

# Old Whitgiftians Cricket Club - 2022 season

## 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	Seek new sponsorship of the club to replace and further supplement sponsorship provided in 2021	Work with local businesses to develop opportunities for sponsorship including shirt sponsorship, advertising banners on the main ground and advertising on covers	Nikhil Patel	Summer 2022	Amount of sponsorship income generated	2021 saw significant progress in sponsorship but the sponsor was lost.  Initial success in obtaining some sponsorship for 2022 season	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	Advertise through local schools and encourage	Shirish Patel	Ongoing	Number of colts	Increase participation, taking	Improve marketing of Colts cricket

		all areas of the community by increasing the number of colts by 2% year-on-year	new colts to join by word of mouth				advantage of world cup and ashes coverage	through a new website and increase partnership with local schools
3	Colts cricket	Increase the number of colts who convert into playing adult cricket	<p>Continue to participate in Sunday development leagues</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 players from the previous year</p>	Colts Chairman	Ongoing	Number of those aged 17-21 playing adult cricket	Noted increase in colts players playing in 2 <sup>nd</sup> XI, 3 <sup>rd</sup> XI and 4 <sup>th</sup> XI.	Improve pathway to the adult XIs
4	Adults	<p>Engage adult cricketers to play more games per season.</p> <p>Achieve promotion for first and second XI.</p> <p>Increase the pool of cricketers for the 3<sup>rd</sup> XI and 4<sup>th</sup> XI</p>	<p>Research, network and talk to potential players.</p> <p>Start recruitment by starting pre-season nets earlier</p> <p>Improve communication with players including communication of availability</p> <p>Encourage players returning from university</p>	Club captain	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 available all season. Struggled with consistency for 2nd XI and 3rd XI</p>	<p>Rebuild 3rd XI and 4th XI</p> <p>Continue to develop 1st XI and 2nd XI</p>

			to play on return by asking them what dates they expect to return					
5	Social	Increase the number of social events for members and encourage members to stay around at the club after matches	Undertake a programme of social activities	Social Secretaries	Summer 2022	Increase in events held	Social secretary and social media co-ordinators identified and events arranged.	Deliver events, e.g. BBQ throughout season
6	Management committee effectiveness	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 2023 season	Increase in volunteers and enhanced satisfaction	Increase pool of volunteers supporting the club	Undertake review exercise and seek to recruit in and around AGM.