

**SUTTON CRICKET CLUB**  
**5 YEAR STRATEGIC PLAN - 2010 – 2015**

**YEAR 6 PLAN 2015 / 2016**  
**( Pending new 5 Year Plan under construction)**

**Purpose:** This year the Action Plan puts into priority the following aspects highlighted in the Club Development Plan

**1. Administration and Management Structure**

Continuing to seek more volunteers to reduce reliance on paid officials; reduce overheads and increase income as focused target and set up a group to look at asset management.

**2. Governance**

To continue to seek ways to reduce time spent on meetings without prejudice to control.

**3. Finance**

To continue improving the performance figures for the limited company. Reduce trading losses and get to a break even point overall.

**4. Marketing and Communication**

Complete rebuilding of the current website to make use and maintenance more friendly and to link in "My Clubhouse" effectively.

**5. Buildings**

Look to process some modest improvement to the Holmwood Close pavilion interior.

Consider improvements to our clubhouse to make the venue more attractive externally and internally.

**6. Grounds and Equipment**

Install better ball stop facilities to grounds, particularly Holmwood Close.

To procure additional equipment and refurbish our current Autoguide roller.

**7. Social**

Expand social events to include winter activities and co-ordinate summer season social events.

**8. Cricket**

Basically build on successes of 2015 in terms of recruitment and performance.

**9. Colts**

Continue to promote effective Colt membership and maintain progress and integration into senior cricket of our developing junior players.

## 10. Funding

Try to set out a more productive plan for sponsorship and income funding.

## 11. Capital projects

No specific targets for 2016 apart from purchase of machinery.

## 12. Regulation

Update Health & Safety Plan for the Cheam Road and Holmwood Close grounds.

**Club Mission Statement:** Sutton Cricket Club takes pride in the Club's 150-year history and traditions and accordingly, will constantly develop in order to remain at the forefront of the modern recreational game.

We will strive to be successful on and off the field, based on teamwork and professionalism in all areas and will always make every effort to provide good playing and social facilities for all our members, which will ensure a vibrant, accessible and financially sound club. In turn, we will promote the game of cricket locally, in order to maximise participation, standards of enjoyment, community support and success.

Club Management				
PROJECT	Project Status	Priority	Objective	Rationale
Management structure	Current Committee and officials.	High	Reduction in committee meetings with more day to day management via E mail etc.	To reduce management time spent on meetings.
Finance	Owner	Target	Achieved	Notes
Not applicable	Committee and Facilities Management Director's		Limited Company continue to make performance progress with EOY losses transformed and break even very likely to be achieved.  General committee meetings reduced by half and broader delegation to spread the management load more evenly with use of internet contact to deal with day to day issues.	

<b>Management Back-up Jobs</b>				
<b>PROJECT</b>	<b>Project Status</b>	<b>Priority</b>	<b>Objective</b>	<b>Rationale</b>
Cricket Co-ordinator & Colts Chairman	Current	High	Annual review of the existing job holder's current role.	
<b>Finance</b>	<b>Owner</b>	<b>Target</b>	<b>Achieved</b>	<b>Notes</b>
£4500			P. Edwards agreed to continue in the roles for 2016 on the back of a strong performance for 2015.	No changes to current schedule or terms of engagement.
<b>PROJECT</b>	<b>Project Status</b>	<b>Priority</b>	<b>Objective</b>	<b>Rationale</b>
Cricket Administrator	Current	High	Annual review of existing job holder role.	
<b>Finance</b>	<b>Owner</b>	<b>Target</b>	<b>Achieved</b>	<b>Notes</b>
£2,500 funded from annual budget.	P.Edwards assisted by S Griffin on Play Cricket updates.		PE continued to incorporate all administration work for the cricket club for the year to good effect.	
<b>PROJECT</b>	<b>Project Status</b>	<b>Priority</b>	<b>Objective</b>	<b>Rationale</b>
Colt Chairman.	Management of the Colts Section.	High	To maintain the strength of the important colt organisation.	
<b>Finance</b>	<b>Owner</b>	<b>Target</b>	<b>Achieved</b>	<b>Notes</b>
	P. Edwards		Junior season well organised and junior numbers maintained at 2015 levels.	
<b>PROJECT</b>	<b>Project Status</b>	<b>Priority</b>	<b>Objective</b>	<b>Rationale</b>
Strategic Planning Group	Current	High	To review the 5 year Strategic Plan in the light of changed circumstances and plan ahead from 2016/2017	To maintain a long term objective strategy and meet ECB requirements.
<b>Finance</b>	<b>Owner</b>	<b>Target</b>	<b>Achieved</b>	<b>Notes</b>
Nil	D Mitchell		Dave Mitchell agreed to Chair the SPG as a volunteer. Work on new 5 year plan under way at end of August and a draft plan has been prepared for reviewing.	Draft submitted to ECB pending completed review.

<b>Regulation</b>				
<b>PROJECT</b>	<b>Project Status</b>	<b>Priority</b>	<b>Objective</b>	<b>Rationale</b>
Rules / Constitution	Current	Medium	Adoption of the revised rules.	To modernise the existing club rules.
<b>Finance</b>	<b>Owner</b>	<b>Target</b>	<b>Achieved</b>	<b>Notes</b>
N/A	Committee Chairman, President and John Fordham.	To set before the AGM 2015 a new club constitution document for membership approval.	New club rules completed and adopted at 2015 AGM	Rules published on "My Clubhouse" under "Club Documents"
<b>PROJECT</b>	<b>Project Status</b>	<b>Priority</b>	<b>Objective</b>	<b>Rationale</b>
Discipline	Ongoing	High	To maintain a strong discipline within the club and to deal effectively with any matters that requires action under the disciplinary code.	
<b>Finance</b>	<b>Owner</b>	<b>Target</b>	<b>Achieved</b>	<b>Notes</b>
N/A	Simon Clarkson / Chris Moore	To run the club in a manner that avoids such issues.	Chris Moore appointed as disciplinary Chairman to replace the outgoing Simon Clarkson.  Little action required 2016 season but where necessary effectively dealt with.	
<b>Finance</b>				
<b>PROJECT</b>	<b>Project Status</b>	<b>Priority</b>	<b>Objective</b>	<b>Rationale</b>
SCC Accounts	Current	High	To procure a new Treasurer for the cricket Club account management	To ease Simon Clarkson from of the role due to his relocation and transfer smoothly to new job holder
<b>Finance</b>	<b>Owner</b>	<b>Target</b>	<b>Achieved</b>	<b>Notes</b>
	Simon Clarkson Treasurer and Bob King Accountant	To minimise any losses.	Cricket Club expected to turn out good figures for the current financial year. Chris Moore has agreed to take over the treasurer's role from 2016.and has been shadowing Simon for last 3 months.	

PROJECT	Project Status	Priority	Objective	Rationale
Budgeting	Current	High	To budget for the club income and expenditure as well as can be forecast.	
Finance	Owner	Target	Achieved	Notes
N/A	Simon Clarkson plus Committee members.		Good budget control maintained by Simon on cricket club general income/expenses. Cricket budget managed within authorised limits.	Budget underspent at year end.

### Facilities

PROJECT	Project Status	Priority	Objective	Rationale
Grounds Maintenance Cheam Road and Holmwood Close	Ongoing	High	To continue the use of SSS Ltd for outsourcing of grounds maintenance with John Fry as main lead on day to day works.	
Finance	Owner	Target	Achieved	Notes
Budget of £42K including capital costs	Ron Lambe	High league markings at Cheam Road. Good quality wickets and outfield at Holmwood Close.  To deal effectively with 2015 issues raised.	2nd highest Premier league wicket marks achieved. ( Guildford top by 0 .31 of a mark) Outfield marks equal 4 <sup>th</sup> in Premier league. Boundary ropes and sight screen marks a little below average.  Grounds costs held to budget.	

PROJECT	Project Status	Priority	Objective	Rationale
Net & practice Facilities	General upkeep.		To maintain good practice standards and safety.	
Finance	Owner	Target	Achieved	Notes
As required		Establish repairs pre season.	General repairs and maintenance undertaken pre season.  Whole facility reviewed at year end with a view to increasing installation.	

PROJECT	Project Status	Priority	Objective	Rationale
Groundsman's Shed	Current	Medium	Maintain the existing facility and keep tidy.	Future groundsman's facility on hold.
<b>Finance</b>	<b>Owner</b>	<b>Target</b>	<b>Achieved</b>	<b>Notes</b>
	Grounds Committee		No progress on this renewal project in 2016 and project deferred as no funding plan achieved.	Renewal is a project for the future and to be included in next 5 year plan.
PROJECT	Status	Priority	Objective	Rationale
Clubhouse	Current		To review terms of operation in view of losses experienced.	
<b>Finance</b>	<b>Owner</b>	<b>Target</b>	<b>Achieved</b>	<b>Notes</b>
	Sutton C C Ltd. Directors.	To build on the improved financial position of 2014/15 and target minimum break even on trading.	Finance is expected to have been brought into a profitable trading neutral trading balance as required.  Significant fiscal benefits achieved.	More use of volunteers has been part of cost reduction plan.  Benefit from a full year trading under new business model for clubhouse hirings expected.
<b>Plant &amp; Machinery</b>				
PROJECT	Status	Priority	Objective	Rationale
Equipment	Ongoing to maintain effective ground maintenance. Equipment.	High	Purchase of new covers for Cheam Road. £5.5K Purchase of reconditioned roller. £6.8K Purchase of Billy Goat brush Cutter £2K Purchase of new petrol driven strimmer.	
<b>Finance</b>	<b>Owner</b>	<b>Target</b>	<b>Achieved</b>	<b>Notes</b>
Budget £12500 Funded from reserves and profits.	RL/CQ		All purchases achieved.  Existing covers repaired and transported to second ground at Holmwood Close.	Overall cost under budget and Waitrose / ECB small grant secured..

<b>Social Affairs</b>				
<b>PROJECT</b>	<b>Project Status</b>	<b>Priority</b>	<b>Objective</b>	<b>Rationale</b>
Social Committee	Ongoing	High	To form a link between club and Facilities Management in respect of SCC social events.	To enable properly organised events.
<b>Finance</b>	<b>Owner</b>	<b>Target</b>	<b>Achieved</b>	<b>Notes</b>
	Sam Clarkson		Very little actually achieved in respect of club events in the summer. Partly due to weather and partly to lack of persons to take up a responsibility in this area in the lengthy absence of Sam whilst abroad..	We are failing to address this matter successfully and club membership sociability is in current decline and playing membership is insufficient to sustain events on its own.
<b>Marketing &amp; Communications &amp; Fundraising</b>				
<b>PROJECT</b>	<b>Project Status</b>	<b>Priority</b>	<b>Objective</b>	<b>Rationale</b>
All activities	Ongoing	High	To improve media relationships. Keep membership informed. Use other media advertising to heighten awareness of Sutton CC	Gain exposure to local community.  To raise awareness of club activities and events etc.
<b>Finance</b>	<b>Owner</b>	<b>Target</b>	<b>Achieved</b>	<b>Notes</b>
	Dave Lunn Sam Clarkson Bob Foster		Web site rebuilt and commissioned. No major improvement in local newspaper coverage achieved due to lack of facility. Local Guardian is not promoting cricket in a strong enough way in their weekly edition.  Twitter and Facebook maintained. Good membership communication achieved through improved data base and "My Clubhouse."	Could we seek a way to get better Guardian coverage in an on line sports facility?

PROJECT	Project Status	Priority	Objective	Rationale
Fund raising	Ongoing	High	Take advantage of funding opportunities on offer.  To raise funds for the club where possible.	Assist in paying for projects etc..
Finance	Owner	Target	Achieved	Notes
	D Lunn & Others	To raise up to £5K	£3500 Waitrose/ECB grant secured for the acquisition of new covers.  £1500 a year now achieved for two years from an Architects practice.  New revenue procured from football hiring at Cheam Road or 2016/17 following trial run in 2016	DL to assist in working out a five year plan for the club sponsorship development.  Winter ground hirings now secured for both grounds.
<b>Cricket Programme</b>				
PROJECT	Project Status	Priority	Objective	Rationale
Player Recruitment	Current	High	To target improvement in 1 <sup>st</sup> X1 squad.	Maintain status throughout the club.
Finance	Owner	Target	Achieved	Notes
£15K ( approx)	PE / Committee	Top 5 1 <sup>st</sup> X1 finish.  2 <sup>nd</sup> X1 attempt to regain premier status.  3 <sup>rd</sup> X1 attempt at regaining premier status.	1 <sup>st</sup> X1 relegated indicating a failure to achieve top five target.  2 <sup>nd</sup> X1 survived relegation threat.  3 <sup>rd</sup> X1 promoted back to premier division.  4 <sup>th</sup> X1 relegated  Semi finalists in Bertie Joel cup.	The club failed to achieve an improvement in the size of the 1 <sup>st</sup> X1 / 2 <sup>nd</sup> X1 squad and in general had a collective poor season with the bat.. 3 <sup>rd</sup> X1 exception to trend in other sides who suffered from lack of players at 1 <sup>st</sup> and 2 <sup>nd</sup> team level..



PROJECT	Project Status	Priority	Objective	Rationale
Coaching	Ongoing	High	To reappoint JF as head Coach following critical appraisal for first year in office. Key targets agreed upon. Continue progressing senior colts and integrating them into senior teams.	To build on the new role in the club's structure and keep continuity.
Finance	Owner	Target	Achieved	Notes
	Cricket Sub Committee		John Fry was reappointed as Head Coach for 2016 season. With a 6 point key plan written into contract.  Colt advancement has generally been maintained.	A satisfactory response to key points was achieved but a new approach to 1 <sup>st</sup> X1 coaching remit is agreed to be required for 2017.