

# Club Background

## Our mission statement:

OWCC aims develop a thriving club at all levels encompassing age group, social and league cricket. To this end, the club is open to all members of the community and aims to provide outstanding facilities to its members both on and off the field. The club encourages a friendly atmosphere and places great emphasis on developing our players, especially out colts cricketers, through providing high quality coaching.

## Aims:

We aim to harness and develop all young cricketers so they have the opportunity to contribute to the game of cricket at all levels and play a central role in club cricket life

Ensure that our cricket club is an integral part of the local community, contributing an invaluable service to all sections of the local community, developing club members, supporters and volunteers

## Objectives:

	Area	Objective	How	Who/Owner	When	Measure	Progress	Actions:
1	Finance	Increase sponsorship of the club by £6k	Work with local businesses to develop opportunities for sponsorship including selling space in the fixture card, advertising banners on the main ground and advertising on covers	Fundraising lead	June 2019	Amount of sponsorship income generated	N/A - new objective given the change in funding structure of the club	Review current sponsorship package and ensure that current sponsors receive benefits commensurate with their contribution.  Seek new sponsors from local business
2	Colts cricket	Increase participation from all areas of the	Advertise through local schools and encourage	Colts Chairman	Ongoing	Number of colts	Participation numbers remained	Improve marketing of Colts cricket through a new

		community by increasing the number of colts by 2% year-on-year	new colts to join by word of mouth				high in 2018 - to continue to increase	website and increase partnership with Whitgift School
3	Match officials	Recruit a scorer for 2nd XI and 3rd XI	Advertise for second + third XI scorer to supplement new umpires	Secretary	By April 2019	Scorer recruited	No progress made in 2018 due to other commitments	Advertise internally and externally for scorers
4	Colts cricket	Increase the number of colts who convert into playing adult cricket	<p>Enter teams into the Surrey Trust League and Surrey Development League</p> <p>Maintain contact with colts players during school holidays to encourage colts to play adult cricket on Saturdays.</p> <p>Identify colts who wish to and are able play adult cricket and provide opportunities for them to play</p> <p>Maintain contact with previous year U16s to encourage them to play in the Denis Jacobs trophy (U17), to encourage them to play adult cricket and consider entering the U19 T20 cup</p>	Colts Chairman	Ongoing	Number of U17s and U18s playing colts cricket, including how many members of the U17 cup team play in the U17s cup and whether the club can raise a U19s team.	<p>Noted increase in colts players playing in 2<sup>nd</sup> XI, 3<sup>rd</sup> XI and 4<sup>th</sup> XI.</p> <p>Identified additional ground and two club members who can facilitate a pathway to adult cricket</p>	<p>Improve winter offering for U17/U18 cricketers</p> <p>Improve pathway to the adult XIs</p>
5	Adults	Engage adult cricketers to play more games per season.	<p>Research, network and talk to potential players.</p> <p>Start recruitment by starting pre-season nets earlier</p>	Club captain/Chairman of cricket	Ongoing	Reduction in the number of cry-offs and increase in the pool of players	<p>In progress</p> <p>Reduced number of cry-offs though noted decrease in number of players</p>	Rebuild 1st XI and 3rd XI

		Achieve promotion for first and second XI. Increase the pool of cricketers for the 3 <sup>rd</sup> XI and 4 <sup>th</sup> XI	Improve communication with players including communication of availability  Encourage players returning from university to play on return by asking them what dates they expect to return				available all season. Struggled with consistency for 1st XI and 2nd XI.  Used teamer application for selection for first season	
6	Social	Increase the number of social events for members and encourage members to stay around at the club after matches	Appoint a Events co-ordinator from the current playing members and survey players as to what they would like offered as a social events	Main committee	May 2019	An increase in bar takings and number of events held	Events co-ordinator identified and events arranged.	Invite events co-ordinator to build a committee and run events at the club. Ensure social committees overlap between adult teams and colts
7	New outdoor nets	Improve net facilities by totally replacing surface of current facility with full non-turf facility	Seek quotes for replacement of current surface  Obtain funding for new facilities	Fundraising Lead/ Chairman	2019 season	New facilities and player satisfaction with improved facilities	Nets removed and funding received for large proportion of costs.	Seek remaining funds through grants
8	Management committee effectiveness	With the change in committee leadership, undertake a review of current volunteer needs and recruit new volunteers	Undertake review of existing volunteer structure and roles undertaken to identify roles undertaken and areas where additional volunteers are needed	Main committee	Prior to 2019 season	Increase in volunteers and enhanced satisfaction	One year with new chairman - feedback received at 2017 AGM with steps being taken during 2018 season	Undertake review exercise and seek to recruit in and around AGM.

### 2018 season update

On the field – 3rd XI were relegated - this was due to an exodus of players after the relegation of the 1st XI and the 3rd XI captain standing down midseason. The 2nd XI struggled for availability which limited its ability to push for promotion whilst the 1st XI were relegated to Division Three after losing key members at the start of the season. The 3rd XI showed positive signs as the colts playing for the team were of good quality and showed promise. The Sunday Friendly XI and 4th XI continued to play friendly

cricket with mixed results. The colts continued to field teams from U8 to U15 and participated in the Allstars programme.

Off the field – socially, the club was more cohesive and a very successful Colts presentation evening was held at the end of the season.

Environmental/facilities – The club and the parent sports club, continue to look for funding to renovate the clubhouse and ground. Net facilities were improved with new structure constructed to house nets but new surface required.

Changes to plans/aspirations – we continue to aspire to start a womens section in future years, however, the club facilities are not currently suitable for a womens side due to showering and toilet facilities being inadequate. WSC, parent sports club, looking to obtain funding for enhanced facilities. Until this is obtained, the committee do not consider a womens side to be feasible.

The club has identified that there remains an adult member shortfall and also that financial pressures demand we recruit additional players and look to cut colts costs.