



# 5 Year Strategy

Great Glen Cricket Club

2022 - 2026



## AIM:

To provide an inclusive cricket club, that is part of the village community. To provide the best facilities and value for money to its members, be a source of pride for the village and provide an opportunity to all to be a part of a friendly social club. To work with other agencies such as the football club, tennis club, S&S club and parish council to provide the best resources to the village.

To achieve this, we will have strategies for each of the following areas:

Comms

Facilities

Finance

Playing

Social





# Comms - Aims

- Promote the club across the locality for general awareness
- Keep interested parties, current and former players, friends and families up to date with developments at the club
- Have campaigns to attract new playing members, volunteers, social members and sponsorship

# Facilities - Aims

- Provide the best facilities we can for club members given the constraints of the ground we have (*no mention of buying our own ground?*)
- Ensure that equipment both for playing and practice is kept up to date, safe and easy to use to reduce barriers for participation & volunteering
- Ensure ground equipment is in good working order, to enable our volunteers to be productive, not waste their time and remove stresses and barriers to volunteering
- Contribute (lead) to the redevelopment of the shed, to ensure the money is spent well, and delivers a facility that is fit for purpose and supports growth, aligned with the clubs ambition to be a community club



# Finance -Aims

Aim to increase the income to the club, take advantage of grants available to grass root clubs to fund larger cost items.

Increase other income streams to reduce the burden on members, who have traditionally supplied the majority of income for the club via annual & match subs, plus all fundraising efforts also being funded by the same cohort

# Playing - Aims

Ensure the club maintains two Saturday League sides, playing at as high a level as suitable for its membership.

Not to develop a win at all costs attitude where on field success comes before any other facet on club life.

Look to have a healthy playing membership to support the 2 Saturday sides, plus a substantial Sunday fixture list and midweek cricket – therefore offering cricket to a wide spectrum of players to find the level and type of cricket desired by them.

Re-establish a Juniors section that is self-sustainable.





# Social -Aims

To be a welcoming and family friendly club, where players and social members enjoy spending time.

Have a calendar of social events to support this, and support other strategies (club profile & fundraising)

Have a presence in village events such as the wheelbarrow race.