



# Section 1. Club Mission Statement and Objectives.

## Club Mission Statement.

A mission statement should embody the **vision** and **values** of a cricket club, and ensures that everyone knows what the cricket club are aiming to achieve in the future. A mission statement should be forward thinking, visionary and be a target to aspire to achieve in the future.

It is important that all club members and volunteers identify and understand the club's mission statement and 'buys into' its aims and objectives. This 'buy in' process or commitment to the cricket club's mission statement will enhance the likelihood of achieving the club's mission and long term aims and objectives.

Instructions: In the box below please complete your club's mission statement (maximum 50 words)

To provide the highest quality cricket and best facilities to Potterne and its surrounding area, including a fully operational youth cricket structure from the ages of 8 upwards.

All of the above are to function within a friendly environment which actively reaches out to the community

## Club Objectives.

In order to successfully achieve a mission statement it is vital that realist and attainable objectives are set. Objectives are the '**stepping stones**' that contribute to successfully achieving the aims and mission statement of the cricket club.

Instructions: Below are six aims. For each aim that is a **priority** to your cricket club and **relevant** to your mission statement identified above, complete the five objectives your club are going to set in order to achieve the aim and subsequently your club's overall mission statement.

**Aim 1:** Harness and develop all **young cricketers** so they have the opportunity to contribute to the game of cricket at all levels and play a central role in club cricket life (maximum of five bullet points).

- Deliver a structured approach to the provision of cricketing opportunities for young people
- Ensure that as many adult members as possible have some kind of coaching qualification and utilise it in some form or another by helping coach/supervise young cricketers
- To be nominating at least 3 players from U11, U13 and U15 age groups for County trials
- Within 2 years to have U11, U13 and U15 teams competing in the County league
- To provide coaching for children from the age of 8 upwards to provide strong U9, U11, U13 and U15 boys sides and U13 and U16 girls sides



**Aim 2:** Develop and strengthen a structure and pathway for **women and girls** to actively participate in and follow cricket (maximum of five bullet points).

- Not to discriminate in any way against the participation of females in our junior cricket section
- To continue to effectively run the U13 and U16 sides to compete in the Wiltshire Youth Cricket League
- To aspire to run a ladies side by 2011
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**Aim 3:** Develop and strengthen the whole club environment, promoting cricketing opportunities for **disabled people** (maximum of five bullet points).

- Not to discriminate against disabled people and to actively encourage their participation within our Club
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**Aim 4:** Develop and promote cricket for **black and ethnic minorities** (maximum of five bullet points).

- Not to discriminate against any member on the grounds of race or ethnicity
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**Aim 5:** Ensure that our cricket club is an integral part of the local community, contributing an invaluable service to all sections of the **local community**, developing club members, supporters and volunteers (maximum of five bullet points).

- To offer use of the Club's facilities or pitch whenever possible to local schools or community groups at no, or minimal, cost
- To send representatives into local primary schools to publicise the opportunities on offer for youngsters within our club and ultimately to provide introductory cricket sessions within schools. To participate each year in The Chance to Shine scheme.
- To encourage parents to actively participate in the running and well-being of the club, even if in a non-cricketing manner
- To stage regular social events within the village to encourage integration of the club and its community and provide good will and a sense of ownership for the village of its club
- Not to discriminate in any way against disabled people or people of ethnic minorities in the community

**Aim 6:** Develop and strengthen **senior playing teams**, providing positive roles models to all club members, leading achievement and success (maximum of five bullet points).

- Mens 1<sup>st</sup> XI to consolidate their position in WEPL Gloucestershire/Wiltshire Division
- Mens 2<sup>nd</sup> XI to continue their gradual improvement and continue to integrate more and more maturing youth players within the side
- Mens 3<sup>rd</sup> XI to attain promotion into Wiltshire League Division 4 within 2 years
- To effectively introduce a 4<sup>th</sup> XI into Wiltshire League Division 8 in 2010
- To gradually increase the number of Sunday friendly games so that young players have the opportunity to make the gradual transition to adult cricket
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Remember: Be 'SMART' – the objectives you identify should follow these five simple well known rules...

S	Specific	Only include specific statements or actions within your objectives, by doing this the club are more likely to achieve its goals.
M	Measurable	The objectives you identify must be measurable, this way you can identify clearly what you have or haven't achieved.
A	Agreed	Your objectives must be agreed by all, without this agreement, delivering the objectives may be difficult or left to just one person or a few key people.
R	Realistic	Your objectives must be realistic. If your objectives are too adventurous or require time and resources beyond the clubs capacity, future development may be difficult.
T	Timescale	Identify when each action should be completed by; this will help the club celebrate its achievements and target future 'yet to achieve' actions.



## Section checklist

Ask yourself the following questions...

- Is the content of this section **accurate** and **realistic**?
- Have you **cross referenced** other sections of the club development plan that impact on this section?
- Have you **scheduled** activity in a **logical** and **phased** pattern over a period of time during this section?
- Do you have the **capacity** and **resources** to deliver this section?
- Have you demonstrated **ownership** of this section?
- How will you **communicate** the actions in this section?