



# Club Development Plan

Streatham & Marlborough Cricket Club write a club development plan every year as a valuable tool to guide the club through the coming year/s in a structured and effective way. Within this plan there are a targets and visions covering 1-5 years in the future and the information below is a synopsis of the club's latest plan for 2019.

## Successes in recent years

1. Launched NatWest CricketForce 2017 nationally
2. Juniors (since 2016):
  - i. Numbers: membership doubled to 200, indoor training attendance up x5, successful summer camp (20 kids/day for 20 days in 2018), number of matches run up x2, girls participation up x4
  - ii. Playing Success: winning 50% of games (up from 30%)
  - iii. Player Development: Joined Young Leaders programme resulting in several U15 players experiencing work as support coaches
  - iv. Finance: Making a substantial and fairer contribution to club upkeep
3. Raised £2.4k from the ECB in 2018 to support family friendly facilities
4. 100% win rate for Women's 1st XI in 2017 and the creation of a Women's Trust XI in 2018
5. Playing demand sufficient to occasionally field a 7th Saturday side
6. Raised over £400k in funding for a new pavilion
7. Club made a surplus of c. £10k in 2018, which starts to provide a buffer against unpredictable major expenses

## Plans for 2019

1. Secure final funding, obtain planning and start construction of new pavilion
2. Continue to develop overall junior coaching offering and increase participation rates at off-season training sessions / summer camp
3. Raise junior membership from 200 to 250 and run 10 league teams including 2 girls league teams
4. Make a financial surplus that will further de-risk the club's financial situation and enable investment in facilities
5. Enter men's and women's sides into the Surrey Slam T20 competition

## 5 Year Vision

1. New pavilion fit for purpose and providing long term financial stability for the club
2. Re-develop and relocate net facilities
3. Remove St Gabriel's building to gain more playing area
4. Re-site groundskeeper facilities to increase parking spaces
5. Further develop girls section to run more teams and increase membership of the women's section overall
6. Re-launch a "Development XI" to assist the transition between junior and senior cricket
7. To increase the number of junior alumni playing in the senior section

*This gives you a flavour of what **YOUR CLUB** has achieved and what it plans to achieve moving forward. If you would like any more information on the successes and plans above please contact a Committee member.*

