



# SWAY CRICKET CLUB DEVELOPMENT PLAN

2018 - 2023



V5  
12/06/18

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## MISSION STATEMENT

**“The mission of Sway Cricket Club is to become established as the leading club in the New Forest and one of the top 5 clubs in South West Hampshire.”**

This success will be driven by providing high quality cricket opportunities, cricket development experiences and enjoyment of associated activities for all within the local community who desire this, irrespective of gender, age, ethnicity or disability and will take place within a club environment that is enjoyable, welcoming, sociable and of which club members are rightly proud and the local community recognise as valuable.

In pursuance of this, Sway Cricket Club shall encourage participation for everyone at all levels and in all roles and shall aim to provide the very best facilities, personnel and resources for players, support staff and members as is affordable via prudent financial management. Sway Cricket Club sustains its growth through its continuous youth development and shall endeavor to continue to improve both the number and the quality of its youth coaches in order to further this end. The development of talented youngsters shall be encouraged and supported by ensuring they have access to continuing support, advice and coaching, internally or externally to further develop their game.

# AIMS & OBJECTIVES

**1) 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.**

The success of the Club in recent years would not have been possible without the contribution made by current and former colts. In order to for this success to continue and for the club to progress further, the encouragement and progress of our colts players will be fundamental. To this end Sway CC shall ensure that all colts have access to high quality coaching & equipment from the earliest age in order that they can maximise their potential.

With the earliest ages groups in particular the emphasis shall be on learning cricket skills within a fun and pressure free environment. The emphasis for all colts teams shall be on developing cricket skills within an enjoyable environment. **Respect for the game, opponents and officials shall be paramount at all times.**

The Club will continue to be fully inclusive for young cricketers regardless of ability and this will continue when they graduate to adult cricket in that no cricketer will be excluded from participation by virtue of ability. The further development of potential district/county standard colts shall be supported by providing support, advice and access to appropriate coaching whether with the Club or elsewhere. Colts are encouraged to graduate to adult cricket when they are deemed ready in accordance with the Club's Safeguarding Children policy.

**2) Develop and strengthen a structure and pathway for women and girls to actively participate in and follow cricket.**

The club shall make extra efforts promote its All Stars Cricket offering to both young girls and boys. The club shall ensure that colts training sessions are structured in a way so as to appeal to girls as well as boys with an emphasis on skill development rather than physical prowess. The club shall ensure that there are no barriers of any kind to girls/women progressing through to the adult game, playing alongside boys/men. To this end the club recognises that improvements will be required to our physical facilities to provide separate and appropriate changing and other facilities. Efforts to re-establish a girls league in the New Forest will be fully supported.

**3) Develop and strengthen the whole club environment, promoting cricketing opportunities for disabled people.**

The club shall ensure that in recruiting new colts players it will make clear that full participation alongside the able-bodied should be possible regardless of mental or physical disability. When new members join with disabilities, an assessment shall be carried out to

ensure a safe environment for both the person concerned and those around them. If extra coaching, support or equipment is required the club shall ensure that this is provided. The club recognises that its current pavilion facilities are not comply fully with DDA standards.

#### **4) Develop and promote cricket for black and ethnic minorities.**

Sway Cricket Club will ensure that it promotes itself to the local community in such a way as to make clear that the club is fully inclusive and open to all regardless of racial or ethnic origin. **The Club will ensure that all members are aware of the club's policies and Code of Conduct and it shall be made clear that racism in any form is completely unacceptable.** Whilst the local community to the club contains a relatively small proportion of ethnic minorities, the club recognises that the world cricket family is truly multi-racial and as a result in its selection of friendly fixtures shall make attempts to play games against teams known to be formed to a large degree from minorities.

#### **5) 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.**

The club shall continue to promote itself in the local area - in schools, community buildings, shops and businesses, extending sponsorship opportunities and increasing these activities wherever possible. The club shall maintain charity and community use of ground, where possible and shall support, participate in, and promote local community sporting and activities such as the Sway Carnival. The Club will encourage and make welcome spectators.

#### **6) Play a valued, active and leading of the Hampshire cricket community**

The club shall endeavor to maintain friendly relations with the other cricket clubs in the local area, working together where possible to develop the game. The Club will take an active part in the governing leagues/bodies (the HCL, NFCCA & HCB), and also discussions of proposed changes showing the leadership expected of one of the counties most forward thinking and dynamic clubs/

**7) Develop and strengthen senior playing teams, providing positive role models to all club members, leading achievement and success.**

- 1st XI shall aim for promotion to SEPL Division 3 within the next 5 years.
- 2nd XI shall aim for promotion to CD2 within the next 5 years.
- 3rd XI shall aim for promotion to CD4 within the next 5 years
- 4th XI shall aim for promotion to RD2 within the next 5 years

**However, notwithstanding the above, the emphasis shall be on encouraging colts to progress through to the senior teams when they are ready rather than on the recruitment of new adult members to the club regardless of ability, unless they are from the local community.**

The club will ensure that the necessary facilities are in place to allow this progress.

**The 1st XI & 2<sup>nd</sup> XI shall at all times provide a role model in terms of performance, attitude and behavior for the other adult and colts teams.**

## CLUB STRUCTURE

<b>Management Committee</b>	
Chairman	Chris Baughan
Secretary	Rick How
Treasurer	Derek Seward
Development Officer	Dave Marshall
Welfare Officer	Christine Dawson
Groundsman	Andy Lee
<b>Other Committee Members</b>	
Head Coach	David Steadman
1st Team Captain	Tim Noble
2nd Team Captain	Sam Nailor
3rd Team Captain	Steve Drayton
4th Team Captain	Chris Baughan
Friendly Captain	Kevan Glass
Marketing Officer	Will Millard
Play-Cricket Administrator	Chris & Jo Morris
Fixtures Secretary	Pete Bennet
All Stars Activator	Will Millard
U9s Manager	Kevan Glass
U11s Manager	Dave Marshall
U13s Manager	Stuart Hudson
U16s Manager	John Bailey

<b>Other Positions</b>	
Equipment & Facilities	Steve Drayton
200 Club Organiser	Derek Seward
Head of Selection	Rick How

<b>Professional Coaches Employed</b>	
	Graham Doddsworth

# SITES & FACILITIES

## Outdoor Facility - Jubilee Field, Station Road Sway, SO41 6BE

### Tenure:

Leasehold, remaining term 19 years

### Owner:

Sway Parish Council

### Playing Area

Total number of pitches on your square?	9
Quality of these pitches?	Excellent
Quality of the outfield?	Very Good
Square Synthetic Pitch	Yes
Number of match play pitches on artificial?	1
Quality of these pitches?	Excellent

### Practice Facilities(off the total playing area)

Number of fine turf practice pitches	0
Quality of these pitches	n/a
Number of Synthetic practice pitches (nets)	2
Quality of these pitches	Excellent
Batting Cage:	Yes

### Changing Rooms at your club:

Total number of team changing rooms	2
Total number of umpire changing rooms	0
Changing rooms comply with ECB (TS5)	Yes
Total number of shower heads?	3
Total number of toilets?	2

### The Ancillary Facilities at your club



Total number of sight screens?	2
Total number of covers?	1
What type of scoreboard or box do you have?	Manual

**The Machinery at your club**

Do you have a Roller?	Yes	Good
Do you have a Outfield Mower?	Yes	Good
Other sports played at your facilities	Junior Football	

# Outdoor Facility - Pennington Recreation Ground, Lodge Road, Lymington SO41 8HH

## Tenure:

5 year lease

## Owner:

Lymington & Pennington Town Council

## Playing Area

Total number of pitches on your square?	10
Quality of these pitches?	Good
Quality of the outfield?	Good
Square Synthetic Pitch	No
Number of match play pitches on artificial?	n/a
Quality of these pitches?	n/a

## Practice Facilities(off the total playing area)

Number of fine turf practice pitches	0
Quality of these pitches	n/a
Number of Synthetic practice pitches (nets)	0
Quality of these pitches	n/a
Batting Cage:	No

## Changing Rooms at your club:

Total number of team changing rooms	2
Total number of umpire changing rooms	1
Changing rooms comply with ECB (TS5)	Yes
Total number of shower heads?	4
Total number of toilets?	4

## The Ancillary Facilities at your club

Total number of sight screens?	0
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Total number of covers? 0

What type of scoreboard or box do you have? Manual

**The Machinery at your club**

Do you have a Roller? Yes Good

Do you have a Outfield Mower? No\* Work done by L&PTC

Other sports played at your facilities Football

## 3.1 REQUIRED PERSONNEL

### POSITIONS VACANT FOR 2018:

1. None

### POSITIONS VACANT FOR 2019:

- Additional U9s manager
- Additional U13s manager
- Ladies coach
- Additional Sway CC UKCC2 coaches

## 3.2 MINORITIES

There are relatively low proportions of ethnic minority groups in the areas from which Sway has traditionally drawn the majority of its players. Nevertheless, other local clubs do have significant numbers of players from minority groups and the Club will make every effort to attract, welcome and accommodate new players & helpers from minority groups.

## 3.3 CURRENT & PLANNED PARTICIPATION

### ALL STARS CRICKET

Last year 2017				
Total	Boys	Girls	Disability	Minority
24	2	22	1	2

Current 2018				
Total	Boys	Girls	Disability	Minority
45	35	10	0	2

Planned 2023				
Total	Boys	Girls	Disability	Minority
45	30	15	2	5

Requirements to deliver Plan:

- None

### U9S

Last Year 2017				
Total	Boys	Girls	Disability	Minority
15	15	0	0	1

Current 2018				
Total	Boys	Girls	Disability	Minority
11	10	1	0	0

Planned 2023				
Total	Boys	Girls	Disability	Minority
20	13	7	1	4

Requirements to deliver Plan:

- Additional U9s team for **2019** onwards to accommodate All Stars surge
- Additional manager, coach & support from **2019**
- Facilities/Ground planning to accommodate

## U11S

Last Year 2017				
Total	Boys	Girls	Disability	Minority
18	18	0	0	1

Current Year 2018				
Total	Boys	Girls	Disability	Minority
18	18	0	0	0

Planned 2023				
Total	Boys	Girls	Disability	Minority
20	16	5	1	2

Requirements to deliver Plan:

- Additional U11s team from **2020** onwards to accommodate All Stars surge
- Additional manager, coach & support from **2020**
- Facilities/Ground planning to accommodate

## U13S

Last Year 2017				
Total	Boys	Girls	Disability	Minority
15	12	3	0	0

Current 2018				
Total	Boys	Girls	Disability	Minority
17	17	0	0	0

Planned 2023				
Total	Boys	Girls	Disability	Minority
20	15	5	1	2

Requirements to deliver Plan:

- Additional U13s team for **2019**, then from **2021** onwards
- Additional manager, coach & support from **2019**
- Facilities/Ground planning to accommodate

## U16S

Last year 2017				
Total	Boys	Girls	Disability	Minority
12	9	3	0	0

Current year 2018				
Total	Boys	Girls	Disability	Minority
20	17	3	0	0

Planned 2023				
Total	Boys	Girls	Disability	Minority
20	18	2	0	2

Requirements to deliver Plan:

- None

## SWAY LADIES

Last year 2017				
Total	Boys	Girls	Disability	Minority
22	0	22	0	2

Current year 2017				
Total	Boys	Girls	Disability	Minority
19	0	19	0	1

Planned 2023				
Total	Boys	Girls	Disability	Minority
20	0	20	1	5

Requirements to deliver Plan:

- Coaching support
- Meaningful competitive fixture list
- Indoor league & training to maintain interest and increase skills



## ADULT TEAMS:

	Last year 2017					
	League Teams	Midweek Team	Sunday Team	Woodhouse Team	Intra Club Games	LMS
Teams:	4	1	1	1	2	1
Games:	68	6	3	4	2	6

	Current year 2018					
	League Teams	Midweek Team	Sunday Team	Woodhouse Team	Intra Club Games	LMS
Teams:	4	1	1	1	2	1
Games:	68	10	4	4	2	6

	Planned 2023					
	League Teams	Midweek Team	Sunday Team	Woodhouse Team	Intra Club Games	LMS
Teams:	4	1	1	1	2	1
Games:	68	12	3	4	2	6

### Requirements to deliver Plan:

- Increasing trend towards more midweek balanced evening sides “beer games”
- Fewer touring games, mid-week all-dayers and Sunday PM friendlies
- Increase colts involvement in friendlies and LMS as appropriate
- Establish semi-competitive local rivalry –e.g. Elford Trophy v Brock etc
- Continue to develop Presidents, Chairman’s and Sponsors day event

## 4. TALENTED PLAYERS

Sway Cricket Club is now regarded as one of the leading Clubs in the area in terms of Colts cricket. If Sway are to maintain this position and consistently produce & retain players capable of playing high level cricket, the Club needs to ensure that the further development is talented colts is fully supported. This should be done by:

- Identifying and encouraging colts with District/County potential
- Ensuring that such youngsters have access to continuing support, advice and coaching, internally or externally to further develop their game.
- Develop and Implement "Player Pathway" to identify, develop & push talented players
- Invite junior representatives to Committee meetings
- Ensure sufficient managers coaches & access to facilities to support the planned colts teams development
- Increase profile & credibility of the Club at NFJCA & HCB level.
- Develop specialist training sessions for talented players or position specific sessions eg keeping or spin
- Ensure that all colts have access to UKCC2 coaches indoors and outdoor
- Discuss with player and parents prior to the season to ensure that all parties are comfortable with the plans & objective

### TRIALS AND ASSESSMENTS

Does your club nominate players for District assessment sessions / trials?  Yes  No

Does your club nominate players for County assessment sessions / trials?  Yes  No

### PLAYERS IN REPRESENTATIVE CRICKET

Enter only numerical information, non-numerical information will be discarded. You are limited to a maximum of 3 digits only.

Enter the number of players in district boys squads

Enter the number of players in district girls squads

Enter the number of players in county boys squads

Enter the number of players in county girls squads

Enter the number of players in Minor County Cricket

Enter the number of players in a First Class County Academy - boys

Enter the number of players in a First Class County Academy - girls

Enter the number of boys representing England

Enter the number of girls representing England

## USE OF YOUR FACILITIES

Are Your Club Facilities Used For District Cricket?

Yes  No

Are Your Club Facilities Used For County Cricket?

Yes  No

Are Your Club Facilities Used By a First Class County Academy?

Yes  No

Are Your Club Facilities Used For First Class/Minor County Cricket?

Yes  No

## 5. SCHOOLS ACTIVITY

NONE PLANNED AT PRESENT

## 6. REVIEW OF CURRENT PLAN

<i>PARTICIPATION</i>	Target	Actual	
Membership	180	160	<b>x</b>
Coaching Roles	15	11	<b>x</b>
Volunteers	44	35	<b>x</b>
U9s	Start Team	Done	✓

<i>FACILITIES</i>	Target	Actual	
Pavilion	Refurbish/Replace	Done	✓
Sight Screens	Purchase	Done	✓
Square	Level surface	Done	✓

<i>TEAMS</i>	Target	Actual	
1st XI	CD3	CD2	✓
2 <sup>nd</sup> XI	RD1	CD4	✓
3 <sup>rd</sup> XI	RD2	RD3*	<b>x</b>
4 <sup>th</sup> XI	RD3	RD4*	<b>x</b>

\**equivalent*

There have been a number of other achievements and/or milestones on and off the pitch since the start of the current plan:

- 1) First Colts league titles achieved: 2 U9s league titles, U11s league & cup and U16s cup
- 2) Two players selected for County squad
- 3) Number of New Forest District players risen from just one in 2011 to 28 in 2016
- 4) Jubilee Field now regularly hosts Hampshire County colts fixtures
- 5) Covers purchased
- 6) New mower purchased
- 7) Quality heavy roller purchased
- 8) Nets refurbished
- 9) Batting cage purchased
- 10) 200 Club successfully launched
- 11) Sway ladies team now well established
- 12) Huge improvements to the Jubilee Field playing area
- 13) Introduced successful "match credit" scheme to encourage and reward older colts for helping at junior training sessions.
- 14) All Stars introduced in 2017 and 45 children participating in 2018
- 15) Comprehensive refurbishment to existing pavilion
- 16) Switched over to use the Play-Cricket administration system

# 7 BUSINESS PLAN & OBJECTIVES 2018-2023

Sway Cricket Club has made huge progress over the last 5 years and the Club is unrecognizable compared with its situation a decade ago. Many more people, male & female are playing better cricket with better facilities and better coaching.

In order to ensure that these achievements are sustained and to facilitate further progress there are a number of medium & long term aims & objective that the Club will seek to work towards:

## Junior Section

### Aims & Objectives:

- Provide an enjoyable and safe sporting activity for all juniors
- Encourage and develop all juniors through cricket
- Prepare juniors for the transition to senior teams
- Maximise potential through coaching and playing
- Ensure conduct and behaviour of all reflects the values of cricket and SCC
- "EDP" - Enjoyment, Development, Performance
- Actively promote the merits of our talented colts within the Regional & County setups.

### Planning:

- Develop and Implement "Player Pathway" to identify, develop & push talented players
- Invite junior representatives to Committee meetings
- Ensure sufficient managers coaches & access to facilities to support the planned colts teams development
- Increase profile & credibility of the Club at NFJCA & HCB level.
- Develop specialist training sessions for talented players or position specific sessions eg keeping or spin
- Annual audit of colts equipment
- Ensure that all colts have access to UKCC2 coaches indoors and outdoor

### KPI to be set for the following and monitored over 2018-2023

- Total number of juniors by age group
- Number of District / County juniors
- Cricketing performance - team records
- Disciplinary records
- Numbers of UKCC1 & UKCCC2 coaches active
- Benchmarking against local SEPL clubs
- Games played 1st X1, 2nd X1, 3rd X1, 4th X1 by current/former SCC colts
- Social Events / activities

## Senior Section & Ladies

Priorities 2018-2023:

### High Priority

- 1) Agree medium/long term lease for Pennington
- 2) Increase number of SCC UKCC coaches especially former colts / young players

### Medium Priority

- 3) Continued square improvements at Pennington
- 4) Double sight screens [SEPL Bronze requirement]
- 5) Achieve Southern Premier League Bronze ground accreditation for Jubilee Field
- 6) Reach out to schools & minority groups
- 7) Ensure that the Ladies team is maintained and at heart of the Club.
- 8) Ensure the continuation of the Woodhouse Cup or similar competition

### Other Possible Developments

- 9) Electronic scoreboard
- 10) Pitchside/Pavilion advertising
- 11) Work with Sway Social Club as applicable if potential benefit to SCC



## 2018 - 2023 TARGETS

<i>PARTICIPATION</i>	New Target	Current
Membership	180	160
Coaching Roles	15	11
Volunteers	45	35
District Nominations	30	25
Country Nominations	6	2

<i>FACILITIES</i>	<i>New Target</i>
Pennington	Continue Refurbishment of Square

<i>TEAMS</i>	<i>New Target</i>	<i>Current</i>
1st XI	SEPL3	CD2
2 <sup>nd</sup> XI	CD2	CD4
3 <sup>rd</sup> XI	CD4	RD2
4 <sup>th</sup> XI	RD2	RD3

**“Reality Check” SEPL 3 for 1<sup>st</sup> XI by 2023?**

Current 2017 Teams
Fair Oak
Hambledon
Bashley II
Purbrook
Gosport Borough
Portsmouth & S
Havant II
Lymington II
Fawley

**Sway are at or near the level of the 4 highlighted clubs in terms of facilities, set up etc.**

**Reality Check: CD2 for 2<sup>nd</sup> XI by 2023?**

Current 2017 teams:

Bedhampton I

Old Basing I

South Wilts III

Sway I

Odiham & Greywell I

Basingstoke & North Hants III

Ferndown Wayfarers I

Compton & Chandlers Ford I

East Woodhay I

Salisbury Athletic II

Bramshaw I

Locks Heath I

Fair Oak II

Hayling Island I

Bournemouth II

Ventnor II

Portsmouth II

New Milton II

**No reason why by 2023 a Sway 2<sup>nd</sup> XI should not be playing against any of these Clubs**