



## **Thorverton Cricket Club – Development Plan - 2022-2027**

We are an ECB Clubmark accredited village cricket club playing at The Station Ground in Thorverton, Devon.

**Mission Statement:** to provide a positive and enjoyable cricket experience for all



**Address:**

Thorverton Cricket Club  
Station Road, Thorverton  
Devon, EX5 5LX

**Formed:** 1860

**Tenure:** Freehold

**Ownership** – Private Company Limited by Guarantee

**Website:** <https://thorvertoncc.co.uk>

**Contact:** [seniors@thorvertoncricketclub.com](mailto:seniors@thorvertoncricketclub.com)

### **Cricket Provision**

**Open Age:**

- 2 open age teams in the Devon Cricket League - 1st XI (A Division) and 2<sup>nd</sup> XI (E Division East)
- Sunday XI playing friendly matches
- Team entered into local and countywide T20 competitions

**Womens:**

- Women's Softball Cricket Team playing in the Devon Womens Softball League (Central)

**Juniors:**

- Training for 5-year-olds+ with 100+ juniors registered in 2022
- All Stars (5-8yrs) and Dynamos (8-11yrs) Cricket Programmes
- East Devon Youth League Teams: Under 10 softball pairs, Under 11s, Under 13s & Under 15s

## **Developments 2017-2022**

Since the last development plan was produced, we have acted on many of the objectives set out and made improvements. These include, but are not limited to:

- The purchase of the freehold of our ground
- The introduction of ECB All Stars and Dynamos Cricket Programmes – 47 All Stars and 29 Dynamos in 2022
- The launch of a Womens softball cricket section, now playing in the Mid-Devon Softball League
- Installation of wi-fi
- A new electronic scoreboard with support from local section 106 funding
- Net refurbishment with support from a Viridor Grant
- Refurbishment of the perimeter fencing
- New additional changing facility particularly for women/girls
- Refurbishment of kitchen facilities with support from ECB grant
- Purchase of a defibrillator with support from crowdfunding
- 1<sup>st</sup> XI promotion to A Division for the first time since 1990
- Restructure of the committee, introducing Heads of Departments
- Successfully adoption of the ECB's Safe Hands Management System
- ECB Clubmark re-accreditation
- Launch of club's website
- Capability to live stream home games

The club is continuing to grow and has ambitious targets for development over the next 5 years. Following consultation with the club membership, the committee has written a Club Development Plan for this period. This plan is not exhaustive but covers the key areas and will form the framework for prioritisation and resource over the coming years.

## Executive Summary

EXECUTIVE SUMMARY	
DEVELOPMENT AREA	OBJECTIVES
Club Management	<ul style="list-style-type: none"> <li>Establish sub-committees to lead on specific areas of development</li> <li>Promote involvement from membership in sub-committees and working groups</li> <li>Identify succession planning for key committee roles</li> <li>Maintain high safeguarding standards and ECB Clubmark accreditation</li> </ul>
Finance	<ul style="list-style-type: none"> <li>Maintain a contingency fund covering a years operational costs</li> <li>Increase fundraising through club events, schemes, sponsorship, grant aid</li> </ul>
Ground and Facilities	<ul style="list-style-type: none"> <li>Improve outdoor social space</li> <li>Establish a pavilion working group and plans for a new facility</li> <li>Re-lay the square increasing the loam content and removing saddles</li> <li>Source own gang mowers and a shipping container for machinery storage</li> </ul>
Playing - Adult	<ul style="list-style-type: none"> <li>A Division status for 1<sup>st</sup> XI, D Division or above for 2<sup>nd</sup> XI</li> <li>Re-introduce 3<sup>rd</sup> XI</li> <li>Grow the female playing membership and explore hardball opportunities</li> </ul>
Junior Cricket	<ul style="list-style-type: none"> <li>Sustain junior membership of 100+ including All Stars and Dynamos Cricket</li> <li>Introduce a girls section</li> <li>Increase EDYL team entries including U11 girls team</li> </ul>
Workforce	<ul style="list-style-type: none"> <li>Increase number of volunteers within the club in specific roles of need</li> <li>Increase number of qualified coaches and activators</li> <li>Increase number of trained umpires and scorers</li> <li>Reward and recognise our workforce</li> </ul>
Marketing and Communications	<ul style="list-style-type: none"> <li>Improve communications with members</li> <li>Create strong relationships with local village, council, schools, sponsors and all stakeholders</li> <li>Maintain online presence through social media, website and newsletter</li> </ul>

## Development Plan 2022-2027

DEVELOPMENT AREA	OBJECTIVES	ACTIONS	ACHIEVE BY	RESPONSIBILITY/COST
CLUB MANAGEMENT				
<b>Governance</b> – a committee representative of its membership and able to deliver on the priorities of the club.	Embed the new committee structure with ‘core departments’ maintaining the day to day running of the club.	<p>Heads of department to establish sub-committees/groups to lead on specific areas of the club with the main committee as oversight.</p> <p>CORE DEPARTMENTS:  <b>Cricket</b>  <b>Grounds/facilities</b>  <b>Club Development</b>  <b>Safeguarding</b>  <b>Junior Cricket</b>  <b>Membership</b>  <b>Bar/Social</b></p>	2022 and ongoing	Heads of Department and Executive Committee
	Identify succession planning opportunities for long serving committee members and company directors	Consult with membership to identify suitable candidates & arrange for shadowing of current committee members to ensure a smooth transition period. Identify potential future directors.	2023-2025	Chair, Vice Chair and CEO

<b>Membership</b> – equal opportunity for all	Provide an affordable membership which is open to anybody wishing to join the club	Consult with members on pricing structure and offer.	Before 2023 season	Membership Department
	Recognise and utilise the valuable contribution each person can make in sustaining and developing the club	Promote involvement in sub committees/groups and consult regularly with members on areas of club development	2022 season and ongoing	Heads of Department
<b>Safeguarding</b> – high levels of safeguarding that meet core Devon Cricket and ECB governance requirements	Compliance on the Safe Hands Management System and Clubmark re-accreditation	Ensure all volunteers undertaking regulated activity are ECB DBS checked and have up to date training including coaching/safeguarding qualifications, safeguarding young cricketers (SYC) and first aid.	2022 and ongoing	Safeguarding Department
	Ensure all policies remain up to date and are communicated with members	Review policies annually and update members, the website and notice boards accordingly.	2022 and ongoing	Safeguarding and Membership Department
<b>FINANCE</b>				
<b>Sustainability</b> – a financially sustainable club	To be able to comfortably cover yearly operational costs whilst investing in the development of the club	Maintain a contingency fund equivalent to a years operational costs.	2022 and ongoing	Executive Committee and Treasurer
<b>Fundraising</b> – ability to raise and access funds to meet development needs	Increase fundraising at the club through events and schemes. Continue to apply for local and national grants.	Appoint fundraising/events officer. Maintain proactivity on seeking grant funding.	2023 and ongoing	Executive Committee and Club Development Department

	Increase revenue through bar and food sales	Seek and train volunteers to run the bar on ad-hoc basis. Consult members on bar provision. Re-introduce 'grub at the club'.	2022 and ongoing	Bar Manager
<b>Sponsorship</b> – a wide range of sponsors who financially support the club	Provide a comprehensive sponsorship offer that attracts enough sponsors to cover yearly running costs.	Continued seeking of new sponsors and maintaining relationships with existing.	2022 and ongoing	Membership Secretary and Secretary
GROUND AND FACILITIES				
<b>Clubhouse</b> – a welcoming and family friendly environment for all	Improve outdoor facilities and social space - particularly for spectators and families	Apply for local funding to purchase benches, BBQ, parasols, gazebos. Improve signage to promote match days.	2022	Club Development Officer & Secretary £2,500 - £3,000
	Refurbish mens toilet area to improve hygiene and safety in this area of the club	Seek quotes and funding streams	2023	Grounds Department and Club Development Department
	To establish a working group for pavilion redevelopment	Upon publishing club development plan consult with membership to identify suitable candidates for a pavilion working group.	2022	Club Development Officer
	Establish the exact needs for the club pavilion and produce a pavilion project plan.	Consult with membership, local community, DCB, ECB, council etc. <b>Preparation</b> - needs-based assessment, feasibility study, ECB guidance (TS5), planning requirements <b>Design</b> - engage surveyor, architect and builders.	Planning 2022 – 2023  Fundraising 2023 – 2025/6  Construction 2026 – 2027	Pavilion Working-Group  Prep ~ £5,000  Design ~ £5,000  Construction ~ £200,000 - £300,000

		<b>Pre-Construction</b> – detailed planning, fundraising, tender <b>Construction</b> – appoint contractor and complete project		
<b>Pitch</b> – a high quality playing surface suitable for the clubs needs	Improve the standard of the square and pitches based on the pitch assessment.	Renovate the square by increasing the loam content to 75mm and removing saddles. Apply for an ECB interest free loan to cover much of the cost.	Autumn 2022	Executive Committee & Grounds Department  ~ £17,000
<b>Grounds Equipment</b> – the machinery to produce and maintain a quality facility	Purchase own set of gang mowers to cut the outfield	Establish availability and cost of current set of gang mowers.	2022	Grounds Department ~ £2,500
	Source a shipping container to securely store large grounds equipment.	Investigate location, cost and potential sponsorship for shipping container.	2022/23	Grounds Department ~ £3,000
PLAYING – ADULT				
<b>Open-age cricket</b> – playing and training provision for all	To sustain and grow the senior playing membership and playing offer	Promotion of young players through the junior system and Sunday team. Continue to attract new players by maintaining high standards, social media presence and welcoming atmosphere.	2022 and ongoing	Cricket Department
	Maintain 1 <sup>st</sup> XI in the DCL A Division and 2 <sup>nd</sup> XI to be promoted to the D Division	Structured weekly training sessions led by qualified coach. Adopt a selection policy and share with players.	2023 and ongoing	Cricket Department
	Reintroduce DCL 3 <sup>rd</sup> XI	Promotion of young players through the junior system and Sunday team.	2024	Cricket Department

		Continue to attract new players by maintaining high standards, social media presence and welcoming atmosphere. Identify a home pitch.		
<b>Womens Cricket</b> – playing and training provision for all	To sustain and grow the female playing membership	Sustain a softball team playing in the league. Continue to promote weekly softball sessions to attract new players.	2022 and ongoing	Women & Girls Coordinator and Cricket Department
	Explore the possibility of a women's hardball team	Continued commitment to women's softball offer. Invest in coaching for the womens team. Launch a girls teams as part of the junior section	2024	Women & Girls Coordinator, Junior Coordinator and Cricket Department
<b>JUNIOR CRICKET</b>				
<b>Participation</b> – a junior participation offer for all ages and abilities	Run All Stars and Dynamos Cricket programmes with 50-60 All Stars and 30+ Dynamos.	Continue to promote programme through local advertisement and social media. Work with local DCB coach to promote through schools.	2022 and ongoing	Junior Department
	Continue Friday night junior evenings with coaching for 5-16 year olds.	Assign a lead coach for junior cricket and identify more support coaches and volunteers to support coaching.	2022 and ongoing	Junior Department



	Introduce an U11s girls section	Build on girls in Dynamos and offer separate sessions for girls. Utilise DCB support and identify a lead coach with support from senior girls as role models.	2023	Junior Department and Womens & Girls Coordinator
	A junior programme run by a dedicated group of volunteers.	Identify parents and volunteers to be part of a junior department with defined roles including management of team, events coordination and communication with wider junior network. To include end of season presentation evening.	2023	Junior Department
<b>Pathway</b> – a competitive playing offer for all ages with a pathway to open age cricket	Increase teams in EDYL from 4 to 6, including a girls U11s team.	Identify volunteers to be team managers. Establish a girls section.	2023	Junior Department and Womens & Girls Coordinator
WORKFORCE				
<b>General Volunteers</b> – a volunteer run club	Increase the number of volunteers to account for growth in membership	Identify areas of specific need, such as: <ul style="list-style-type: none"> <li>- Girls Cricket</li> <li>- Events and fundraising</li> </ul> Set out clear role descriptions and go out to membership for volunteers.	2022 and ongoing	Heads of Department
<b>Coaches</b> – provision of high quality coaching	Increase number of qualified activators and coaches.	Identify and approach potential coaches from current members and new parents.	2022 and ongoing	Junior and Cricket Departments

<b>Officials</b> – provision of officials	Increase number of qualified officials within the club	Promote local courses for umpires and scorers and support with funding.	2022 and ongoing	Cricket Department
<b>Reward and Recognition</b> – valued and recognised workforce	Reward and recognise the invaluable contribution from all volunteers at the club	Utilise local R & R programmes such as ECB Grassroots Awards. Identify suitable rewards for volunteers e.g. training kit, match tickets, celebration event.	2022 and ongoing	Heads of Department and Executive Committee
MARKETING AND COMMUNICATION				
<b>Membership</b> – informed, empowered and valued membership	To improve communications with membership	Regular newsletters, social media posts, website updates etc	2022 and ongoing	Membership Secretary & Club Development Officer
<b>Local Parish</b> – embedded in the local community	To create long lasting and sustainable relationships with the parish council, schools and members of the community.	Regular communication and contact with the local community. Organise events and make the club a more welcoming place for the public.	2022 and ongoing	Chair, CEO, Vice Chair
<b>Sponsors</b> – partnerships with external stakeholders	To create long lasting & sustainable relationships with sponsors as well as attracting new sponsors	Consistent contact with sponsors and continuation of sponsors day. Survey of sponsors and review of the club sponsorship offer.	Ahead of the 2023 season and ongoing	Membership Department
<b>Website</b> – accessible to a wide audience	To have an up-to-date and informative website	Ongoing website management and provision of new content - news stories, match reports, club updates etc.	2022 and ongoing	Membership Department

<b>Social Media</b> – digitally accessible and current	To have up-to-date and informative social media accounts	Ongoing social media management with contributions and coverage of all areas of the club	2022 and ongoing	Membership Department
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To achieve these development goals the club will need input and support from all members as well as sponsors and external stakeholders.

If you would like to support the club in any way or have expertise that could help us achieve any of these development goals, we would like to hear from you. Please contact [seniors@thorvertoncricketclub.com](mailto:seniors@thorvertoncricketclub.com)

**Thorverton Cricket Club Committee**

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