

Brailsford & Ednaston Cricket Club

DEVELOPMENT PLAN

2015 – 2020

Introduction

The club was formed circa 1896 and is a locally based village club located between the urban areas of Derby City and Ashbourne. Until 1977 the club consisted of one team playing friendly cricket but with the advent of league cricket a rapid expansion took place with the introduction of further Senior Teams and a Junior Section.

The club currently run three Senior teams playing in the Derbyshire County Cricket League with the first team in Division 3, the second team in Division 7 (South) and the third team in Division 9 (South).

Junior teams play in the Derby & District League with the club represented at Kwik, Under 11, Under 13, Under 15 and Under 17.

The club maintains two grounds at Pools Head Lane Brailsford and the Polo Ground Osmaston. Both grounds have been assessed by the Derbyshire County Cricket League and comply with all the League requirements to play in their current divisions.

Mission Statement

The purpose of Brailsford & Ednaston Cricket Club is:-

- To foster and promote participation in and the playing of cricket in the locality for all ages irrespective of age, gender, ethnicity or social background.
- To promote health, wellbeing and educational and vocational achievement through community participation in cricket.
- To advance the game of cricket through sportsmanship, leadership, discipline and hard work.
- To develop as a successful and respected club, providing cricketing opportunities for the community at all levels, enabling any member of the community to enjoy participation in all aspects of the club in a structured, fair, resourced, safe, friendly and sociable environment.
- To provide good quality facilities and an environment to encourage and support both the playing of and social activities related to cricket now and for future generations.
- To combine with other local groups and organisations to maximise the use of the ground and facilities throughout the year.

SENIOR CRICKET DEVELOPMENT

The club has been able to increase teams but is finding it increasingly difficult to maintain adult numbers due to players retiring and people leaving the area. This meant that the 4th team had to be dropped in 2015. The club is now confident that the number of senior teams is sustainable although an overall increase in senior membership is required with a long term aim of reinstating the 4th team. The club has a strong junior section and this is seen to be the future of the club.

Aim: To maintain the number of senior teams at three and to sustain the improvement in all teams with the aim of reinstating a fourth team.

Sporting Objectives	Actions required to achieve the objectives.	What resources will you require to deliver this objective?	What are the implications for accessing these resources?	What are the timelines for delivery	Evaluation
Promotion of 1st X1 to Div.2 of the Derbyshire County League.with a long term objective of playing Premier League cricket within 10 years	Recruit new players and develop existing players and promote from 2nd& 3rd X1.Consider appointing a player recruitment officer.	Cricket Sub-committee, captains and club coaches	Existing resources seek volunteers for new role.	2015 - 2020	Promotion for 1 st team
Promotion of 2nd X1 to Div.6/5 of Derbyshire County League.	Recruit & develop players & promote from 3rd X1	Cricket Sub-committee, captains and club coaches	Existing resources	2019/20	Promotion for 2 nd team 2 nd team players being promoted to the 1 st team.
Develop the 3rd X1 providing a pathway to the 2nd & 3rd X1's	Recruit & develop players particularly from the junior section	Cricket Sub-committee, captains and club coaches	Existing resources	Ongoing	Number of 3rd X1 players being promoted to higher teams.
Maintain and increase fixtures for Sunday friendly X1	Recruit and develop players including juniors.	Cricket Sub-committee, captains and club coaches	Existing resources	Ongoing	Completion of fixtures ongoing
Retain players aged 16-24yrs.	Liaise with other local clubs about possible 20	Cricket Sub-committee, captains and club	Existing resources	Ongoing	Arrange a minimum of 3 matches, Complete

	over matches. Enter a team in the ECB U19 20/20 Comp.	coaches			fixtures for ECB Comp.
Further improve practice facilities	Refurbish existing all weather pitch, mats and synthetic cage and mobile practice cage.	Club funds and grant aid	Grant applications and fund raising	2019/22	All weather pitch completed 2018 Provision of facilities by end of April 2022

JUNIOR CRICKET DEVELOPMENT

As with the seniors the club has been able to increase teams but is finding it increasingly difficult to maintain junior numbers. There are two major age levels where participation levels drop Primary to Senior School age 11/12 softball to hardball transition and 16/18. The reasons for this are many fold and the club is looking to address them. The lower age group it is new interests and competition from other activities and we are looking to work more actively at the way we deliver the game to the local schools by working with the Derbyshire Cricket Board to invigorate the way the Community Programme is delivered to maintain interest. The older age group is leaving school and we are looking to maintain interest by entering the new ECB Under 19 20/20 competition with coloured clothing etc. It is now noticeable that the majority of the boys go on to higher education and do not return to the local area on completion of their studies. We are looking to develop links with the local University and higher education establishments.

Aim: To increase the number of age groups in the junior section through forging and maintaining strong links with local primary with the support of the DCB Community Programme and develop a more varied training programme for junior coaches and look at new ideas around 20/20 cricket to maintain interest.

Sporting Objectives	Actions required to achieve the objectives.	What resources will you require to deliver this objective?	What are the implications for accessing these	What are the timelines for delivery	Evaluation
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To achieve ECB Clubmark Status	Complete the plans and programmes for the Derbyshire Cricket Board accreditation process	Cricket Sub-committee, captains and club coaches	Existing Resources	Completed Audit 2019	Accreditation by DCB
Maintain existing numbers	Retain existing teams	Existing coaches & administration.	Renew ECB coaching qualifications & CRB checks as required.	2019 on-going	Retention of existing number of teams and players.
Expand provision of junior cricket	Continue to support and improve DCB Community Programme for coaches to link in with the local schools	Additional coaches. Marketing	Arrange & pay for DCB or equivalent coaching courses. Apply for grants and arrange DBS checks	2019 on-going	Fulfill League fixtures
Develop coaching capability, particularly parents	Two new Level 1 coaches and upgrading of two existing to Level 2	Additional coaches. Marketing	Arrange & pay for DCB or equivalent coaching courses. Apply for grants and arrange CRB checks	24 months	3 additional qualified coaches by 2020 Additional Parent helpers.
Support local Cricket Development Group	Attending meetings & supporting development programmes	Existing resource	Support District Development Team and maintain relationships with schools	Ongoing	Nominate players and Increase juniors in district development teams
Identify & support talented players	Additional coaching. Recommend for district & county trials	Existing coaches	Arrange special coaching sessions	District 12 mths County 2 years	Ongoing
Develop existing school links & additional links	Provide practice facilities. Host inter-school matches	Administration & organisation time from existing resources	School visits & discussions	2019/20	Establish one additional school link agreement in 2019
Maintain use of ground for DCB rep. games	Respond to DCB requests	Existing resources	Additional ground preparation and hosting – teas etc.	2019 on-going	Minimum of one DCB boys game target 3 per year

COACH DEVELOPMENT

For the senior and junior development programmes to be successful Brailsford CC needs to recruit more coaches and improve the knowledge and experience of the existing coaches. If the club is to grow all its sections coaches are required for each of the junior teams and for the 1st team to maintain and improve skill sets. A coach to every 12 players as per ECB guidelines should be the target.

Coaches to be recruited from senior players, parents and older juniors who may not aspire to play senior cricket at the club. A coach coordinator role is needed to run the coach recruitment and training programme.

Aim: To increase the number of coaches within the club to improve the knowledge, understanding and delivery.

Sporting Objectives	Actions required to achieve the objectives.	What resources will you require to deliver this objective?	What are the implications for accessing these resources?	What are the timelines for delivery	Evaluation
Appoint a new coach coordinator	Recruit from within or from outside the club	Cricket subcommittee and Junior coordinator	Existing resources	Completed	Officer in place
Recruit parents and older players to begin coach education training – UKCC1 & 2	Recruit volunteers from within or from outside the club	Coach Co-Ordinator Club Development Office Junior Co-Ordinator	Existing resources to fund courses and seek grant funding	Ongoing	Additional coaches ongoing minimum of 3 new coaches by 2020
Provide new innovative coaching sessions at all levels.	Work with the Derbyshire Coaches Association and the DCB	Coach Co-Ordinator Club Development Office Junior Co-Ordinator	Existing resources	Ongoing	Assess player development and carry out surveys.
Improve existing training facilities and equipment	See Facilities Plan targets	Club funds and grant aid	Grant applications and fund raising	Ongoing	Completion of projects and acquisition of equipment
To make sure that any overseas player recruitment involves a coaching role.	Recruitment qualified coach	Cricket sub committee	Existing resources	Ongoing	Coaching involvement of overseas player

FACILITIES DEVELOPMENT

The existing clubhouse and changing facilities at the Club are dated and although still fit for purpose and meet the League Grade A requirements major investment would be required to bring the facilities up to Grade A Plus which is the requirements for Premier League Cricket and to meet the expectations of the members of the club ongoing. This would be highlighted further in the coming years as the club look to expand and better facilities are considered as a requirement to attract more and better players. Therefore, a new build option committee has been formed to facilitate new facilities. The club are working with all the sections and a number of external partners to source funding and ensure that the project will meet the requirements of the Grade A Plus requirement. Part of this will mean that the existing clubhouse will be relocated to allow the playing area to be extended.

The club enter 3 teams in the Derbyshire County Cricket league on Saturdays and therefore need a 2nd ground to fulfil fixtures. It is considered the club look to secure a long-term agreement at the Osmaston Polo Ground for the future of the lower teams. Over recent years the cricket playing facilities have received major investment to improve both the playing and practice areas. It is essential that further developments are undertaken to ensure that the facilities are maintained and improved.

Aim: To develop and improve the facilities available at Brailsford & Ednaston Cricket Club with purpose built new build to allow expansion of the existing playing area and meet League requirements.

Sporting Objectives	Actions required to achieve the objectives.	What resources will you require to deliver this objective?	What are the implications for accessing these resources?	What are the timelines for delivery	Evaluation
Replace the worn non turf playing pitch	Sources suitable product and place orders	Cricket Sub-committee	Access grant funding. existing resources and fund raising.	Completed 2018	Pitch in use for games and practice for 2015 season
Purchase essential ground maintenance equipment including replacement wheeled pitch covers and Bowdry water hog roller.	Sources suitable products and place orders.	Cricket Sub-committee,	Access grant funding. existing resources and fund raising.	Completed 2018	Equipment in use by the end of 2018 season

Replace the existing clubhouse and facilities with a new build option.	Form a new sub-committee to bring forward proposals and source funding.	Formation of new committee with the involvement of new recruits with business experience. Set up new bank account.	Access grant funding. Existing resources and fund raising. Work with partners Local Authorities, DCB, ECB, and local business.	2015/22	The construction of new purpose built facilities. Plans and permissions in place
Extend the Playing area and pitches on the square to meet the Derbyshire County Cricket League Grade A plus criteria	Ground Committee	Cricket Sub-committee and Ground Committee	As part of the proposed facilities improvement the pavilion will be relocated to allow the playing area to be extended and new pitches provided	2015/22	Extension of the playing area with new pitches.
Improve the existing net facilities.	Sources suitable products and place orders	Cricket Sub-committee,	Access grant funding. Existing resources and fund raising. Access and support ECB Cricket Force as a project.	2019/20	Improvements to existing practice facilities year on year
Refurbish existing scoreboard	Look at possible electronic numbering to replace existing manual system	Cricket Sub-committee, Cricket Force volunteers	Access grant funding. Existing resources and fund raising. Access and support ECB Cricket Force as a project.	2019/20	Improved scoreboard and scoring facilities.
Provide additional seating around the ground.	Sources suitable products and place orders	Cricket Sub-committee, Cricket Force volunteers	Existing resources and fund raising. Access and support ECB Cricket Force as a project.	Ongoing	Additional seating in-situ
Provide equipment to cover the playing pitches at the second ground at Osmaston	Transport and refurbish as required the existing wheeled covers.	Members Cricket Force volunteers	Existing resources	April 2018	Covers in use at Osmaston additional games played in adverse weather conditions
Secure a longer term agreement for the second pitch at	Negotiations with the Osmaston Estate (the Landowner and other	Cricket Sub-committee	Existing resources	2018	New agreement in place longer term security.

Osmaston.	parties)				
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GIRLS, WOMENS AND DISABLED CRICKET

The club have seen an increase in the number of girls accessing sessions over the last few years at Kwik level. It has been difficult to maintain their continued participation after the age of 12. The club will look to establish more opportunities for girls by providing separate sessions and linking with local schools and the District Development Group and the DCB. The club will look to deliver introductory sessions aimed at girls and liaise with existing girls teams to provide players.

The club has had a small number of members with a disability. Over the next 5 years, the club will commit to expand its links organisations and offer increased opportunities for people with a disability to participate at the Club. All new facilities will be designed to be disabled friendly and encourage participation.

Aim: To increase the number of women and girls, and people with disabilities playing cricket.

Sporting Objectives	Actions required to achieve the objectives.	What resources will you require to deliver this objective?	What are the implications for accessing these resources?	What are the timelines for delivery	Evaluation
Maintain mixed Kwik cricket & match play	Maintain existing practice & teams	Existing coaches	Support District Development Team. Maintain relationships with local schools	Ongoing	Maintain numbers participating
Liaise with local Primary Schools to promote Girls cricket	Promote the clubs facilities and encourage girls to participate in club activities from Kwik onwards. Liaise with DCB Community coaches to promote girls cricket in schools	Club Development Officer Junior Co-Ordinator DCB Community Coach	Existing resources	Ongoing	Increase the number of girls playing at the club by a minimum of 2 per season.
Support District & DCB initiatives like "this girl	Make the club's facilities available for	Club Development Officer	Existing resources	Ongoing	Provide a minimum of one girls for District and

can" to increase participation.	events and coaching	Junior Co-Ordinator DCB Community Coach			ECB matches per year.
Support Girls and encourage them to join a local women's team.	Arrange specialist Girls sessions integrate Approaches to local schools and other clubs Girls into boys age group teams.	Junior Co-Ordinator Club Coaches DCB Community Coach	Existing resources	2019 ongoing	Provide a minimum of one girl per season for local girls team.
Long term goal to introduce a women's/girls section within the club	Support women and girls to become coaches.	Club Coaches DCB Community Coach	Club funds and grant aid.	2020	Girls/Women's Section in place
Provide opportunity for disabled persons to take part in Club activities	Look at existing access for the disabled and carry out adaptations as required. Include disabled friendly facilities in the proposed new Pavilion	Existing resources	Advertise and promote	Ongoing	Review number of disabled persons at Club functions and events
Offer the ground for Derbyshire Disability CC	Liaise with Mick Roe Derbyshire Disability CC	Existing resources	Ground preparation and use of pavilion facilities	2019 ongoing	Completion of match(es)

LOCAL COMMUNITY & SOCIAL USE

The club are looking to continue to expand their social and community use for the benefit of the local community.

Aim: To increase social members and use of the clubs facilities and with the provision of new facilities to expand this from six months to 12 months use.

Sporting Objectives	Actions required to achieve the objectives.	What resources will you require to deliver this objective?	What are the implications for accessing these resources?	What are the timelines for delivery	Evaluation
Host Kwik cricket tournament for local clubs and schools	Advertise and approach clubs and schools	Existing resources. Marketing	Additional administration and ground preparation	2015 onwards	Completion of tournament
Summer cricket coaching course in school holidays	Advertising & working with DCB	Existing resources and/or DCB coach(es)	Publicity and arrange grants if appropriate	2015 onwards	Completion of course
Maintain use by local cricket teams e.g. pubs & Companies	Continue with annual six-a-side. Advertising, marketing & direct approach.	Existing resources & volunteer bar staff	Ground preparation	By end August 2016	Completion of games
Increase number of Club social events	Club members lead by Social Committee Chair	Existing resources	Existing Management Committee	12 months	At least one event each month April to Oct.
Increase number of Vice-Presidents and supporters	Marketing and direct approaches	Existing resources	Approach potential Vice-Presidents and supporters	12 months	10% increase
Increase number of match and general sponsors	Marketing and direct approaches	Existing resources	Approach potential sponsors	12 months	25% increase
Speak with other local clubs	Approach other local	Existing resources	Existing Management	2015 onwards	Additional use

sports and social, schools, youth clubs and scouts etc to use the ground and facilities for new purposes to maximize the asset.	clubs sports and social, schools, youth clubs and scouts with proposal		Committee		
Increase use for weddings, parties & social events	Advertising & marketing	Existing resources and volunteer bar staff	Existing Management Committee	Committee	10% increase

MARKETING AND RECRUITMENT

In order for this development plan to succeed, the club will need higher profile within the local community. It is the clubs intention to maintain and improve their existing status Committee and be increasingly proactive with the Derbyshire Cricket Board and District Development Group in the local area. To maintain the programme higher levels of income will need to be generated by the club and to fund the facility development plan major capital investment will be required.

Aim: Improve the clubs capital assets in preparation for facility development

Sporting Objectives	Actions required to achieve the objectives.	What resources will you require to deliver this objective?	What are the implications for accessing these resources?	What are the timelines for delivery	Evaluation
To form a fund raising/ sponsorship committee to fund facilities development.	Seek volunteers and approach interested parties and local businessmen.	General Committee	Additional meetings and resources including new separate bank account, Project,budget management. Apply for grants and seek partners.	2015/16	Increase funding and obtain grants. New facilities provided.
Appoint a sponsorship / communications officer	Seek volunteers	General Committee	Additional administration and financial planning.	2015/16	Officer appointed
Develop a marketing plan to increase sponsorship	Fund raising Committee lead by Sponsorship Communications Officer	Fund raising Committee lead by Sponsorship Communications Officer	Additional administration and financial planning.	2015/16	Increased sponsorship obtained year on year
Develop a plan to obtain external funding via grants	Fund raising Committee lead by Sponsorship Communications Officer	Fund raising Committee lead by Sponsorship Communications Officer	Liaise with DCB and external partners and business	2015/16	Grant applications made.
Ensure club news is sent to external agencies including media	Sponsorship Communications Officer General Committee	Sponsorship Communications Officer General Committee	Liaise with media outlets	2015/16	Increased presence in local media
Increase	Sponsorship	Sponsorship	Existing resources and	2015/16	Increased

communications with club members	Communications Officer General Committee	Communications Officer General Committee	club web site		communication to ensure club members feel part of developments at the club
Develop a social media policy and use to maximize communications to members, local media and business	Sponsorship Communications Officer General Committee	Sponsorship Communications Officer General Committee	Monitoring required to check for inappropriate use. Adapt Derbyshire County League policy and work with them. Use of facebook, twitter Whats App etc	2015/16	Increased use of social media for communication and promoting the club