



# **CHELMSFORD CRICKET CLUB**

## **DEVELOPMENT PLAN**

**2018 - 2021**

**(ISSUE: 04 - 2018)**

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# INTRODUCTION

Chelmsford Cricket Club's aim is to continue to be a successful Premier Essex League Club since becoming originally ECB Clubmark accredited in 2004. We wish to develop our cricket facilities and offering to the local community to be of the highest standard.

We also plan to develop our thriving junior section to rival the best clubs in Essex.

This development plan builds upon the previous issue consists of eight sections which are essential to the future planning and well being of the club.

The sections are;

1. Club Structure
2. Membership
3. Junior Section
4. Facilities
5. Coaching
6. Fixtures
7. Equipment
8. Local Community

For each of the sections, we have asked the following questions.

1. What do we have now?
2. What would we like to have?
3. What do we need to do?
4. What is the cost?
5. What is the programme for implementation?

## **1 CLUB STRUCTURE**

### **1.1 WHAT DO WE HAVE NOW**

- We are affiliated to the English Cricket Board through the Essex County Cricket Board. We are members of the Central Essex District Cricket Board and have had “Clubmark” accreditation since March 2004, which recognises our club as a safe, effective and child-friendly club.
- Our President, Brian Poole is the Sports Club Chairman, which runs the clubhouse and manages the facilities occupied jointly by the cricket and hockey clubs.
- We have a pro-active and effective Committee taken from a representative cross section of the membership. We have an “open door” membership policy.
- Our Committee represents the views of all playing and non-playing social members including youth section, coaches, umpires and scorers. The Committee deals with financial, ground and communication issues, including [www.playcricket.co.uk](http://www.playcricket.co.uk) website and @Chelmsford\_CC twitter account. Regular fund raising events are held.
- We are members of the Jack Petchey Foundation to encourage participation of our 11 – 25 year olds and satisfy Active Sports minimum standards relating to safe play and equal opportunities.
- We support the Last Man Stands (LMS) initiative for informal adult T20 cricket at our ground and provide support to the LMS coordinator to run the weekly evening matches as required.

### **1.2 WHAT WOULD WE LIKE TO HAVE**

- Stronger links with the local community and schools.
- We would like to further increase the involvement of Junior playing members and their parents as volunteers, coaches, umpires, scorers, etc.

### **1.3 WHAT DO WE NEED TO DO**

- Actively involve junior playing members’ parents and other volunteers in the running of the club.
- Foster links with local schools and community groups with the help of the Essex Cricket Development Officer and Last Man Stands (LMS) Initiative.
- Promote the club through regular exposure in the local press.

### **1.4 WHAT IS THE COST**

- The cost is minimal.

### **1.5 WHAT IS THE PROGRAMME FOR IMPLEMENTATION**

- Continue the process of improvement and development year on year.

## **2 MEMBERSHIP**

### **2.1 WHAT DO WE HAVE NOW**

- We have a pro-active and effective Committee taken from a representative cross section of the membership. We have an “open door” membership policy.
- We have recruited a number of quality players at 1<sup>st</sup> and 2<sup>nd</sup> team level and seek to develop and promote young talented players to play the highest standard league cricket, subject to availability of places.
- We recruit one overseas player each year, preferably selected for the 1<sup>st</sup> team.
- We have 2 qualified scorers ie John Everard and Bernice McGowan, but no umpires.

### **2.2 WHAT WOULD WE LIKE TO HAVE**

- Actively involve junior playing members’ parents and other volunteers in the running of the Club.
- Recruit highly talented overseas player(s), who can enhance the reputation and success of the Club.
- We would like to have a qualified umpire and scorer for each of our teams.

### **2.3 WHAT DO WE NEED TO DO**

- Expand membership from a more diverse background, representative of our Community to take an active part in our Club.
- Nurture more quality players by developing talented youth players.
- Seek the best economically available overseas player(s).
- Encourage more Colts to become regular scorers, ideally one per team.

### **2.4 WHAT IS THE COST**

- Minimal costs. Identify courses run by the Essex Board and others.
- As appropriate, the cost of overseas players will be borne by donations towards air-fare, lodgings, travel costs and waiving of subscription and match levies.

### **2.5 WHAT IS THE PROGRAMME FOR IMPLEMENTATION**

- Review annually the quality and availability of prospective overseas players.
- Review annually the availability of prospective umpires and scorers for each team.
- Identify possible new Committee members with skills and enthusiasm to become actively involved for the Club.

### **3 JUNIOR SECTION**

#### **3.1 WHAT DO WE HAVE NOW**

- We have a Colts section with teams entered in competitions at Under 9, Under 11, Under 13, Under 15 and Under 16 age groups. We have a growing Girls Section in three league teams (U10, U12 and U14) and Lady Taverners competitions.
- We currently have 106 boys and 54 girls registered in the Colts Section. (2018 season)
- We have both a Colts Coordinator and a Girls Section Coordinator.
- We have 11 qualified Coaches, 5 Assistant Coaches and 6 Coach Support Workers. (See Coaches section)
- Regular practice sessions are organised two evenings per week and structured training programmes during the winter for Colts and FTE playing members.
- We have a full match programme and enter a number of competitions including:  
  
Under 16 Matchplay  
Under 15, 13, 11 & 9 Central Essex District Board junior leagues  
Under 11, 13, 15 Winter Indoor Leagues
- We have a number of boys representing the County and District teams at various age groups. We have 16 girls in various age Essex squads.

#### **3.2 WHAT WOULD WE LIKE TO HAVE**

- Balanced growth in all age groups of our Colts Section. More opportunity for all ages and abilities to play, enjoy and improve at the game of cricket.
- More ECB Qualified Coaches to get more coach/ player involvement to help run the junior section.
- More parent involvement.
- More Colt Team Managers, and regular volunteers.
- To offer an introductory ALL STARS programme, which targets 5-8 year olds with no prior experience of cricket.
- Strengthen links between our club and local schools by running cricket introductory sessions to strengthen school/community links and encourage both boys and girls from primary schools to consider playing KWIK cricket at a recreational level.

#### **3.3 WHAT DO WE NEED TO DO**

- Encourage members to become more involved in junior cricket, both with coaching and help running Colts teams.

- Encourage players and parents to obtain coaching qualifications.
- Consider having two nominated ‘Parent Helpers’ for every Colts team to enforce an expectation of parent participation in all junior teams.
- Get more general parent involvement in junior cricket, particularly with match day organisation/travel/hospitality.
- Maintain strong ties with Essex Girls Coordinator to give more opportunity for high standard girls coaching/ cricket matches and integrate girls into older boys teams.
- Consider playing Under 9 Kwik cricket (six/eight a side) games against opposition on days when there is another junior game being played. Further development of this venture is to have “triangular’ competitions with three Kwik Cricket teams playing a “round robin of games.
- Encourage and recruit a club member to become the All Stars Activator. (Also see Section 5 Coaching)
- Liaise with more local schools. Currently working with Mildmay Primary and New Hall Schools. Could also be working with Moulsham Primary, Beehive Lane Primary, St Cedds and Widford Lodge.

### **3.4 WHAT IS THE COST**

- Cost of coaching courses as set out in Section 5.4 below. Subsidies may be available from Essex Board/Jack Petchey/other funding sources.
- There is no cost of having nominated ‘Parent Helpers’ or other volunteers, but requires resolve and a positive attitude towards including parents so they remain actively involved.
- Use of the kitchen on match days costs nothing, and tea/coffee & refreshment provision would be minimal – but needs organising.
- The cost of junior cricket matches is minimal and would get parents involved with match organisation at an early stage.

### **3.5 WHAT IS THE PROGRAMME FOR IMPLEMENTATION**

- We are applying for grants to assist in the costs of training coaches and developing a full youth development programme with the help of the local Cricket Development Officer. Ideally, we are looking to train one Coach and two Coach Support Workers each year.
- We will be identifying and putting forward candidates for coaching courses and existing coaches to advance to Certificates, Working in Schools coaching courses annually.
- Use of the kitchen and involving parents in making tea/coffee on junior match days.

## **4 FACILITIES**

### **4.1 WHAT DO WE HAVE NOW**

- Chelmer Park is under the control of Chelmsford City Council and we hire up to three pitches each weekend day by pre booking before the start of the season.
- We have two qualified groundsmen (supplied by Chelmsford City Council)
- We have two safe good quality non-turf practice pitches (all weather artificial surface).
- We have a brand new three lane outdoor practice net facility (installed in 2018) open to both Club and the local community. We have a set of portable nets which are easily and safely erected for Colts training sessions, as required.
- A main square for Pitch No.2 used for 1<sup>st</sup> XI Premier League cricket. It was first laid over 40 years ago, but is professionally deep spiked and maintained annually.
- A new automatic watering systems to both Pitch No.1 and 2 squares (main & top pitches).
- We have planted trees (grouped as copses) with memorial benches around Pitch No.2 to improve the environment. The planting programme and benches will be ongoing over the next 3 years.
- A large public car park is available to all visitors to Chelmer Park.
- We have four sight screens (Pitch No.s 1 & 2)
- We have a set of three mobile covers for Pitch No.2 and a secure enclosure for safe storage during the cricket season.
- We have a secure score box for Pitch No.2 (main pitch) that was refurbished in 2015 with large clock and security roller shutter. The scorebox façade was refurbished in 2018 with new wireless operated electronic numbering system s, including a portable repeater panel.
- We have a mobile scoreboard for Pitch No.1.
- We have access to changing rooms with shower facilities, a clubhouse with a bar (run in liaison with the Sports Club), kitchen, tea room and seating area.
- A club kitchen and lounge area (which was completely modernised and refurbished in 2007).

### **4.2 WHAT WOULD WE LIKE TO HAVE**

- Roll and generally maintain the new 3 lane outdoor net facilities in accordance with manufacturer's instructions (Verde Sports Ltd) at the end of each season.

- More benching and scorers/team area as a secure fixed shelter for teams on both Pitch No's 1 and 3 (top and bottom pitches).
- Fully refurbish the existing sight screens which are in poor condition.
- Long term future aim for the main square of Pitch No.2 to be re-laid to meet the standards required for Premier 1<sup>st</sup> XI cricket. (This has been raised with the Council who are responsible for the ground).
- Future ground development plan suggestions will be reviewed annually by the Committee and an update provided to the annual Club AGM to take forward into the next year. The current project list for consideration over the next 3-5years consists:-
  1. New sliding window to kitchen with small retractable canopy over facing onto Pitch No.2. (Canopy needed as shade/weather protection when in use). This will allow those working in the kitchen area to see what is happening on the pitch, as well as provided a "serving hatch" facility.
  2. Renew the two outdoor net facilities, artificial "all weather strips" and pitch covers as they become due for replacement.
  3. Awning on the front of sports club. This would be to cover the exit and patio area near the score box and the changing room door. The awning would be retractable and secure when not in use.
  4. Alter and extend the score box to provide extra storage and room for scorers.
  5. Patio and terrace incorporating seating. Plan will improve the current patio area outside the clubhouse, creating a new area with seating for spectators.
  6. Relay the main square of Pitch No.2 to meet the standard required of Premier 1<sup>st</sup> XI cricket.

#### **4.3 WHAT DO WE NEED TO DO**

- Raise funds and make a contribution towards improvements to facilities adjacent to the boundary of Pitch No's 1 and 3, including new benching and secure scoring shelters. Subject to funding, liaise with Chelmsford City Council for land owners approval and apply for available small grant funding/financial support for project (possibly as a number of phases based on need).
- Carry out repairs to the existing sight screens and refurbish steel frames as a club working party. Renewal not preferred because our existing sight screens are more heavy duty than comparable ones we can buy today. Register as project under the Nat West Cricket Force initiative and apply for £300 ECB sponsored account at Jewsons each year.
- Raise the matter of relaying the main square of Pitch no.2 at the annual Spring meeting with the Council to discuss ground issues. Arrange to update previous report of the condition of Pitch No.2 and discuss with the Council setting out the recommendations for relaying/upgrading the main square to exceed the standard required of Premier 1<sup>st</sup> XI cricket.
- Raise funds and make a contribution towards new non-turf practice pitches (all weather) at Chelmer Park as required. Pitch No.3 next pitch requiring replacement. Liaise with Chelmsford City Council.

- Establish a procurement and construction programme for the other new projects on an annual basis. Part of ongoing review of funding initiatives and opportunities.

#### 4.4 WHAT WILL IT COST

- Roll and annually maintain the 3 lane outdoor nets £250
- Repairs and refurbishment of 4 existing sight screens.  
(Nat West Cricket Force Project) £ 500
- Arrange periodic reviews of the condition of Pitch No.2 and provide a report to the Council setting out the recommendations for relaying/upgrading the main square £ 400
- Carry out professional deep spiking by external contractor in November each year on Pitch No's 1 & 2 £ 900
- New fixed benching and secure scoring shelters for For Pitches 1 and 3 £2-3,000 each
- Future ground development projects (subject to funding):-
  1. New sliding window to kitchen with canopy. £7-8,000
  2. Awning on front of sports club. £12-15,000
  3. Rebuild and extend the score box £20-25,000
  4. Remodel/replace patio and terrace inc seating. £25-30,000
  5. Relay the main square (Pitch No.2) £No cost  
(By Council)

#### 4.5 WHAT IS THE PROGRAMME FOR IMPLEMENTATION

- Deep spiking of Pitch No's 1 and 3 (in November) Prior to end of the year 2018
- Roll and generally maintain the 3 lane outdoor nets At beginning of cricket season 2019.
- Repairs and refurbishment of 4 existing sight screens April 2019.
- Professional review of the condition of Pitch No.2 and report recommending ongoing pitch work required At end of cricket season 2019.
- New fixed benching and secure scoring shelters Phasing on future dates TBA.
- Ground Development Projects 1-5 Future dates TBA.

## 5 COACHING

### 5.1 WHAT DO WE HAVE NOW

We have the following qualified coaches;

<b>Name</b>	<b>Qualification</b>
Keith Goodman	Staff Coach
Robert Shortman	Staff Coach
Eddie Lawrence	Level 2
Alistair Fergus	Level 2
Andrew Shepherd	Level 2
Matthew Spinks	Level 2 CC
James Clifford	Level 2 YPA
Bradley Green	Level 2 YPA
Harry Green	Level 2 YPA
Robert Catchpole	Level 2 YPA
Jack Sterland	Level 2
Oliver Devenish	Level 2
Shona Keaney	Level 2
Jamas Hodiwalla	Level 2
Peter Philips (external coach)	Level 2
Alex Bailey	Level 1
Miles Clark	Level 1
Peter Drain	Level 1
Tom Halsey	Level 1
Nick Bailey	Level 1
Lee Cranmer	Level 1
Adam Wright	CSW
Neil Parrish	Cert CC pend'g
Claudine Whelan	CSW
Deborah Stevens	CSW
Nikki Tuff	CSW
Priyantha Sirawardana	CSW
Sean Good	CSW

Note: Cert CC = Coaching Children  
Cert YPA = Young People & Adults  
CSW=Coach Support Worker

- On average, we have one coach per 10 playing junior members.
- Each Junior team has a manager and a coach.
- We would like to have more qualified coaches to lower ratios we can offer to young cricketers.
- All our coaches maintain their qualifications with refresher courses for first aid and safeguarding young cricketers (SYC).

- We have appropriate insurance cover to cover coaches and their activities
- We have increased the number of coaches and annually fund additional qualified coaches. Our coaching is structured and is aimed at all levels from our 1<sup>st</sup> team squad to Colts Under 9s and younger.
- We have registered as an All Stars Centre and run a full programme as promoted by the ECB in 2017. This requires an enthusiastic volunteer (but not necessarily a qualified coach) to be available to run the sessions as set out in the ECB All Stars online resource. Unfortunately, we were unable to find an Activator in 2018.

## **5.2 WHAT WOULD WE LIKE TO HAVE**

- Club member/volunteer(s) to be trained and become All Stars Activator(s).
- More qualified Coach Support Workers.
- More qualified YPA and Child Certificate Coaches (UKCC Level 2).
- A qualified Coach with Diploma in Coaching Certificate (Advanced Club level).

## **5.3 WHAT DO WE NEED TO DO**

- Encourage a member to become the All Stars Activator.
- Encourage more members/parents to obtain coaching qualifications.

## **5.4 WHAT WILL IT COST**

- The cost is approximately:-
  1. No cost for All Stars Activator training (by Essex)
  2. £50 per person for Coach Support Worker
  3. £350 per person for Certificate in Coaching (Level 2)
  4. £400-£500 per person for Diploma (Advanced Club level).

## **5.5 WHAT IS THE PROGRAMME FOR IMPLEMENTATION**

- We will search for a playing member/volunteer to be the named All Stars Activator for the 2019 season.
- We will encourage an active volunteer with cricket experience to undertake their Certificate in Coaching Children by March 2019. Preferably from our pool of active parents with a cricket background.
- We will encourage one current Assistant Coach to achieve their Certificate in Young People and Adults coaching qualification in 2019.
- We will continue to encourage selected parents and younger playing members to achieve their Coach Support Worker qualifications. We have a target of two extra Parent Helpers to become Coach Support Workers in each year.
- We will arrange for one current Qualified Coach to achieve their Diploma in Young People and Adults coaching qualification in 2019.

## **6 FIXTURES**

### **6.1 WHERE ARE WE NOW**

- We enter teams in the Shepherd Neame Essex League (the senior Essex League). We are one of the top ten sides who have contested the ECB sponsored Essex Premier League. Our 1<sup>st</sup> XI & 2<sup>nd</sup> XIs both won their respective divisions in 2017.
- We run five Saturday League sides (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> XI's). The 6<sup>th</sup> XI side plays friendlies to local opposition to give juniors over the age of 13 more playing experience of senior cricket. Recent success has seen the 1<sup>st</sup> XI winning the Shepherd Neame Premier League in 2015 and 2017 and the 2<sup>nd</sup> XI winning in the same years.
- We run one Sunday League side which has won the championship title in 2015 season. We also run a Sunday 2<sup>nd</sup> XI side playing friendlies.
- We also normally enter teams in:  
The Central Essex District Cricket Board Cup Competitions  
U16 Match Play  
U12 Trevor Bailey Cup
- Our junior members play senior cricket when appropriate and we have a policy of “fast-tracking” good youngsters into higher XI's.
- We encourage our players to be considered for County and representative sides. In the 2018 season, we had one boy playing for Essex U15's, two playing for the U11's and eighteen girls playing for Essex in various age groups.

### **6.2 WHERE WOULD WE LIKE TO BE**

- We aim to continue to maintain our position as one of the top sides in the Shepherd Neame Essex Premier League.

### **6.3 WHAT DO WE NEED TO DO**

- We need to maintain and increase our playing strength across the range of league sides.

### **6.4 WHAT IS THE COST**

- The cost is minimal.

### **6.4 WHAT IS THE PROGRAMME FOR IMPLEMENTATION**

- Review annually our membership, standard of players and avenues for encouraging quality players to join our club.

## **7 EQUIPMENT**

### **7.1 WHAT DO WE HAVE NOW**

- ALL STARS cricket equipment and kit bag as provided by the ECB.
- We have numerous sets of stumps, wooden spring back stumps and a full set of plastic KWIK Cricket equipment.
- We have a good quality light roller for the square and/or the outfield.  
We also have access to a heavy roller Supplied via Chelmsford City Council.
- We have two Bowdry ground drying machines, mowers for the square/and or the outfield - Supplied via Chelmsford City Council.
- We have a variety of other equipment, including a heavy roller for pitch preparation - Supplied and operated by Chelmsford City Council grounds staff.
- We have umpires coats, boundary markers, mobile scoreboards, clocks, deck chairs, etc.
- We have a defibrillator (joint use with the Hockey Club) and two trained club members.

### **7.2 WHAT WOULD WE LIKE TO HAVE**

- A bowling machine for one to one coaching.
- An additional large mobile scoreboard.

### **7.3 WHAT DO WE NEED TO DO**

- Investigate possibility of hiring bowling machine, as only needed a few times a season.
- Buy a suitably sized mobile scoreboard for match use.

### **7.4 WHAT WILL IT COST**

- |                               |                    |
|-------------------------------|--------------------|
| • Bowling Machine             | £4000              |
| • Mobile Scoreboard           | £1500              |
| • ALL STARS cricket equipment | foc (ECB supplied) |

### **7.5 WHAT IS THE PROGRAMME FOR IMPLEMENTATION**

- All items will be considered once we have better quality storage facilities to prevent damage i.e. subject to Future Development Plan (see Facilities Section 4).

## **8 LOCAL COMMUNITY**

### **8.1 WHAT DO WE HAVE NOW**

- The County Cricket Development Officer is aware of our plans. We have maintained our profile within the local community. We have links to local primary schools and private schools and numerous links to local businesses.
- We have forged links with local schools and have offered to run coaching sessions. We also play friendly soft/hardball matches against private school teams.
- We host and assist with the Central Essex District Junior Finals Day (Sept 2016) and the Essex Schools Kwik Cricket Competitions for year 6 at Chelmer Park.
- We have points of contact with businesses, primary schools and the local press.

### **8.2 WHAT WOULD WE LIKE TO HAVE**

- We should promote ourselves more in local schools, groups and local press.
- We need additional sponsor or partnership agreements with local businesses.

### **8.3 WHAT DO WE NEED TO DO**

- Liaise with the Essex Cricket Development Officer to establish further links with schools.
- Establish further links with local businesses and the press.
- Continue fund raising / profile raising functions; for example the annual Golf Day and Dinner in association with and in support of named cricketers at Essex Cricket Club; and involving local businesses.

### **8.4 WHAT WILL IT COST**

- The cost is minimal, but a qualified member who is also a coach is required to find the time to create and run regular sessions of introductory cricket in schools.
- The cost of linking with local business is minimal, but the Golf Day requires organisation.

### **8.5 WHAT IS THE PROGRAMME FOR IMPLEMENTATION**

- Seek a volunteer who can attend the “Working in Schools” course. We are looking to nominate a qualified member to represent the Club Schools Officer, but this requires someone recently retired, or available during the day – and this is proving difficult. Ongoing issue to be reviewed at the beginning of each season.
- Golf Days are held annually in September and further business links and sponsorship with commercial firms would be beneficial when the opportunity arises.

**End of Development Plan**  
**Reviewed June 2018**