

Hythe and Dibden Cricket Club



Club Development Plan

January 2024

Version One

Purpose of this Document

The purpose of this document is to:

- Provide a high level assessment of the current status of the club
- Review the club vision
- Record the high level aims for the club
- Document development plans as a series of objectives to achieve the aims

The intent is that the document will be reviewed at least once a year, prior to the start of the season.

Current Status

Overview:

The 2024 season will see us with 4 adult sides playing league cricket on a Saturday and a friendly side playing Sundays. We see our 3rd and 4th team as a chance to develop young players and strive to have a mixture of youth and experience within these teams. This is also the philosophy of the Sunday team including being founder members of the Tony Woodhouse Trophy which is run every year between three clubs.

We have 4 colts teams for 2024 and will be running both All Stars and Dynamo's. All Stars have been running for several years now and have been very successful in attracting new players and families to the club. We have delivered the Dynamo's programme since 2021 with mixed success. We cancelled the sessions in 2023 due to limited uptake.

The club has a large and very active social membership and is key members of community events such as Hythe Village Fete and Hythe Community Fireworks which are held annually. The club is in a stable financial position.

During the winter months the club hosts Hythe Aztecs which is a local football team and enters a darts league. This helps bolster the club's funds during the winter months. Alongside these regular events we hold fundraising and social events throughout the year.

The club has a strong committee of hard-working volunteers but would like this to grow. We would like to create a fundraising committee this year to focus on raising funds for the club to redevelop the club house and improve our facilities. We also need someone to seek new and additional sponsorship.

There are currently no issues with the administration and management of the social side of the club. Regular committee meetings are held to review the current position and manage any necessary actions.

Club Teams 2024

Team	League
1st Team	Saturday senior team Playing Hampshire Cricket League Div 1
2nd Team	Saturday senior team Playing in County 5 South
3rd Team	Saturday senior team Playing in Division 5 West
4th Team	Saturday senior team Playing in Division 6 Central
Sunday Team	Playing local friendly's, touring sides and Tony Woodhouse Trophy
All Stars & Dynamo	Junior team
U9 Eleven	Junior team
U11 Eleven	Junior team
U13 Eleven	Junior team
U15 Eleven	Junior team

Membership

Membership Types
Playing Member*
Junior Playing & Family Member*
Associate Member

* only playing / family members and committee have voting rights at the AGM

Facilities

Facility	Comments
<p>Ewart Recreation Ground Jones Lane Hythe, Southampton Hampshire SO45 6AX</p>	<p>Main ground 1st and 2nd team home ground All Colts Games, All Stars and Dynamo</p>
<p>QE 2 Ground Thornberry Avenue Blackfield Hampshire SO45 1YP</p>	<p>3rd and 4th Team home ground</p>
<p>Noadswood School North Road Dibden Purlieu Southampton SO45 4ZF</p>	<p>Used for junior indoor pre-season training</p>
<p>Gang Warily Recreation Centre Newlands Road Southampton SO45 1GA</p>	<p>Used for adults indoor pre-season training</p>

Club Vision

The mission of Hythe and Dibden Cricket Club is to become established as one of the top 5 cricket clubs in the New Forest.

The success will be driven by providing high quality cricket opportunities for all members irrespective of gender, age, ethnicity and disability.

We endeavour to build our cricketing talent from within the club, providing junior cricketers with high quality facilities and professional coaching with the aim of improving their performance and retaining them as long-term members of the club.

The club wishes to continue to be a focal point within the local community and participate in local events.

Hythe and Dibden Cricket Club Management Group

President	Gary Howe
Chairman	Michael Bowman
Vice Chairman	Ian Prentice
Treasure	John Stovell
Safeguarding Officer	Dawn Bowman
Secretary	Sue Froggett
Colts Secretary	Lucy Grave
Colts Coordinator	Andy Grave

Contact details and full committee can be found on the club website www.hythe-dibdencricketclub.co.uk

SWOT Analysis

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Strong social membership. 2. Excellent facilities: ground, wicket and clubhouse. 3. Dedicated and committed volunteers. 4. Significant senior membership to side 4 teams on a Saturday 5. Successful colts section with many of the current 1st teams players having played for our colts team 6. Good communication with our members through website, email and social media. 7. Strong local connections and main organiser of the local fete. 	<ol style="list-style-type: none"> 1. Time it is taking to fundraise to redevelop the clubhouse and improving the ground facilities 2. Poor signage to advertise the club 3. To further develop our colts section we need to have additional coaches and volunteers to support the running of the section. 4. Unable to secure ongoing sponsorship 5. Not having significant volunteers to reach out full potential. Even though we have a dedicated number of volunteers on the committee they all tend to have multiple roles. We need to promote and advertise the club activities and achievements on social media, club website and local publications
Opportunities	Threats
<ol style="list-style-type: none"> 1. Use of the local press to raise our profile. 2. All stars and Dynamo cricket bringing new colts and families to the club 3. Increase membership from Armed Forces following the signing of the Armed Forces Covenant 	<ol style="list-style-type: none"> 1. Long standing groundsman stepping down 2. Apathy within the club and playing members not participating in club activities. 3. Relationships with local voluntary organisations which share the ground 4. Not having an Under 17's team - will players look to join other clubs

Aims

- Maintain Clubmark accreditation or associated scheme adopted by the ECB
- Strength the club ethos and environment to promote cricketing for all irrespective of age, gender, race, ethnicity or disability
- 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 the club
- Develop and strengthen the clubs infrastructure and facilities to promote girls and women to play local cricket
- Maintain old-school values in the cricketing membership
- Continue to grow junior cricket
- Redevelopment of club house and ground facilities including fixed nets
- Ensure that our cricket club is an integral part of the local community
- Develop and strengthen our senior sides to promote positive role models for all
- Increase volunteers to help run the cricket club and form a fundraising committee
- Develop links through our Armed Forces Covenant. We pledge that together we acknowledge and understand that those who serve or who have served in the armed forces, and their families, should be treated with fairness and respect in the communities, economy and society they serve with their lives.

[Hythe and Dibden Cricket Club Armed Forces Covenant](#)

Development Areas: Club Management

Objective	How	Who	When	Finances
Refurbishment of the club house to provide facilities to enable the club to grow and develop. This will allow for storage and additional room within the club house. Also to consider sustainability and looking to use Solar Panels to create our own electricity	<p>Create a fundraising committee</p> <p>Apply for funding via the County Grant Fund</p> <p>Increase awareness of Numbers Club and Easy Fundraising as other funding options</p>	<p>Fundraising Committee</p> <p>Chairman</p> <p>Members</p>	2024	Approx £10,000
Create a fundraising committee who will seek fundraising activities, apply for grants and seek new sponsorships	<p>Ask for volunteers to join a fundraising committee</p> <p>Add to website, social media pages that the club are seeking volunteers</p>	Committee	Spring 2024	None
Maintain community	Continue links and	Dawn Bowman (Social	Ongoing	None

Objective	How	Who	When	Finances
links by participating and leading in local events such as village fete and firework display.	participate in local events	Events)		
Utilise Frog Box Live Streaming to advertise for club sponsors and promote the club	Add Frog Box as an option to the sponsorship packages	Fundraising Committee	Ongoing	£250 per year

Senior Cricket

Objective	How	Who	When	Finances
<p>The 1st team to return to Southern League Cricket status whilst still encouraging opportunities for home grown talent to develop and play for the first team</p>	<p>Recruitment of new players</p> <p>Additional fundraising to that already in place to contribute towards an overseas player. This will be reliant on an agreed contract being in place which set out expectations, accommodation and a job being in place</p> <p>Local advertising</p> <p>Regular training sessions during the session and off session</p>	<p>Committee</p>	<p>Ongoing</p>	<p>Contribution of Approx £2,000 to an overseas player to support with living costs</p>

Objective	How	Who	When	Finances
Set an ambition for the 2nd team to reach County 3	<p>Local advertising</p> <p>Regular training sessions during the session and off session</p> <p>Participation in Indoor League to maintain players involvement over winter</p> <p>Embedding of Selection Policy and New Chairman of Selectors to ensure players are playing for the right team depending on their skills and abilities</p>	<p>Committee</p> <p>Players</p>	2025	£700 – entry fee for indoor league
3rd and 4th team to reach highest level possible whilst nurturing young talent, introducing colts into adult cricket and developing further colts brought through the system	<p>Local advertising</p> <p>Regular training sessions during the session and off session</p> <p>Participation in Indoor League to maintain players involvement over winter</p>	Committee	Ongoing	£700 – entry fee for indoor league

Objective	How	Who	When	Finances
Maintain old-school values in the cricketing membership	<p>Reinforce each year codes of conduct that define what we expect of our players</p> <p>Club promote fair play, respect to the officials and volunteers who support the club</p> <p>Ensure all players pay their annual subscriptions. Ensure all players pay their match fees</p>	Committee	Ongoing	None

Junior Cricket

Objective	How	Who	When	Finances
Introduce 2 new coaches per year to support our colts section	Advertise and recruit volunteers to undertake level two coaching course	Volunteers Committee	Ongoing	£700-£800 per year for coaching courses
Ensure junior matches are played on grass wicket	Recruit more ground staff to help prepare the ground for	Committee	2024	None

Objective	How	Who	When	Finances
whenever possible	matches			
Restart under 17's team so colts can continue to play this format	Maintain level of coaches / volunteers Increase advertising	Colts section and Dawn Bowman (Safeguarding Officer)	Ongoing	None
Develop Dynamo cricket to bring new colts / families to the club.	Maintain level of coaches / volunteers Increase advertising	Dawn Bowman (Lead activator)	Ongoing	None

Objective	How	Who	When	Finances
<p>Encourage colts to remain playing cricket and move through the colts section and play in our senior section</p>	<p>Team captains and vice captains attend colts training so colts feel more comfortable to play for adult teams.</p> <p>Colts actively participate in games if selected. Not just there to field.</p> <p>Encourage colts to play in Sunday games. These games are played with other local teams to provide an opportunity for colts to experience playing in senior games.</p> <p>3rd and 4th team captains from our senior teams to play on Sunday games whenever possible so colts playing in these games and their parents get to know them which will make the transition to playing league games on a Saturday the next step.</p>	<p>Colts sections</p> <p>Chairman of Selectors</p> <p>3rd and 4th team captains and vice captains</p>	<p>Ongoing</p>	<p>None</p>

Grounds and Facilities

Objective	How	Who	When	Finances
Improve the net facilities to improve training facilities for all cricketers	Ongoing discussions with Hythe and Dibden Parish Council to provide space for 2 permanent nets.	Chairman Fundraising Committee	2025	Unknown
Improve signage to advertise the ground	Discussions with Hythe and Dibden Parish Council on behalf of the trustees to see if we can improve signage for the club	Chairman	2024	£200-£300
New training equipment to replace old equipment and to enable better utilisation of the ground during training sessions	Fundraising and looking to offer more sponsorship opportunities Approach sponsors	Fundraising Committee	Ongoing	£800 per year
Maintain facilities to Southern Premier League standards and look to improve playing facilities with new and improved equipment	Working with Hythe and Dibden parish Council to find a solution to have grass cuttings removed.	Chairman	Ongoing	£400

Membership

Objective	How	Who	When	Finances
Increase the social membership by at least 5% over the year	Encourage more friends and family to become social members	Membership Secretary	Ongoing	Bring in up to an additional of £300-£400 in social membership
Encourage more adult members to join Numbers Club as a means of raising funds for the cricket club	Promote the numbers club on website and social media	Fundraising Committee	Ongoing	None