



Section 1. Club Mission Statement and Objectives.

Club Mission Statement.

A mission statement should embody the **vision** and **values** of a cricket club, and ensures that everyone knows what the cricket club are aiming to achieve in the future. A mission statement should be forward thinking, visionary and be a target to aspire to achieve in the future.

It is important that all club members and volunteers identify and understand the club's mission statement and 'buys into' its aims and objectives. This 'buy in' process or commitment to the cricket club's mission statement will enhance the likelihood of achieving the club's mission and long term aims and objectives.

Instructions: In the box below please complete your club's mission statement (maximum 50 words)

To provide high quality cricket in a friendly environment for all members of Timsbury Cricket Club, particularly its youth section, and the local community.

Club Objectives.

In order to successfully achieve a mission statement it is vital that realist and attainable objectives are set. Objectives are the '**stepping stones**' that contribute to successfully achieving the aims and mission statement of the cricket club.

Instructions: Below are six aims. For each aim that is a **priority** to your cricket club and **relevant** to your mission statement identified above, complete the five objectives your club are going to set in order to achieve the aim and subsequently your club's overall mission statement.

Aim 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 (maximum of five bullet points).

- Deliver a training and development programme to encourage players to achieve their optimum potential as cricketers and as individuals
- Create an on and off field environment which maximises the enjoyment of cricket and its trappings
- Develop and promote players to achieve representative honours in Bath & North East Somerset and at county level
- Provide a team of qualified coaches to support the development of young cricketers
- Seek opportunities to develop a dedicated girls/womens section within the club



Aim 2: Develop and strengthen a structure and pathway for **women and girls** to actively participate in and follow cricket (maximum of five bullet points).

- Continue to develop and strengthen relationships with local schools through the provision of a qualified coaching service for boys and girls
- Arrange specific events/activities targeted towards attracting and retaining female interest in the cricket club
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Aim 3: Develop and strengthen the whole club environment, promoting cricketing opportunities for **disabled people** (maximum of five bullet points).

- Develop a relationship with the local school for persons with learning difficulties to provide a qualified coaching service which encourages participation and enjoyment of cricket
- Ensure any refurbishment of club facilities takes the opportunity, where practicable, to improve access for disabled persons
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Aim 4: Develop and promote cricket for **black and ethnic minorities** (maximum of five bullet points).

- Seek opportunities to positively encourage participation in club activities by persons of black and ethnic backgrounds
- Encourage members from black or ethnic backgrounds to take up formal positions within the club, team and coaching structures
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Aim 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 (maximum of five bullet points).

- Organise at least one cricket day during school holidays to provide coaching and tournaments for young people
- Make the club room accessible to other sport and community groups during the close season
- Annually nominate a club member to serve on the Conygre Trust (responsible for managing the Conygre Hall and Recreation Field facility for the benefit of the local community)
- Secure sponsorship from local business and others, stage annual cabaret night and other events and operate a 200 club, and use the income therefrom to help fund club running costs
- Encourage non playing social and family membership

Aim 6: Develop and strengthen **senior playing teams**, providing positive roles models to all club members, leading achievement and success (maximum of five bullet points).

- First XI to retain WEPL Bristol & Somerset Premier Division status
- Use Fourth XI cricket to assist youth players make the transition to senior cricket
- Seek to promote young players through the senior XI's to reach their potential as early as possible
- Maintain a playing membership to support 3 senior Saturday teams and a Saturday development XI
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Remember: Be 'SMART' – the objectives you identify should follow these five simple well known rules...

S	Specific	Only include specific statements or actions within your objectives, by doing this the club are more likely to achieve its goals.
M	Measurable	The objectives you identify must be measurable, this way you can identify clearly what you have or haven't achieved.
A	Agreed	Your objectives must be agreed by all, without this agreement, delivering the objectives may be difficult or left to just one person or a few key people.
R	Realistic	Your objectives must be realistic. If your objectives are too adventurous or require time and resources beyond the clubs capacity, future development may be difficult.
T	Timescale	Identify when each action should be completed by; this will help the club celebrate its achievements and target future 'yet to achieve' actions.



Section checklist

Ask yourself the following questions...

- Is the content of this section **accurate** and **realistic**?
- Have you **cross referenced** other sections of the club development plan that impact on this section?
- Have you **scheduled** activity in a **logical** and **phased** pattern over a period of time during this section?
- Do you have the **capacity** and **resources** to deliver this section?
- Have you demonstrated **ownership** of this section?
- How will you **communicate** the actions in this section?