

## **MELTON ACHILLES YOUTH CRICKET CLUB**

### **Vision:**

To welcome young people of all abilities to play competitive cricket in a fun and safe environment at a Club that is ECB Clubmark compliant. Over the next 5 years to grow MAYCC into one of the leading youth cricket clubs in the region; to be a beacon for girls cricket; to have numbers to support more than one team in some age groups and to have exclusive access to a quality cricket ground we can call home.

### **The current position:**

<b>Strengths</b> <ul style="list-style-type: none"><li>• Clubmark</li><li>• Solid infrastructure</li><li>• Good governance, active Committee</li><li>• Growing reputation</li><li>• Girls cricket at U11-U15</li><li>• High quality coaches, including Head Coach</li><li>• Own ground, pleasant facilities</li><li>• Good number of players</li><li>• Financially solvent</li><li>• Good momentum</li><li>• Decent number of parent-helpers</li><li>• Formal partnership agreements with Farlingaye HS, St Mary's and Kyson Primary</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• More coaches needed</li><li>• No female role models for girls cricket</li><li>• Inferior facilities</li><li>• 'Casual' helpers don't move into 'formal' roles</li><li>• Non-automated systems (still very manual)</li><li>• Players drift off at U15 age</li><li>• Best players often poached by other clubs</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• New ground on the horizon</li><li>• Rapidly growing player numbers</li><li>• Potential to be centre for girls cricket</li><li>• Many potential sources of funding</li><li>• More school partnerships</li><li>• Good momentum</li><li>• Leadership training for older youth</li><li>• Transition from youth to senior play</li></ul>	<b>Risks</b> <ul style="list-style-type: none"><li>• New site falls through</li><li>• Disillusionment amongst parents and players</li><li>• Loss of most talented junior players</li><li>• Trying to do too much too soon</li><li>• Loss of key personnel</li><li>• Governance protocol not followed</li><li>• Spend outstrips income</li></ul>



**Priority 5**      **To increase the resource to make things happen**  
By 2018      For each age group: Manager, Coach Support Worker and Match  
Manager, plus social officer, Club Membership Secretary and Asst  
website support

- Tap into parent/carer support and enthusiasm to help drive the club forward. We have some able managers already, but a lack of people with the time to actually make things happen.
- Improve awareness amongst parents/carers regarding Club issues, events, training, matches, etc
- Identify usage patterns within the club in terms of social media, text messages, emails, etc.
- Develop a volunteers skills bank

**Priority 6**      **To ensure we have sufficient funds to run the club properly**  
By 2017      Develop a 5 year fundraising strategy

- Although in a healthy position financially, we could be accessing grants, sponsorship and making the most of other fundraising opportunities.
- Free up the time of the people best placed to access these

**Priority 7**      **To develop more active and formal partnerships with schools**  
By 2018      To consider the 'Time to Shine' initiative, explore opportunities

- Continue to offer the ground up for Pyramid Schools cricket tournaments
- Coaching team to continue support at Farlingaye, Kyson and Birchwood
- Develop relationship with St Mary's Primary
- Approach Melton and Woodbridge Primary Schools, and Woodbridge School