



SMALLFIELD MANOR CRICKET CLUB



DEVELOPMENT PLAN 2019

'To create a thriving cricket club that promotes the best interests of the game to all levels and sections of the community in and around the village of Smallfield.'

'Our goal is to provide opportunities for playing cricket, facilitate cricket development irrespective of age, gender, disability, race, religion or sexual orientation and make the club an inclusive social environment that welcomes playing and non-playing members alike.'

Contents

1.	Introduction and History	Page 2
2.	Club Mission Statement	Page 2
3.	Key Goals	Page 2
4.	Three Year Objectives	Page 3
5.	SWOT Analysis	Page 5
6.	Club Structure	Page 6
7.	Membership	Page 6
8.	Facilities	Page 6
9.	Equipment	Page 7
10.	Finance	Page 7
11.	Strategy	Page 8
12.	Membership Awareness	Page 10
	Additional Club Development Plan Questions	Page 11

Introduction and History

Smallfield Manor Cricket Club was inaugurated in 2016 following the merging of South Park Manor CC with Smallfield CC.

The Club plays all home matches at its Plough Road Playing field ground on the outskirts of the village of Smallfield, where cricket has been played since 1955. The Club's former ground was in the centre of the village and cricket can be traced back to 1901. The ground is shared with the Smallfield Football Club.

The ground, car park and pavilion/clubhouse are leased in full from Tandridge District Council and the overall governance is the responsibility of the Smallfield Sports Association. The Association is an equal partnership between the Cricket club and Football club.

We have two Saturday League sides playing in the Sussex Cricket League (formerly playing in the Mid-Sussex League), a Sunday friendly team and a team entered in both the Surrey Slam mid-week and Sunday T20 leagues. Friendly T20 games are also played. In the close season the Club plays in the Crawley Indoor League. Prior to the merger Smallfield had one team in the mid-Sussex League and South Park had two sides playing in the Surrey Downs League.

In 2019 a Ladies' section was formed and they are currently (2019 season) training, recruiting and consolidating their membership for playing organised cricket in 2020.

We currently do not have a Colts' section but we do have another local club, Horley CC's U11, U12 and U15's playing at the ground.

We have a large pavilion/club house with a bar, completely rebuilt in 1999 and opened in 2000.

Club Mission Statement

To create a thriving cricket club that promotes the best interests of the game to all levels and sections of the community in and around the village of Smallfield.

Our goal is to provide opportunities for playing cricket, facilitate cricket development irrespective of age, gender, disability, race, religion or sexual orientation and make the club an inclusive social environment that welcomes playing and non-playing members alike.

Key Goals

1. To provide a facility for the people of Smallfield and surrounding area to play, watch and enjoy cricket in a friendly and pleasant environment.
2. To have a positive impact on the local community to see the club as an essential part of village life and to encourage them to become involved.
3. To encourage players of all abilities to join the Club and be part of the journey.
4. To provide opportunities for women from Smallfield and the surrounding area to learn and play cricket.
5. To ensure that Smallfield Cricket Club and cricket generally are seen as a positive force in the local community.
6. To develop a cash flow surplus through prudent financial management to enable investment in our facilities, equipment and people.
7. To continuously improve our facilities to enable cricket to be played and enjoyed by all.

Three-Year Objectives

Playing objectives

1. To develop the Club's playing strength to enable us to widen opportunities for participation, by:
 - maintaining two league sides in the Sussex Cricket League or other appropriate league
 - continuing to participate in the Surrey Slam T20 league,
 - founding and developing junior cricket
 - encouraging members of the local community to "get back to cricket" or give it a try for the first time
 - supporting and increasing Sunday and other friendly participation
2. To provide opportunities for competitive, recreational and developmental matches for all levels of ability throughout the club.
3. To play and maintain cricket at a level that will see both league teams and Surrey Slam teams to play at their full potential.
4. To nurture new talent in the 2nd team to develop their game whilst providing a competitive or recreational environment in which all active members can enjoy the game.
5. To work with the Club's female members, to determine the preferred future direction of Ladies cricket at Smallfield.
6. To increase the number of volunteers in the club and encourage them to train as umpires or scorers or to develop as groundmen.
7. To adopt the relevant standards when running the Cricket Club at all levels of the games.

Facilities objectives

1. To maintain the clubhouse to its current high standard and seek opportunities for further improvement.
2. To improve playing facilities, including by:
 - reviewing the state of the cricket square and taking any necessary action to maintain its quality;
 - undertaking a phased programme to improve the quality of the outfield, including removal of the thatch moss layer and improving drainage;
 - investing in ground maintenance equipment that is consistent with our playing status and affordable to the club over the longer term (10 years); and
 - improving the quality of practice areas and nets.
3. To continue to pursue potential options to expand practice and playing facilities within Smallfield, including:
 - through links with local schools;
 - as part of the Tandridge District Council's Neighbourhood Plan and any acquisition by the Council of land for community and sports facilities; and
 - through links with nearby cricket facilities (e.g. Horley CC).
4. To continue to invest in facilities and equipment that will enhance the cricket experience for all our members;
 - To make the Club's facilities inclusive and welcoming to all playing and non-playing members of the village community.

- To ensure that the ground and pavilion is available for appropriate use by other interest groups within the village community at times throughout the year, whilst preserving the priority given to the Cricket club.
- To foster good relations and work with local interest groups including schools, parish council, recreation clubs in the village and beyond for mutual benefit.
- To contribute to village events as appropriate.
- To develop fundraising opportunities for the club within and outside our community.
- To improve our communications with the wider local community, especially through the development and enhancement of our website and social media operations.

Organisation objectives

1. To manage the Cricket club professionally and in accordance with good governance and ethical standards.
2. Operate prudent and sound financial management paying due diligence to regulatory requirements.
3. To keep under review the management/committee structure of the club to maximise its effectiveness.
4. Develop a five-year fundraising plan to secure the financial structure of the club.
5. To seek sponsorship opportunities, appropriate to the club
6. To abide by the guidance and governance of the game as set out by cricket ruling authority.

SWOT Analysis

Strengths

Good basic facilities
Attractive ground
Friendly and welcoming club
League fixtures
Enthusiastic new Ladies Section
Diverse playing membership
Low cost base
Supportive Freeholder (Tandridge District Council) with good relationship

Weaknesses

Playing depth and strength - senior cricket demise of senior friendly cricket
Lack of commitment from some senior players
Age profile of senior teams
Ground size and shape
Practice facilities
Over-reliance on a few key people
No umpires or scorers
Poor condition of outfield, football played on outfield
Short time left on lease (expires 2023)
The field is open to the public and there is some petty vandalism plus dog owners not picking up mess left by their dogs.

Opportunities

Widen recruitments paths
Better links with local schools
Sponsorship/collaboration with local business fundraising
Website and social media developments
Expansion of Women's cricket
Good money reserves and sound Sponsorship
Renegotiate and extend our lease for another 20 years on favourable terms.

Threats

General interest in the game at club level.
Participation in cricket at secondary school level
Several large clubs in the area siphoning players
Sustainability of friendly cricket (and related opportunities to enter senior cricket)
Building development in the village which threatens drainage and pressure for building land.

Club Structure

The Club, which is affiliated to the ECB through Sussex County Cricket Club, is run according to its constitution by an elected committee that is responsible for all aspects of the Club's activities. The Chairman, Secretary and Treasurer are the Club's representatives on the Sports Association Management Committee.

The committee consists of:

Chairman
Treasurer
Secretary
Fixture Secretary
Social Secretary
1st XI captain
2nd XI captain
Sunday Captain
Club Welfare Officer
Ladies' Section representative

Membership

Senior male playing members	38
Senior female playing members	13
Associate members	10
ECB Qualified Coaches (level2)	1
ECB Qualified Coaching Assistants	2
First aiders	1
Groundsmen	1

Facilities

From April to October the outfield (which includes the football pitch) is cut once a fortnight by Council Contractor and the week in between it is cut by the Cricket Club. The Cricket Square is the sole preserve of the Cricket Club who undertake all preparation and maintenance of the pitches.

The ground is a wedge shape and as a result the boundary one end is very short when playing on the outer three strips on one side (about 35 yards at its closest) and is bordered by a drainage ditch. This is compensated to some extent by large areas on either side of the square allowing for the side boundaries, at least, to be equal wherever the pitch is located. The other end boundary is reasonable but constrained by a hedge. There is no space to erect sight screens.

The condition of the outfield is of concern. It is heavily infested with moss, weeds and various types of undesirable grasses. The football pitch is located on two thirds of one side of the outfield. Drainage is poor although the Council has tried to improve it in recent years. The ground also has a high-water table with the levels moving upwards from the ground on three of the four sides. This results in damp low slow pitches in early season and where there is a wet summer. Moles regularly infest the field from the ditch and must be continuously controlled.

The square consists of 10 all grass pitches, the outer two are reserved for youth games, this leave 8 pitches for around 32+ games. The playing surface has good carry and bounce once dry. There are slight saddles on about half the strips - these will need to be removed in the next two to three years.

We have one artificial practice wicket with full net cage. The matting was renewed in 2018 and the netting will be replaced in time for the 2020 season.

Equipment

The club possesses the following equipment for care of the ground:

Stothard Pitt roller (ballasted to c1,200kg), acquired 2nd hand in 2009 and likely to need full replacement or at least new final drive within the next 2 to 3 years.

Lloyds Paladin 24" wicket mower, acquired 2nd hand in 2010 following the theft of a nearly new Ransomes Super Bowl. Looked after it should give many more years of good service

Atco 30" ride on mower, acquired 2nd hand in 2014 used for pre-season cut and light roll and cutting the square surrounds during season. Looked after should give many more years of good service

Westwood V20/50 tractor mower, acquired 2nd hand in 2018 to cover the reduction in council cut of the outfield from weekly to fortnightly. Looked after it should give many more years of good service

Sisis Trio Rotorake, with verticutter and scarifying reels, acquired 2nd hand in 2010, following theft of our larger scarifier. Verticutter okay but scarifier not up to the job.
(A Sisis 600 HD and spiker are hired for end of season renovations).

Sarrel Roller, acquired new in 2011 good condition

Bow Dry water sopper, acquired new in 2017 along with spare sponge, good condition

Two lay Flat covers, acquired new in 2017, good condition

Plus, **ancillary equipment** for the maintenance of the ground.

We have several pieces of practice equipment, including bowling machine and catching cradles.

Finance

We operate a low-cost club structure. Our annual lease payments are our biggest non-maintenance item around £800 - £900 pa. This is followed by end of season materials and machine hire etc. of around £700 - £800. Through subscriptions, fundraising and sponsorship plus grant applications, we can maintain the Club's financial viability. We run a current account surplus on an annual basis.

Strategy

Key Goal 1

To continue to provide league cricket at the highest standard we are able and to ensure a continual supply of up and coming cricketers in our 2nd team. To do this we need to:

- Obtain greater commitment from playing membership to sustain teams throughout the season.
- Improve formal practice and coaching for senior playing membership, including through preseason practice sessions.
- Encourage a greater retention of players
- Recruit new players to the club through:
 - a. Introductions, word of mouth;
 - b. Advertising through the Club's website, Facebook and Twitter pages;
 - c. Advertising and articles in free local publications and social media;
 - d. Banner advertising in the village;
 - e. Open days

Measurement:

Continual improvement in 1st team results.

Year-on-year increase in the number of dedicated players

Improved retention of players

Fewer matches conceded by the 2nd XI.

Accountability:

1st and 2nd XI captains with the support of the Committee

Key Goal 2

To secure the continuation of friendly games as an integral part of our club. We aim to do this by;

- Encouraging players to return to cricket or to try it for the first time.
- Ensure away fixtures are as local as possible and at a similar skill level.
- Encourage League players to support Sunday and mid-week games

Measurement:

Increase in numbers of available Sunday and mid-week players.

Appropriate fixtures are arranged.

More games played

Accountability:

Committee

Sunday/midweek captains

Fixture Secretary

League players

Key Goal 3

To improve the condition of the outfield. We aim to do this by;

- Partnership with our Freeholder
- Raising additional funds to undertake remedial works
- Encouraging dog owners to take more responsibility in cleaning up their dog mess through education process

Measurement:

Improvement in quality of the outfield
Higher number of runs scored due to better outfield

Accountability:

Committee
Groundsman

Key Goal 4

To ensure that Smallfield Manor Cricket Club and cricket generally are seen as a positive force in the local community. We aim to do this by;

- Making the Club's facilities inclusive and welcoming to all playing and non-playing members of the village community.
- Contributing to village events as appropriate.
- Developing fundraising opportunities and sponsorship within the local community.
- Improving our communications with the wider local community, especially via Social Media, the development and enhancement of our website and articles in local publications.

Measurement:

Number of community events hosted by the Cricket Club.
Number of community events supported by the Cricket Club.
Levels of fundraising and sponsorship.

Accountability:

Chairman
Social Secretary

Key Goal 5

To realise the potential of the Clubhouse and bar to make it more welcoming and making members want to stay and enjoy. We aim to do this by;

- Ensuring that the furniture and fittings are sound and appropriate
- Exploring potential for internal restructuring
- Ensuring the offerings in the bar are appropriate and in line with members' requirements
- Improving the toilet facilities, especially the Ladies
- Ensuring the décor is welcoming and bright
- Improving the lighting in the corridor leading to toilets

Measurement

Furnishings are replaced or repaired promptly. Cushions etc. are clean
Plans are put in place and seek permission from the Freeholder for internal alterations.
Bar is well patronised with most members satisfied
Redecorations carried out in gents and disabled persons toilets.

Second cubicle is constructed in ladies' toilet and fully redecorated
Club house redecorated
New lighting in corridor to toilets

Accountability

Committee in partnership with the football club and the Sports Association Committee with, where required, approval of Freeholder

Key Goal 6

To develop a cash flow surplus through prudent financial management to enable investment in our facilities, equipment and people. We aim to:

- Retain low cost base of the club.
- Maintain fundraising programmes and sponsorship arrangements.
- Explore all avenues for grant funding as deemed appropriate.
- Keep tight management on all aspects of expenditure.

Measurement:

Produce cash surplus through subscription, match fees, fundraising and grant applications each year for next 5 years whilst continuing to invest in the facilities of the club

Accountability:

Treasurer and general committee

Membership Awareness

The committee will ensure that the membership is made fully aware of the club's plans and that they be encouraged to participate to continually provide constructive comments and identify areas that might be improved.

Smallfield Manor Cricket Club
Committee
September 2019



Additional Club Development Plan Questions - 2019

To enable the Sussex Cricket Foundation to better support clubs with the needs appropriate to them it would be appreciated if EVERY club could complete the 3 questions below and return these to ourselves along with your full Club Development Plan.

This will enable the Sussex Cricket Foundation to plan its delivery programme for the next 12 months and identify the best ways to support yours and other local clubs.

“What are the three top priorities that your club faces in the next 12 months, i.e. increase in number of juniors or more coaches required”?

Priority 1: Membership

To:

- Increase playing membership and improve retention
- Target specific groups, e.g. ‘Get back to cricket’ or ‘Give it a go’
- Start Junior Section
- Develop Women’s section

Priority 2: Volunteers & Getting younger members involved

To:

- Seek and encourage volunteers to become umpires, scorers and to develop as groundsmen
- To encourage younger members of the club to become involved in officer and other roles

Priority 3: Improvements to the outfield

To:

- Take all necessary steps to improve the quality of the outfield