

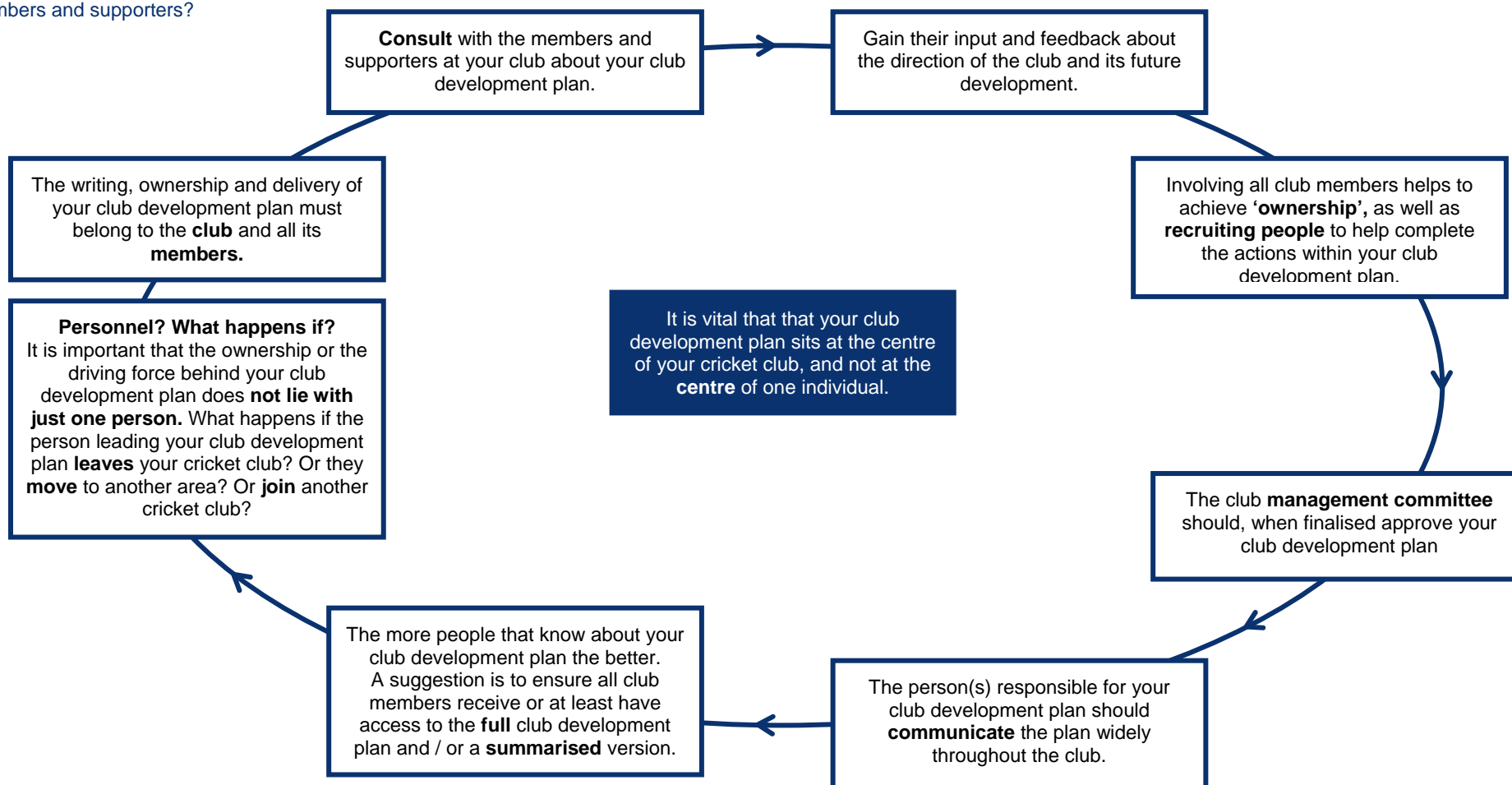


Section 2. Communication and Support.

Part 1. Communication

Internal Communication and Ownership

How do you communicate with your club members and supporters?



To support the cycle above we suggest you appoint a Club Development Manager.

You can access a job description for a Club Development Manager by going to <http://static.ecb.co.uk/files/cricket-club-development-manager-job-description-425.doc>



External Communication and Ownership
Local sports development network

County Cricket Board
Have you involved your County Cricket Board in your club development planning process?
Is your County Cricket Board aware of what your club is trying to achieve?
How can your club help the County Cricket Board to achieve its goals?
How are you going to engage with the County Cricket Board to support the successful delivery of your club development plan – how can they help you?



Local Education Network
Have you involved representatives from local schools and the education network in your club development planning process?
This could include local schools teachers, your local Partnership Development Manager, or school sport co-ordinator.
Are these people aware of what your club is trying to achieve?
How can your club help local schools and teachers to achieve their goals?
What resources, support and information can your local education network provide you – how can they help you to achieve your goals?

Local Sports Development Network
Have you involved representatives from your local sports development networks in your club development planning process?
This could include your local authority sports development officer, your county sports partnership or local volunteer centres.
Are these people aware of what you are trying to achieve?
How can your club help the local sports development network to achieve their goals?
How are you going to engage with the local sports development network to secure support and resources that will help your club achieve its objectives?



Instructions: In the box below, briefly document how you will manage and ensure ownership of the club development planning process?

How will you communicate and engage club members, supporters and external people and organisations to support the delivery of your club development plan?

This should include who and how you communicate with **currently**, and who and how you **plan** to communicate with in the future.

Internal Communication and Ownership:

The writing of our Development Plan is managed by Graham Gaiger, the Club Development Manager, and a working group of Ed Fruen, Mike Thurlow, Paul Clark and Pat Genever. They are trusted with drafting the Plan in order for the Management Committee to comment/amend

The final draft of the Plan is to be agreed by the Management Committee, but only after having made the final draft document available for viewing to all stakeholders within the Club via post, e-mail and our website (www.potternecc.org.uk)

A copy of the full Club Development Plan is distributed by Graham Gaiger to all members of the Management Committee, all full committee members and all coaches. It is also made available for viewing in the pavilion and is accessible via the club's website (www.potternecc.org.uk). It will also be available to any member or spectator at the club upon request.

External Communication and Ownership:

It is proposed to communicate our Club Development Plan to Five Lanes Primary School, St Joseph's Primary School, Dauntsey's Aided Primary School, Lavington Comprehensive, Devizes Comprehensive and All Cannings schools through teachers as part of our drive to attract new junior members.

We communicate our plan to Pete Sykes, the WCB Cricket Development Officer, through our regular meetings. It is also communicated to Wiltsire Council Leisure Services

Our Cricket Development Manager will convey the support and resources made available to us at our regular Development Committee meetings.



Part 2. Support

Cricket clubs can be supported through the club development planning process in a variety of different ways.

Cricket Development Groups.

Regular attendance at your local cricket development group will give your cricket club the opportunity to **share best practice** and gain **vital knowledge** and understanding from other cricket clubs going through the club development planning process.

You may stumble upon **challenges** that are similar to other cricket clubs, and the opportunity to use the cricket development group as a sounding block and share your thoughts is vital support.

Your County Cricket Development Manager will be accessible through your local cricket development group. Contact your County Cricket Development Manager to find out the details of your local cricket development group. It is vital that the information gained at cricket development group meetings is communicated back and filtered to the whole club membership after each meeting.

Self Help.

Identify within your club the people that have right '**skills**' to contribute to the club development planning process. Approach these people to **get involved** and contribute the expertise they have. Looking '**in house**' is an excellent base to begin your club development planning process.

Such skills may include:

- Analytical / business planning skills
- Report writing skills
- An understanding of information communication technology
- Financial / accounting skills
- Performance review skills



One to One club meetings.

A raft of clubs will receive dedicated **one to one** meetings with Cricket Development Managers and local sports development professionals, directly supporting the writing and delivery of their club development plan.

One to one meetings are an excellent opportunity to discuss in detail the objectives of your club and gain **invaluable advice** and **support** from local knowledgeable professionals.

Contact your County Cricket Development Manager to find out more.



Instructions: In the box below outline the methods of support you are engaging to support the delivery of your club development plan.

Identify who, what, why and when.

This should include support you **currently** receive, and support you **plan** to pursue in the future.

Self Help:

The Club Development Plan working group have a number of talents between them that support the working of our plan including accounting, construction and nursing.

Via membership forms and links with our extensive sponsor list we plan to gain a skills list of those connected with our club who are willing to contribute to the well being of our club.

Cricket Development Groups:

Our Cricket Development Manager, Graham Gaiger, attends quarterly cricket development group meetings on behalf of the club. He also meets with the ECB Cricket Development Officer for Wiltshire every 3-4 months. Through these meetings our club is kept abreast of what is going on and the necessary action taken

One to One club meetings:

We have approximately 4 meetings per year with our ECB Development Officer to ensure that our Club is continually improving and complying with the requirements of our Focus Club Service Level Agreement



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?