p>	<p>To establish a pool of Umpires (Level 2) within the Club to ensure umpire availability for all competitive Senior and Academy cricket played by the Club and for key Junior Competition fixtures.</p>	<p>Offering umpire training course opportunities to all Senior and Academy playing members of the Club and 'cricket involved' Colts parents etc...</p>	<p>ECB Association of Cricket Officials Bucks Cricket Board</p>	<p>May 2020 Ongoing objective to secure two additional trained and dedicated Club umpires each season.</p>	<p>Management Board</p>	<p>Course Costs (Minimal)</p>
<p>Scorers</p>	<p>HWCC currently has 3 regular scorers (for the 1st, 2nd and 3rd XIs)</p>	<p>To have a regular scorer available for each of the 5 Saturday league sides by the start of the 2020 season. To encourage parents / relatives, etc of junior playing members to take up scoring and scorer training. to provide a pool of knowledgeable scoring talent for each junior age group. (8). All scorers to have the necessary child welfare training & DBS accreditation.</p>	<p>Offering scorer training course opportunities to all sections of the Club membership including social members / parents etc. and players junior and senior.</p>	<p>Bucks Cricket Board</p>	<p>May 2020 Ongoing objective. Minimum addition of two qualified Club scorers each season.</p>	<p>Management Board</p>	<p>Course Costs (Minimal)</p>

Developing Grounds

Area	Current Situation	Development Plan Objectives	How will we get there?	Who with? (partners)	When will we achieve this?	Responsibility of?	Cost
HWCC London Road Ground	HWCC ground held in Trust for the Club. Accommodation includes a modern, fully functional Clubhouse opened in 2000 with changing rooms and umpire facilities. Playing facilities comprise a 13-wicket square. Practice facilities include 3 AstroTurf nets and 12 narrow grass wickets for portable cages. Ancillary accommodation includes Groundsman storage buildings, scoreboard and electronic scoreboard and a redundant timber pavilion.	Improvement of the ground and facilities by; (A) Redevelopment of the site of the existing redundant 'Ladies Pavilion' by the construction of a single storey Groundsman Unit for equipment storage and accommodation.	(A) Obtaining planning permission for new building; Fund raising, grants and loans; Tendering. Construction and completion.	(A) Wycombe District Council; Cricket Grant Aid funding providers.	(A) For 2023 season	(A) Management Board	(A) Circa £75k -£90k
		(B) Demolition of all other ancillary storage and buildings and structure when the new Unit is brought into use.	(B) Cessation of use with commissioning of new facility.	(B) Wycombe District Council. Club Membership.	(B) Following the end of the 2022 season.	(B) Management Board	(B) Circa £1000 (Equipment hire and materials disposal)



<p>(C) Commissioning of a new electronic scoreboard potentially in conjunction with the Groundsman Unit building.</p>	<p>(C) Specification drafted. Location selected. Planning permission obtained. Construction contract let and work completed.</p>	<p>(C) Wycombe District Council Grant Aid Sponsors financial support</p>	<p>(C) For start of 2023 season.</p>	<p>(C) Management Board.</p>	<p>(C) Circa £9,000</p>
<p>(D) Provision of a dedicated scorers 'box' potentially by adaption of the existing Clubhouse (roof space).</p>	<p>(D) Specification drafted. Planning permission obtained. Construction contract let. Work completed.</p>	<p>(D) Wycombe District Council. Club / Member fundraising Sponsors financial support.</p>	<p>(D) For start of 2024 Cricket Season.</p>	<p>(D) Management Board.</p>	<p>(D) Circa £25,000</p>
<p>(E) Renewal and improvement of the London Road frontage of the Ground for a more attractive, welcoming and pleasing appearance to the Club premises.</p>	<p>(E) Structural details agreed and planning permission gained in consultation with Wycombe District Council</p>	<p>(E) Wycombe District Council</p>	<p>(E) For the start of the 2025 Cricket Season.</p>	<p>(E) Management Board</p>	<p>(E) Circa £10,000</p>

Club Second Ground (3rd XI) and Third Ground (4th & 5th XI)	<p>The Club utilised village club grounds at Winchmore Hill CC for 3rd XI and West Wycombe CC for 4th & 5th XI Saturday TVL 'Home' fixtures in 2019.</p>	<p>Maintain the use of village club grounds in the High Wycombe vicinity to enable maximum HWCC participation in Saturday League cricket.</p>	<p>Offer host clubs professional HWCC ground maintenance arrangements that can be of huge benefit to the continuation of the host club.</p>	<p>Village clubs in the High Wycombe vicinity with grounds available for Saturday cricket</p>	<p>Annually ahead of TVL BCB and MBL entry confirmation deadlines.</p>	<p>Management Board</p>	<p>Circa £3,000 p.a. offset by charges for ground preparation work exclusively required for use by the host Club.</p>
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Developing Training / Coaching & Clubhouse Facilities

Area	Current Situation	Development Plan Objectives	How will we get there?	Who with? (partners)	When will we achieve this?	Responsibility of?	Cost
Training / Coaching Facilities	The HWCC practice facilities include three AstroTurf cricket nets and grass nets with a new netting system.	Ensure continuation of AstroTurf nets with agreed contractor maintenance arrangements.	Contractual maintenance agreement.	Designated supplier.	Spring 2020	Management Board	N/N
Clubhouse	The Clubhouse, provides modern changing rooms with shower facilities, umpires room, Members bar and function room served by a fully equipped kitchen for function catering. The pavilion is fully served with facilities for disabled access and use including wheelchair ramps and a lift to the first-floor function room.	(A) Maintain the standard of the Clubhouse by upgrading existing furniture and fittings and ongoing maintenance programme. (B) Upgrade function suite audio-visual equipment to increase client hire potential.	(A) Engaging Interior design expertise. Annual Club maintenance work, Contract services. (B) Engaging AV expertise for specifications and installation.	(A) Membership for fundraising & support. (A) Membership for fundraising & support.	(A) Spring 2020 and ongoing. (A) Spring 2020 and ongoing.	(A) Management Board General Manager (B) Management Board General Manager	£10k £2k