

**5 Year Vision**  
 What do we want people to be saying about our club in 5 years time?  
 Continuing to be a relaxed and friendly club, whose doors are open to everyone. Everyone will be able to get involved in a suitable level of cricket and be supported to improve, based on the training, coaching and team encouragement they receive.  
**What is the club's number 1 priority and why?** (senior, women's, youth, facilities, finances etc)  
 Player development at both junior and senior level to ensure the development of skills and improve the level of cricket to a consistent standard.

**Key Player Facts**

	No. Players		No. Teams		No. Coaches	
	M	F	M	F	M	F
5-8	35	17	0	0	3	2
U9	25	11	0	0	2	2
U11	25	1	2	0	2	0
U13	4	4	1	0	1	0
U15	13	1	1	0	1	0
U17	0	0	0	0	0	0
Senior	55	24	4	1	2	2
Disability	0	0	0	0	0	0

**Who is developing this plan?**  
 List officer's names  
 • Simon Lane  
**What is our current club offer?** (senior, women, youth (boys/girls), disability, league/festivals, training)  
 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.

**Organisation, Governance and Finance**  
 What do we need to do to meet statutory and cricket related obligations?

Code	Objectives	Actions	Who	When - (1/3/5 years)	Cost
1.1	To hold committee meetings monthly	Forward plan meeting dates	Jake Dolbear Secretary	1 year	
1.2	To ensure that accounts are audited yearly	Ensure that accounts are available to be audited	Katy Seal Treasurer	1 year	
1.3	To successfully implement new scheme to collect match fees and membership subscriptions	Clarify and simplify the procedure for membership and match fee collections	Katy Seal Treasurer	3 years	
1.4	To subject to ECB confirmation of continuation of scheme, regain Clubmark Certification.	Fulfil ECBs criteria for Clubmark; subject to ECBs ongoing review	Simon Lane Vice Chairman	3 years	
1.5	Continuously deliver value for money for members in relation to membership and match fees.	Annual review of membership prices	Steve Ballard Chairman	1 year	
1.6	Ensure compliance of policies	Annual review of policies	Sally Selby & Ingrid Rowlands CSO	1 year	
1.7	Review of risk assessments	Review risk assessments annually	Sally Selby CSO Simon Lane Vice Chairman	1 year	
1.8	Ensure club coaches and volunteers i.e. safeguarding officer, first aider etc. have the necessary qualification	Review annually the training matrix for any deficiencies	Sally Selby CSO	1 year	
1.9	Safe Hands Management Portal Monthly Review	Monthly review of the Safe Hands Management System	Sally Selby CSO	Monthly	

			Simon Lane Vice Chairman		
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## People

Do we have what we need? Club Welfare Officer, coaches, officials, committee members and volunteers.

Code	Objectives	Actions	Who	When - (1/3/5 years)	Cost
2.1	To increase the number of coaches available	To invest in our coaches to ensure that we meet the required number of Level 2 coaches for ECB ratio guidelines.	Dave Cotterell Youth Chairman	3 years	
2.2	To increase the number of umpires	To invest in people willing to umpire games	Ryan Malpass Club Captain	3 years	
2.3	To increase the number of scorers	To invest in new people who want to learn to score	Ryan Malpass Club Captain	3 years	
2.4	To increase the number of ladies playing cricket	To promote ladies' cricket through social media, word of mouth and promoting at local schools.	June Pritchard Ladies Chair	3 years	
2.5	To encourage parents and other members of the community to be involved in the cricket club	To promote the club through social media, parent chat groups, member feedback forms and word of mouth. Offering social events.	Janet Lane Youth Secretary	3 years	
2.6	To develop training of volunteers eg. Coaches, captains	To offer annual appropriate CPD training	Simon Lane Vice Chairman	1 year	

## Facilities/Ground

What do we need to do to improve our facilities to ensure they meet league standards and create a welcoming environment?

Code	Objectives	Actions	Who	When - (1/3/5 years)	Cost
3.1	To maintain clubhouse	Ensure that facilities are clean and presentable before training, matches and social events.	Ryan Malpass Club Captain	1 year	
3.2	To invest in ground maintenance equipment	Ensuring that pitches are playable to a well-maintained standard	Steve Rice Groundsman	10 years	
3.3	To improve the quality of nets	Ensure they are playable and well maintained prior to and throughout the season- removing weeds and laying gravel	Steve Ballard Chairman	3 years	
3.4	To improve drainage in outfield	Employ outside companies to ensure that drainage of the outfield is at optimum level.	Steve Ballard Chairman	5 years	
3.5	To maintain quality of cricket square	Winter renovations, cricket force to open and close the ground	Steve Rice Groundsman	1 year	
3.6	Improve youth storage	Source ISO Container in time for 2022 season	Dave Cotterell Youth Chairman	1 year	
3.7	Clubhouse development is needed	Maintain dialogue and communication with the sports club – attend committee meetings and	Steve Ballard Chairman	1 year	

		ensure the club is fulfilling the requirements outline in the agreement between the organisations	Simon Lane Vice Chairman June Pritchard Ladies Chair		
3.8	Security of tenure – Renew Lease	Set up the meeting and have the necessary conversations, contingency planning	Steve Ballard Chairman Simon Lane Vice Chairman June Pritchard Ladies Chair	1 year	
3.9	Ensure ground equipment is correctly maintained	Annual service and maintenance	Steve Rice Groundsman	1 year	

### Senior Cricket

What do we need to do to develop a playing offer which meets the needs of our playing members?

Code	Objectives	Actions	Who	When - (1/3/5 years)	Cost
4.1	To gain promotion and maintain a 1 <sup>st</sup> XI in the WEPL	Ensure coaching and training is of high standard	Ryan Malpass Club Captain	3 years	
4.2	To promote a Sunday XI with friendly games	Ensure youths are encouraged into senior cricket	Ben Lane Sunday Captain	1 year	
4.3	To use 2 <sup>nd</sup> XI, 3 <sup>rd</sup> XI and Sunday XI to nurture and develop talent	Ensure that quality training is available and that teams encourage these players to play matches	Ryan Malpass Club Captain	3 years	
4.4	To offer winter nets	Ensure that a suitable practice area is secured for winter nets	Ryan Malpass Club Captain	1 year	
4.5	To offer a separate 1 <sup>st</sup> and 2 <sup>nd</sup> /3 <sup>rd</sup> training	Ensure that quality coaching is available for all needs and abilities	Ryan Malpass Club Captain	1 year	
4.6	League Meeting Attendance	Captains to attend league meetings	Ryan Malpass, Chris Wilcox, Nathan Allen Captains	1 year	

### Women and Girls Cricket

What do we need to do to create and develop a playing offer for Women and Girls? How will we develop this going forward?

Code	Objectives	Actions	Who	When - (1/3/5 years)	Cost
5.1	To provide more opportunities for ladies and girls to play cricket	Use social media and other avenues to promote women's cricket	June Pritchard Ladies Chair	1 year	
5.2	To gain feedback from Ladies about the future of women's cricket	Use questionnaire feedback to inform future decisions	June Pritchard Ladies Chair	3 years	

5.3	To gain more numbers for women's cricket	Use social media and other platforms to promote women's cricket	June Pritchard Ladies Chair	5 years	
5.4	To invest in more scorers	Use ECB enforced courses for training and development	June Pritchard Ladies Chair	1 year	£35
5.5	To promote women's cricket in local schools	To produce marketing materials inviting girls to join women's cricket	June Pritchard Ladies Chair	1 year	
5.6	Ensure the club is entering the appropriate competitions for women and girls	Competitions to be reviewed	June Pritchard Ladies Chair	1 year	

## Youth Cricket

What do we need to do to improve our youth section for boys and girls enabling them to have a brilliant experience and reach their full potential?

Code	Objectives	Actions	Who	When - (1/3/5 years)	Cost
6.1	To ensure that AllStars and Dynamos is well advertised.	Use social media and schools to advertise programs	Sally Selby Lead Activator	1 year	
6.2	To ensure that coaches are involved in our youth section.	To offer the development of our youth coaches according to ECB guidelines	Dave Cotterell Youth Chairman	3 years	
6.3	To maintain numbers throughout all age groups	To fulfil potential of all youth cricketers whilst maintaining a fun and enjoyable training program.	Dave Cotterell Youth Chairman	3 years	
6.4	To offer girls only training for U13s and U15s	To ensure good relations between the youth and ladies' teams and to offer girls only cricket.	Dave Cotterell Youth Chairman	3 years	
6.5	To carry out end of season feedback questionnaire to gain thoughts and opinions	To ensure that, at the end of the season, a questionnaire goes out to all youth families	Janet Lane Youth Secretary	1 year	
6.6	Ensure the club is entering the appropriate competitions for youth	Competitions to be reviewed	Janet Lane Youth Secretary	1 year	

## Social/Fundraising

What do we need to do to run a wide-ranging social programme?

Code	Objectives	Actions	Who	When - (1/3/5 years)	Cost
7.1	To gain feedback of members to which social events to hold	Ensure that we act on feedback given to the club regarding questionnaire feedback. <b>ACTIONED 2021 – Invested in 5 new benches around the ground following feedback from survey</b>	Steve Ballard Chairman	3 years	
7.2	To canvas sponsorship from local businesses	Ensure that local businesses are involved in supporting the club	Steve Ballard Chairman	5 years	

7.3	To be present in the local community	Ensuring that Cam CC is well promoted	Steve Ballard Chairman	3 years	
7.4	To hold social events regularly	Ensuring that social events are planned and prepared throughout the season and beyond	Steve Ballard Chairman	3 years	
7.5	To hold social events for youth	Ensuring that out of season social events are planned for youth	Dave Cotterell Youth Chairman	3 years	

### School/Community

What do we need to do to maintain and develop relationships with local organisations and cricket bodies?

Code	Objectives	Actions	Who	When - (1/3/5 years)	Cost
8.1	To make the clubhouse useful to the local community	Ensure that the clubhouse has a warm and inviting atmosphere and is welcoming to local community.	Dave Cotterell Youth Chairman	3 years	
8.2	To foster good relations and work with local interest groups including schools, parish council, recreation clubs in the village and beyond for mutual benefit.	Ensure that representatives of the cricket club are approachable and knowledgeable about what the clubhouse and grounds can provide.	Sally Selby Lead Activator	3 years	
8.3	To contribute to village events	Ensure that the clubhouse and facilities are presentable for use.	Dave Cotterell Youth Chairman	1 year	
8.4	To develop fundraising opportunities for the club in the local environment	Ensuring that the club approaches local businesses for fundraising opportunities and inviting the local community to our social events.	Dave Cotterell Youth Chairman	3 years	
8.5	To be apparent in local schools	Ensuring that representatives of Cam CC can be present in schools to promote cricket, the use of the club and helping schools develop a love of cricket.	Sally Selby Lead Activator	3 years	
8.6	Maintain relationship with GCB	Continue annual club development, funding, facilities, schools links	Simon Lane Vice-Chairman	1 year	

## Marketing/Promotion

What do we need to do to maintain effective communications with our membership and key stakeholders?

Code	Objectives	Actions	Who	When - (1/3/5 years)	Cost
9.1	To ensure that team WhatsApp groups are up to date	Ensure captains are up to date with information	Ryan Malpass, Chris Wilcox, Nathan Allen & Ben Lane - Captains	1 year	
9.2	To have an up-to-date website	Ensure that website is updated regularly	Simon Lane Vice Chairman	1 year	
9.3	To market registration evenings	Ensure that information is posted on social media, in WhatsApp groups and on the website	Simon Lane Vice Chairman	1 year	
9.4	To promote social events	Ensure that information is posted on social media, in WhatsApp groups and on the website	Simon Lane Vice Chairman	3 years	
9.5	To promote Cam CC in appropriate places	Ensure that Cam CC is promoted using social media, the website and other online platforms	Simon Lane Vice Chairman	3 years	

## Action Plan and Monitoring Progress

### Short-Term (1-12 months)

Code	Objectives	Progress	Timescale	Action	Who	Cost
1.1	To hold committee meetings monthly	In progress	1 year	Forward plan meeting dates	Jake Dolbear Secretary	
1.2	To ensure that accounts are audited yearly	In progress	1 year	Ensure that accounts are available to be audited	Katy Seal Treasurer	
1.5	Continuously deliver value for money for members in relation to membership and match fees.	In progress	1 year	Annual review of membership prices	Katy Seal Treasurer	
1.6	Ensure compliance of policies	In progress	1 year	Annual review of policies	Sally Selby CSO	
1.7	Review of risk assessments	In progress	1 year	Review risk assessments annually	Sally Selby CSO	
1.8	Ensure club coaches and volunteers i.e. safeguarding officer, first aider etc. have the necessary qualification	In progress	1 year	Review annually the training matrix for any deficiencies	Sally Selby CSO	

1.9	Safe Hands Management Portal Monthly Review	In Progress	Monthly	Monthly review of the Safe Hands Management System	Sally Selby CSO Simon Lane Vice Chairman	
2.6	To develop training of volunteers eg coaches and captains	In progress	Annually	To offer annual appropriate CPD training	Simon Lane Vice Chairman	
3.1	To maintain clubhouse	In progress	1 year	Ensure that facilities are clean and presentable before training, matches and social events.	Steve Ballard Chairman	
3.5	To maintain quality of cricket square	In Progress	1 year	Winter renovations, cricket force to open and close the ground	Steve Rice Groundsman	
3.6	Improve Youth Storage	Completed	1 year	Source ISO container in time for 2022 season	Dave Cotterell Youth Chairman	
3.7	Clubhouse development needed	In progress	1 year	Maintain dialogue and communication with the sports club – attend committee meetings and ensure the club is fulfilling the requirements outline in the agreement between the organisations	Steve Ballard Chairman Simon Lane Vice Chairman June Pritchard Ladies Chair	
3.8	Security of tenure – Renew lease	In progress	1 year	Set up meeting and have the necessary conversations, contingency planning	Steve Ballard Chairman Simon Lane Vice Chairman June Pritchard Ladies Chair	
3.9	Ensure ground equipment is correctly maintained	In progress	1 year	Annual service and maintenance agreements to be in place	Steve Rice Groundsman	
4.2	To promote a Sunday XI with friendly games	Completed	1 year	Ensure youths are encouraged into senior cricket	Ben Lane Sunday Captain	
4.4	To offer winter nets	In progress	1 year	Ensure that a suitable practice area is secured for winter nets	Ryan Malpass Club Captain	
4.5	To offer a separate 1 <sup>st</sup> and 2 <sup>nd</sup> /3 <sup>rd</sup> training	In progress	1 year	Ensure that quality coaching is available for all needs and abilities	Ryan Malpass Club Captain	
4.6	League Meeting Attendance	In progress	1 year	Captains to attend league meetings	Ryan Malpass, Chris Wilcox, Nathan Allen Captains	

5.1	To provide more opportunities for ladies and girls to play cricket	In progress	1 year	Use social media and other avenues to promote women's cricket	June Pritchard Ladies Chair	
5.4	To invest in more scorers	In progress	1 year	Use ECB enforced courses for training and development	June Pritchard Ladies Chair	£35
5.5	To promote women's cricket in local schools	In progress	1 year	To produce marketing materials inviting girls to join women's cricket	June Pritchard Ladies Chair	
5.6	Ensure the club is entering the appropriate competitions for women and girls	In progress	1 year	Club competitions to be reviewed prior to season	June Pritchard Ladies Chair	
6.1	To ensure that AllStars and Dynamos is well advertised.	In progress	1 year	Use social media and schools to advertise programs	Sally Selby Lead Activator	
6.5	To carry out end of season feedback questionnaire to gain thoughts and opinions	In progress	1 year	To ensure that, at the end of the season, a questionnaire goes out to all youth families	Janet Lane Youth Secretary	
6.6	Ensure the club is entering the appropriate competitions for youth	In progress	1 year	Club competitions to be reviewed prior to season	Janet Lane Youth Secretary	
8.3	To contribute to village events	In progress	1 year	Ensure that the clubhouse and facilities are presentable for use.	Steve Ballard Chairman	
8.6	Maintain relationship with GCB	In progress	1 year	Continual annual club development, funding, facilities, school links	Simon Lane Vice Chairman	
9.1	To ensure that team WhatsApp groups are up to date	In progress	1 year	Ensure captains are up to date with information	Ryan Malpass, Chris Wilcox, Nathan Allen & Ben Lane - Captains	
9.2	To have an up-to-date website	In progress	1 year	Ensure that website is updated regularly	Simon Lane Vice Chairman	
9.3	To market registration evenings	In progress	1 year	Ensure that information is posted on social media, in WhatsApp groups and on the website	Simon Lane Vice Chairman	

### Mid-Term (13-36 months)

Code	Objectives	Progress	Timescale	Action	Who	Cost
3.5	To maintain quality of cricket square	In progress	3 years	Ensure that groundsmen are knowledgeable about what	Steve Rice	



				needs doing and it is completed to league standard.	Groundsman	
1.3	To successfully implement new scheme to collect match fees and membership subscriptions	In progress	3 years	Clarify and simplify the procedure for membership and match fee collections	Katy Seal Treasurer	
1.4	To subject to ECB confirmation of continuation of scheme, regain Clubmark Certification.	In progress	3 years	Fulfil ECBs criteria for Clubmark, subject to ECBs ongoing review	Simon Lane Vice Chairman	
2.1	To increase the number of coaches available	In progress	3 years	To invest in our coaches to ensure that we meet the required number of Level 2 coaches for ECB ratio guidelines.	Ryan Malpass Club Captain	
2.2	To increase the number of umpires	In progress	3 years	To invest in people willing to umpire games	Ryan Malpass Club Captain	
2.3	To increase the number of scorers	In progress	3 years	To invest in new people who want to learn to score	Ryan Malpass Club Captain	
2.4	To increase the number of ladies playing cricket	In progress	3 years	To promote ladies' cricket through social media, word of mouth and promoting at local schools.	June Pritchard Ladies Chair	
2.5	To encourage parents and other members of the community to be involved in the cricket club	In progress	3 years	To promote the club through social media, parent chat groups, member feedback forms and word of mouth. Offering social events.	Janet Lane Youth Secretary	
3.3	To improve the quality of nets	In progress	3 years	Ensure they are playable and well maintained prior to and throughout the season-removing weeds and laying gravel	Steve Ballard Chairman	
4.1	To gain promotion and maintain a 1 <sup>st</sup> XI in the WEPL	In progress	3 years	Ensure coaching and training is of high standard	Ryan Malpass Club Captain	
4.3	To use 2 <sup>nd</sup> XI, 3 <sup>rd</sup> XI and Sunday to nurture and develop talent	In progress	3 years	Ensure that quality training is available and that teams encourage these players to play matches	Ryan Malpass Club Captain	

5.2	To gain feedback from Ladies about the future of women's cricket	In progress	3 years	Use questionnaire feedback to inform future decisions	June Pritchard Ladies Chair	
6.2	To ensure that coaches are involved in our youth section.	In progress	3 years	To offer the development of our youth coaches according to ECB guidelines	Dave Cotterell Youth Chairman	
6.3	To maintain numbers throughout all age groups	In progress	3 years	To fulfil potential of all youth cricketers whilst maintaining a fun and enjoyable training program.	Dave Cotterell Youth Chairman	
6.4	To offer girls only training for U13s and U15s	In progress	3 years	To ensure good relations between the youth and ladies' teams and to offer girls only cricket.	June Pritchard Ladies Chair	
7.1	To gain feedback of members to which social events to hold	In progress	1 years	Ensure that we act on feedback given to the club regarding questionnaire feedback.	Simon Lane Vice Chairman	
7.3	To be present in the local community	In progress	3 years	Ensuring that Cam CC is well promoted	Steve Ballard Chairman	
7.4	To hold social events regularly	In progress	3 years	Ensuring that social events are planned and prepared throughout the season and beyond	Steve Ballard Chairman	
7.5	To hold social events for youth	In progress	3 years	Ensuring that out of season social events are planned for youth	Dave Cotterell Youth Chairman	
8.1	To make the clubhouse useful to the local community	In progress	3 years	Ensure that the clubhouse has a warm and inviting atmosphere and is welcoming to local community.	Steve Ballard Chairman	
8.2	To foster good relations and work with local interest groups including schools, parish council, recreation clubs in the village and beyond for mutual benefit.	In progress	3 years	Ensure that representatives of the cricket club are approachable and knowledgeable about what the clubhouse and grounds can provide.	Dave Cotterell Youth Chairman	
8.4	To develop fundraising opportunities for the club in the local environment	In progress	3 years	Ensuring that the club approaches local businesses for fundraising opportunities and inviting the local	Steve Ballard Chairman	

				community to our social events.		
8.5	To be apparent in local schools	In progress	3 years	Ensuring that representatives of Cam CC can be present in schools to promote cricket, the use of the club and helping schools develop a love of cricket.	Dave Cotterell Youth Chairman	
9.4	To promote social events	In progress	3 years	Ensure that information is posted on social media, in WhatsApp groups and on the website	Simon Lane Vice Chairman	
9.5	To promote Cam CC in appropriate places	In progress	3 years	Ensure that Cam CC is promoted using social media, the website and other online platforms	Simon Lane Vice Chairman	

<b>Long-Term (3-5 years)</b>						
<b>Code</b>	<b>Objectives</b>	<b>Progress</b>	<b>Timescale</b>	<b>Action</b>	<b>Who</b>	<b>Cost</b>
3.2	To invest in ground maintenance equipment	In progress	10 years	Ensuring that pitches are playable to a well-maintained standard	Steve Rice Groundsman	
3.4	To improve drainage in outfield	In progress	5 years	Employ outside companies to ensure that drainage of the outfield is at optimum level.	Steve Rice Groundsman	
5.3	To gain more numbers for women's cricket	In progress	5 years	Use social media and other platforms to promote women's cricket	June Pritchard Ladies Chair	
7.2	To canvas sponsorship from local businesses	In progress	5 years	Ensure that local businesses are involved in supporting the club	Steve Ballard Chairman	

<b>Completed</b>					
<b>Code</b>	<b>Objectives</b>	<b>Date</b>	<b>Action</b>	<b>Who</b>	<b>Cost</b>
