MELTON ACHILLES YOUTH CRICKET CLUB

<u>Vision:</u> 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:

Strongths	Weaknesses
 Strengths Clubmark Solid infrastructure Good governance, active Committee Growing reputation Girls cricket at U11-U15 High quality coaches, including Head Coach Own ground, pleasant facilities Good number of players Financially solvent Good momentum Decent number of parent-helpers Formal partnership agreements with Farlingaye HS, St Mary's and Kyson Primary 	 Weaknesses More coaches needed No female role models for girls cricket Inferior facilities 'Casual' helpers don't move into 'formal' roles Non-automated systems (still very manual) Players drift off at U15 age Best players often poached by other clubs
 Opportunities New ground on the horizon Rapidly growing player numbers Potential to be centre for girls cricket Many potential sources of funding More school partnerships Good momentum Leadership training for older youth Transition from youth to senior play 	 Risks New site falls through Disillusionment amongst parents and players Loss of most talented junior players Trying to do too much too soon Loss of key personnel Governance protocol not followed Spend outstrips income

What we need for the future:

Priority 1 Focus on U15s and above

- By 2017 Develop a strategy to improve retention and development of our best young players to facilitate their transition to open age cricket
 - Consult with parents to identify any issues / needs
 - Recruit committed volunteers to manage
 - Develop an emerging players programme for most promising
 - Liaise with Men's team captains to improve cooperation and communication
 - Develop and publicise a clear pathway to senior cricket

Priority 2 To ensure the Club has sufficient players and recruitment is ongoing

By 2017 Implement recruitment drive for Girls U9/U11, Ladies and Boys U19 teams

Priority 3 To ensure the Club has sufficient quality and quantity of equipment

By 2017 To apply for grants or sponsorship for most urgent items

- Develop a fundraising strategy.
- Erection of the netting around the nets area, ensure sufficient equipment for the whole club. Purchase of heavy roller.

Priority 4 Coaching

- By 2017 To train / recruit 1 new L2 coach and 4 CSWs
- By 2017 To engage older children on Activator course
- By 2019 To have at least 1 female L2 coach
- By 2021 Ensure a Level 2 coach and 2 CSWs for each age group/team.

										Level 2	C Sup
			Boys				G	irls		Coaches	Wo
	U9	U11	U13	U15	U19	U9	U11	U13	U15		
2016	x	х	х	х	х		х	х	х	7	
2017	x	х	х	х	х		х	х	х	8	
2018	x	х	х	х	х	×	х	х	х	9	
2019	x	х	х	х	х	x	х	х	х	10	
2020	x	х	х	х	х	х	х	х	х	12	
2021	x	х	х	х	х	х	х	х	х	14	

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