Old Wilsonians Cricket Club Strategy

A key aim of the constitution

'To foster and promote the sport of cricket at all levels within the community and within the sport, providing opportunities for recreation, coaching and competition'

In order to deliver this we need to:

1. To provide cricket teams at various levels to represent the club to facilitate inclusion, development and competition for players of all abilities,
2. To ensure the club maintains the highest levels of accreditation,
3. To provide a coaching programme to develop players, both colts and seniors,
4. To ensure that the club is financially self-sustaining,
5. To encourage inclusion of all club members,
6. Increase membership of OWCC.

To provide cricket teams at various levels to represent the club to facilitate inclusion, development and competition for players of all abilities

The club currently provides a first and second XI to the Kent League and three further teams to the Kent Feeder League. The club also has a team in the Kent Sunday Development League and a Sunday social side.

Current challenges

a) The club has had significant success in recent years in progressing players from the colts section through to the senior sides which is evident from the number of 15-21 year old players representing the higher Saturday teams, this creates availability issues during exam times and prior to the end of university terms,
b) We are currently experiencing reluctance from the latest group of colts we would like to progress to senior Saturday teams,
c) The current methodology of managing/organising player availability is not fit for purpose,
d) Linking membership fees to availability is difficult when raising sides is problematic,
e) Raising teams on Sundays is proving difficult, particularly the social side.

Proposals

a) Increase player pool by both liaising with the coaching setup/colts section,
b) Increase player pool by increasing club profile,
c) Liaise with colts section and coaches to formulate approach to colts development,
d) New approach to be developed/considered for player availability,
e) Committee to consider approach to Sunday social fixtures.

To ensure the club maintains the highest levels of accreditation

The club has recently lost its Clubmark status and it must be considered the number one priority of the club to regain and retain this accreditation, it is the primary evidence to both existing and potential members as to the suitability of the club for them and their families.

Current challenges

a) Regaining clubmark status

Proposals

a) Support Steve Millward in preparing clubmark accreditation,
b) Ensure that ongoing adherence to requirements is built in to our processes.

To provide a coaching programme to develop players, both colts and seniors

We currently have a Head Coach in his first season in the post, he is a level 2 qualified coach, he is assisted by 2 other level 2 coaches. It is too soon to perform a review on whether this structure is effective, however initial indications are that this is being well-received by the playing group both seniors and colts.

Current challenges

a) Not all coaches have obtained all their accreditation,
b) Original plan was for a level 3 coach.

Proposals

a) Identify additional candidates for coaching training,
b) Consider sponsorship of level 2 coaches to attain level 3,
c) Consider asking local level 3 coach to review training programme and/or participating with J Rodda in a small number of targeted sessions,
d) Develop and communicate plan regarding winter nets.

To ensure that the club is financially self-sustaining

The club will always face a challenge to raise sufficient funds to undertake all of the expenditure that it would like to undertake. The club is a group, largely made up of volunteers and paying members who come together to try and create the best environment within the constraints that limited finance and volunteer time create.

Current challenges

a) Keeping membership fees at an affordable level,
b) Consistent application of membership fees, and tracking thereof,
c) Providing sufficient funding to pay for an overseas player and coaching fees,
d) Sourcing kit at an affordable level,
e) Providing sufficient funding to replace/improve existing equipment.

Proposals

a) Increase membership,
b) Create Supporters Club,
c) Increase advertising,
d) Additional fund-raising events run by teams such as quiz nights,
e) Tea donation policy,
f) Increase use of ground on Sundays without fixtures.

To encourage inclusion of all club members

The club currently has a good social atmosphere and has fostered a succession of colts into the senior setup.

Current Challenges

a) There have been a number of inter-personal issues this season,
b) We don't have clear and transparent selection medium-term agreement between teams,
c) There is a long tail of players who are not available regularly,
d) Lots of players shifting teams regularly due to availability issues,
e) Increasing participation from parents of colts.

Proposals

a) Get more of the younger players from the senior teams involved in coaching the next generation,
b) Find use for Sundays where ground is not being used for more inter-club fixtures,
c) Encourage collaboration between coaches/captains,
d) Have a clear calendar to give to playing group/families at start of season,
e) Set-up score sharing function to keep players engaged even if not playing.

Increase membership of OWCC

Increasing the number of members has a multitude of benefits from finances, playing pool and the social aspect of the club.

Challenges

a) OWCC is not particularly well-known outside of the existing cricket community who already have affiliations to other clubs,
b) Location-wise the club is at the end of a cul-de-sac,
c) The club is overshadowed by other local clubs in terms of digital footprint.

Proposals

a) Investigate methods to increase online presence in search engines,
b) Increase efforts to reintegrate players who are on the periphery,
c) Incorporate ‘Hayes’ into club description?