



**BYFLEET
CRICKET CLUB**

FOUNDED 1876

Development Plan September 2016

1 WHO ARE WE?

Byfleet Cricket Club is essentially a community cricket club with aspirations to play at the highest level we can achieve without losing sight of our roots. We work hard to maintain our position as the centre of cricket based activities in the Byfleet community.

2. SOCIAL

2.1 Adult Membership

2.1.1 Adult playing membership stands at 42. We run 3 Saturday League sides, a Sunday side which plays a mixture of friendly and league matches, a Sunday Development League side consisting mainly of players under 18, and a midweek team in the ECB Natwest Club U19 T20 competition.

2.1.2 Looking forward, our main source of talent to feed the adult sides is our youth section. Whilst we will continue to source a good quality overseas player to support our first team we will encourage the integration of our older or more talented young players. In 2015 we entered our Saturday Third XI in the Fuller's 3rd XI League for the first time, having successfully negotiated with Woking Borough Council for the renovation and reinstatement of the square on Byfleet recreation ground. The move was undoubtedly a success and in 2016 we continued to offer adult cricket experience to many of our younger members some of whom also progressed to Second Eleven league or Club Eleven friendly cricket. The quality of Third Eleven pitches is below standard and we have pressed, and will continue to press, Woking Borough Council to invest more time in improving the facility .

We will remain in contact with the Council and Byfleet Village F.C. to keep open the option of eventually creating a cricket facility on the football ground adjacent to ours. There does, however, appear to be a reluctance from the Football Foundation (who contributed funds to the development of the ground from wasteland) to allow the inclusion of cricket facilities. With the passing of time we are hopeful that resistance will eventually wane. We will also continue to work with the football club regarding the use of our car parking area to relieve congestion on local streets.

The Council's Local Plan for the village is still under discussion but still provisionally includes development of Byfleet recreation ground to include an improved multi-sports facility. Any development in this respect is likely to be at least 5, and probably many more, years away.

Our Development League side in 2016 was particularly young and inexperienced and had a difficult season but they stuck to the task and we anticipate a more successful run in 2017. We will continue to promote our talented youngsters with a view to maintaining this pathway to adult cricket. We will continue to offer friendly/social cricket through our Sunday Eleven.

The ECB Natwest U19 T20 competition provided further opportunities for our younger members in the short form of the game although, as with the Development Team, the side was young and inexperienced. We will continue to participate in 2017.

2.2 Colts

2.2.1 Colts membership for 2016 stood at 105 registered young players, a breakdown of which can be seen in our annual report. We continued to run teams in each age group from U9 to U15. We have 4 level 2 coaches and with sufficient volunteer helpers we were able to maintain the recommended supervisory ratios at all times.

2.2.2 Going forward it will be a priority to maintain an unbroken conveyor belt. To do this we need to identify and train at least one new level 2 coach each season in order to allow for natural wastage which will inevitably occur. Alternatively we must be prepared to employ a coach or coaches should we need to do so. In 2016 we were unable to add to our team of level 2 coaches but we have two members who have shown interest in following the level 2 course in the winter of 2016-7.

2.2.3 Bearing in mind our current facilities and resources our colts section is running close to capacity. However, numbers in the youngest age group have this year declined. For 2017 we will resume our earlier policy of contacting local schools which we had discontinued for fear of over recruiting. We will work hard to retain our existing players. It appears the most vulnerable ages are around 15-17 when exams and other distractions come into play. We will continue to promote our Development and U19 T20 teams in a bid to retain players in this age range.

2.2.4 Our current fees structure is based on using our own ground for all "home" colts activities and on the unpaid services of our coaches and volunteer helpers. This enables us to offer probably the most attractive fees in the area. Any expansion of our colt's activities may result in the need to review our fees. In response to parents' suggestions we now offer a discounted training fee for paying up front for the whole season. Several families took advantage of this and we will continue to offer this option.

2.3 Social Membership

2.3.1 90% of our non-playing members are the parents/guardians of our registered colts. This is a huge source of income as well as a massive reservoir of potential volunteers. Our colts training evening has become a weekly social event for many parents and families and we have also been able to recruit numerous volunteers not only in supervisory roles but also in other roles within the club. Our activities in the village, such as the Music & Ale Festival and our Parish Day Tombola stall have resulted in new enquiries for social/non-playing membership.

2.3.2 With our pavilion extension/refurbishment project now imminent (see paragraphs 3.2 and 4.1 for latest position) it is our intention to reach out further to the local community. Our inaugural Music & Ale Festival in 2014 was a huge success and brought many new visitors to the club. We built on this success in 2015 but poor weather restricted attendance but we still achieved a significant profit. After the experience of 2015 and the lottery of the weather the 2016 Festival was less ambitious but still resulted in a good profit. Over the years we have acquired more equipment like gazebos, a small marquee, catering equipment and utensils and as a result future Festivals will require less financial outlay. We intend to make this an annual event for the Byfleet community and to raise our profile as a social centre for the village. Due to delays in the extension plans we have not pushed our "buy-a-brick" scheme but will do so as soon as practicable. This will be open not only to club members but also to local businesses whereby we expect to increase awareness of our club.

2.3.3 News of our pavilion project has already reached parts of the local community and we have had enquiries for the hire of our facilities. We are, however, still dependent on grant funding so cannot pursue these new leads until we have further news on funding. But it is our ultimate intention to offer our upgraded facilities to local groups and businesses, thus again raising awareness of our activities.

2.4 Volunteers

2.4.1 We currently have 40 volunteers fulfilling roles from management committee posts, team captains, umpires, scorers, coaches, administrators, social events coordinators, fundraisers, caterers, facilities maintenance. 28 are male, 12 female. 2 are of ethnic origin and one is disabled. We will continue to encourage colts parents to volunteer in a wide range of roles.

2.4.2 In 2015 we sent two candidates on the level 1 scorers course and they both successfully qualified. We are now benefitting from the services of both of these. We have one Level 1a and two level 1 umpires, one of whom is a 15 year old girl. She started standing in colts and third eleven matches and then progressed to local league matches. Having been nominated for an OSCA she won the Surrey award in the Officiating category and has now progressed to the national awards ceremony in October.

2.4.3 We would ideally like to send more candidates on the Level 1 umpires and scorers courses. We will use the winter months to encourage volunteers to come forward.

2.5 Clubmark

Our Clubmark accreditation was renewed in 2013 and expires in October 2016. We will continue to ensure that our processes comply with Clubmark requirements and that our club is a safe and welcoming environment for members and guests, young and old.

3. ECONOMICS

3.1 Accounts

Our accounts show that we are comfortably self-sufficient and we have a healthy bank balance. A major reason for this is our lease on the ground at a peppercorn rent. In 2014 we successfully extended this lease on similar terms well into the 22nd century. Our membership fees are amongst the lowest in the region and it is our intention to maintain this situation. Our profits arise from efficient collection of subscriptions and match fees, general social activities and fund raising events and through the contributions to running the club of our abundant volunteers. We have an active fundraising committee and we seek support for events not only from club members but also from the local community.

3.2 Pavilion extension/refurbishment project

The focus of our economic activity will continue to be to fund our pavilion extension and refurbishment project. This project received a setback in 2015 due to lack of success in securing grant funding. A grant of £35000.00 was offered by the London Marathon Charitable Trust but this was ultimately withdrawn as the validity date expired. We have been encouraged to reapply. Our application to Woking Borough Council was deferred until there was more clarity in the Council's local plan for Byfleet which may result in funds becoming available for sport and leisure development. The Council's deliberations are ongoing and we have been encouraged to remain closely in touch. In addition to grant funding we aim to raise around £75000.00 of our own money. Thanks to extraordinary efforts in 2014, 2015 and 2016 we now have well over £60000.00 ring-fenced towards this target.

Due to the difficulties in obtaining funding from outside sources our Committee has made the decision to modify the plans by reducing the footprint of the extension and reorganising the internal refurbishment to bring the estimated cost to around £175,000.00. See paragraph 4.1 for more details.

3.3 Children's nursery

A children's nursery uses our pavilion during normal school terms. This provides a regular and valued income. The revised extension plans will make it difficult to continue to house the nursery but discussions have been initiated regarding the use of land to the rear of the pavilion which could house a "portakabin" style structure. The nursery is currently awaiting planning permission but already has in place the necessary plans for connection of water, electricity and drainage which can be initiated at short notice. At the time of writing we expect the new arrangement to be in force at some point during the autumn school term. We will benefit from a ground rental income when this move is complete.

3.4 Sponsorship

We have separate sponsorship deals for our junior, development, and senior sections. The Junior and Senior deals expire in 2017 so next season we will be looking to extend or seek new sponsors. We have agreed a new deal for our Development and Natwest U19 T20 teams and this runs till the end of the 2018 season. In 2016 we also agreed three informal deals for training clothing for each of our First, Second and Third teams. We will seek to renew these for the 2017 season.

3.5 Major events for 2016

Our inaugural Music & Ale Festival in 2014 was a huge social and financial success and the 2015 and 2016 events built on this. Having learnt from the last three years experience we aim to reduce our outgoings but maximise profits at the 2017 event.

Our annual Colts Day, held on a Sunday soon after the colts league matches have concluded, is a celebration of the colts season for colts and their families and ends with the presentation of awards for outstanding performances and recognition for all the volunteers who help with the running of our junior section. This has become a popular and well supported event and we will continue along the same lines.

In 2016 we held a Family Fun Day for the wider local community to spread awareness of our activities and we intend to repeat this in 2017.

We will continue our policy of holding a monthly social event during the season such as our popular Rock 'n Roll Bingo, Race Night, Curry Night and Quiz Night.

We will continue to be represented at the local Parish Day celebrations where in previous years our stall has not only raised funds for the club but has also presented the club and its activities to the local community. As the pavilion project gathers pace, we have already prepared a "buy-a-brick" scheme, which will target existing members, previous members and the local business community.

In 2016 the club celebrated its 140th birthday and an end of season marquee dinner saw current members joined by a number of former players and guests to recognise the occasion. Fund raising was not the aim but rather we expect it to indirectly benefit our future plans by involving all the current membership and by re-establishing contacts with former players and friends. Our 150 year anniversary is only 10 years away!

3.6 NatWest Cricketforce

We will continue to register for NatWest Cricketforce. Depending on the outcome of our funding applications and our pavilion plans this could be a major initiative for us in 2017.

3.7 Club Structure/Management

With all the progress over the last 5 years on the field at both junior and adult level and the planned enhancements leading to an expansion of the Clubs' activities it will require a review of the Club's management structure, financial management and responsibilities to maximise the opportunities that will arise. To this end, in 2015 the Committee reviewed the Constitution and management structure and has formed some draft proposals which will be put to the club membership when progress on our pavilion plans is confirmed. This will also consider formally employing staff on a part-time basis.

4 **ENVIRONMENTAL**

4.1 Pavilion

Our current social and changing facilities are running at capacity and are in desperate need of modernisation. The building was erected, by club members, in 1979 and was at the time a major step forward. However, by modern standards the building is now outdated in terms of facilities offered, energy efficiency, a Victorian sanitary system, electrical wiring, catering facilities etc. Our recent success on the field demands numerous upgrades and all the foregoing considerations were taken into account when detailed plans for extension and refurbishment were drawn up 7 years ago. Full planning permission was obtained but applications for grant funding have so far been unsuccessful, in spite of our own efforts having now raised over £60,000.00 which is currently held in a ring-fenced account. The Committee took the decision to lower the cost of the project by reducing the footprint of the proposed extension and reconfiguring the facilities currently available in the existing building. **Planning permission for the revised project has been obtained and as at September 2016 full specifications are imminent. Quotes for the work will then be obtained before applications for funding can be sent out. Our delayed start target date for construction is now over the autumn/winter of 2016/7 but we are still dependant on successful funding applications which have a range of opening and closing dates. However, we hope to demonstrate our commitment to the project by making a start to the works before the 2017 season. However, we do not wish to jeopardise obtaining grants by making a premature start so will tread carefully in this respect.**

The refurbished pavilion will deliver improved energy efficiency including the latest insulation methods, modern electrical and heating systems, dramatically improved sanitary infrastructure and rain water harvesting. Unfortunately the orientation of the pavilion and the many surrounding trees do not justify the inclusion of solar panels. Catering facilities will be upgraded and will become more attractive to potential users.

The new facility will be available for community use. We have regular enquiries from local groups – e.g. ladies boot camp, children's dance school, corporate days and enquiries from individuals for personal celebrations. These we struggle to host at present due to inferior equipment and outdated facilities.

4.2 Practice Facilities

Our 2 year plan includes the extension of our current artificial surface net from one lane to two. We do not want to jeopardise any of our current grant fundraising efforts so will await the outcome of these before deciding on further applications for the nets.

4.3 Ground Equipment

Our wicket roller, although functioning, is very old and replacement must be envisaged within the next two years. We will keep abreast of grant opportunities for this kind of thing.

We have successfully located a second hand scarifier cassette for our Dennis mower system. The cassette is in need of refurbishment and this will be done before the 2017 season. To further enhance our range of equipment we are on the lookout in the second hand market for a brush cassette, but these are rare.

In 2016 boundary rope was acquired to cover the most open parts of the playing area and we intend to complete the whole boundary before the start of the 2017 season, in line with league recommendations.

4.4 Second Ground (see also section 2.1.2)

Following reinstatement of the cricket square at Byfleet recreation ground the need for facilities other than our own ground has become less urgent. We will, however, continue to press for cricket provision on the Byfleet Village football ground which is adjacent to our own and is Council owned. This is likely to be a long term process. We will in the meantime press the Council for improvements to the playing surface at Byfleet recreation ground.

A brand new community, multi-sports ground funded by the developers under the Council's Local Plan for the village is a possibility many years into the future.

4.5 Scorebox and temporary umpires' room

The completion of this project early in the 2016 season has relieved us of the pressure that the Surrey Championship League was placing upon us.

4.6 Car Park

Our car park, although larger than that provided by many clubs, can become very congested on colts training evenings and often on match days and social occasions. When UK Power Networks required access during the latter part of the 2015 season to run a major new power cable through our car park area we were able to use this to our advantage. As part of the obligatory reinstatement following their extensive excavations we were able to negotiate the provision of a considerable extension to our hard surface parking space, nearly doubling the overall capacity. This has now been completed but some tidying up remains to be done and this will form part of our programme in the Natwest Cricket Force weekend of 2017.