



**Clubmark achieved  
January 2005  
Re-accreditation in progress**

**Ashford Cricket  
Club  
Club Development Plan**

**150<sup>th</sup> Anniversary Year  
Celebrated in 2005**



**Active Surrey Club Accreditation  
Gold Award achieved  
October 2006**

**Issue 7 – February 2008**



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### Key:

**Objective outstanding**

**Objective achieved**

**Objective in-progress**

### Note:

All objective numbers are unique and are never re-used.

*All new objectives added in October 2008 are included in italics*

Objective numbering does not signify any particular priority



WHAT HAVE WE GOT NOW?	OBJECTIVES: WHAT DO WE WANT?	HOW WILL WE GET THERE?	WITH WHOM (PARTNERS)?	WHEN WILL WE GET THERE?	WHO IS RESPONSIBLE?	HOW MUCH WILL IT COST?	COMMENTS ON ACHIEVEMENT
<b>MANAGEMENT</b>							
<b>(was H.1 and A.14)</b> ASC holds the land freehold but ACC does not currently hold a lease.	Obtain Security of Tenure for ACC. There is currently very little realistic chance of eviction but .....	Negotiate with ASC and AHC to ensure that viable leases are issued	ASC	2007	ACC/AHC Management Committee.	Legal and solicitors costs associated with drafting and formalising leases.  Voluntary hours 10  ACC pays a rent which has recently been increased to £12200 per year to ASC.	<b>A(SL)S has requested a lease from the parent company ASC Ltd.</b>
<b>A.4</b> ACC Sub-Committees positions are normally filled from the main Committee.	Try to get the ordinary Club members more involved in the running of ACC.	Encourage more ordinary members to become involved in sub-committee work. Target 2 per year.	None	Mid 2007	ACC General Committee.	Voluntary hours 1 per month	<b>On going.</b>
<b>A.5</b> Sub-committees report back to the main committee in an ad hoc unstructured manner.	ACC General Committee to ensure that the sub-committee structure works and that the sub-committees are effective.	Reports from ALL sub-committees are to be reviewed at the main General Committee meetings	None	April 2007	ACC General Committee.	Voluntary hours 1 per month	<b>On going.</b>
<b>A.7</b> ASC has clear disciplinary procedures but there is no disciplinary statement in the ACC Club rules.	Add a clear Discipline Statement to the club rules	Include a clear Discipline Statement within the club rules	None	November 2007	ACC General Committee.	Nil	<b>A disciplinary statement is being added to the ACC rules at the AGM in November.</b>
<b>A.8</b> The ACC Development Plan is not "owned" by the General Committee.	Future plans to be agreed by the main Committee.	General Committee to ensure that medium and long term planning is included on the agenda on a regular basis	ASC and AHC	April 2007	ACC General Committee.	Voluntary hours 10 per year	<b>Issue 6 of the Development Plan was reviewed by a sub-Committee. There is every intention that this plan will be likewise reviewed.</b>

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<b>A.9</b> ACC currently produces and reviews an Annual Income and Expenditure statement. The Committee does not produce and review annual budgets as a matter of course.	Improve Club budgeting	Medium and long-term budgets need to be established and reviewed on a regular basis.	None	April 2007	ACC Treasurer.	Voluntary hours 0.5 per month	<b>On going.</b>
<b>A.13</b> ACC has a draft Club Organisation and Responsibilities document	An up to date 'Bible' which defines the work of the Club, the roles of its officers and the Club Calendar	Club Organisation and Responsibilities document to be updated annually	None	April 2007	ACC Secretary	Voluntary hours 1 per year	<b>This document has been updated. To be reviewed by Chairman. Further sections could be included for plus additional role descriptions.</b>
<b>A.15 (was H.3)</b> ACC members are very poor at supporting Club Security.	Improved security awareness amongst all Club members.	Distribute the ASC security procedures to all members and ensure that they are adequately briefed.	ASC	May 2007	ACC Chairman	Copying and distributing costs for Security Procedures.  Voluntary hours 1	<b>There are signs of improvement in this objective. Efforts to improve general awareness must continue.</b>
<b>A.16 (was H.6)</b> General awareness of HS&E issues within the Club is poor.	Wherever necessary, members must be made fully aware of HS&E requirements.	Distribute copies of HS&E literature to all members and ensure that they are adequately briefed.	ASC	April 2007	ASC H&SE representative to liaise with ACC General Committee.	Nil	<b>Effort has to be made to improve general awareness of HS&amp;E issues.</b>
<b>A.17</b> Next objective							

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<b>JUNIOR SECTION</b>							
<b>B.1</b> ACC has a large junior section but has capacity for more members. Current (Aug '06) membership is: U9 = 22 U10 = 18 U11 = 31 U12 = 22 U13 = 17 U15 = 22 U17 = 15  Total = 147	ACC must strive to maintain these membership levels. Encourage involvement of more colts. Ideally run teams at all age groups from U9 to U17. Targeted numbers in each group are U9 = 25 U10 = 25 U11 = 30 U12 = 25 U13 = 20 U15 = 20 U17 = 15  Total = 160	ACC General Committee to advertise and contact local schools, football clubs (e.g. Ashford Town Juniors - ATJ), cubs, scouts, etc. From 2006, Ashford has been selected to participate in Chance to Shine and will work with selected schools: Ash Tech College Clarendon St Michael's Ashford Park Our Lady of the Rosary Stanwell Fields	Surrey Cricket and local schools	On going	ACC Colts co-ordinator	ACC to pay advertising costs  Voluntary hours 5 per year	<b>Progress has been made in this area. Targeted numbers in each group are</b> <b>U9 = 13</b> <b>U10 = 11</b> <b>U11 = 19</b> <b>U12 = 25</b> <b>U13 = 24</b> <b>U14 = 11</b> <b>U15 = 11</b> <b>U17 = 5</b> <b>Total = 119</b>  <b>Following the euphoria of the Ashes series, some juniors have drifted away. Chance to Shine has made an enormous impact in this area. However, further work is necessary.</b>
<b>B.2</b> The Junior section has a good number of managers, coaches and parent helpers but none of the posts are clearly defined.	All key roles within the Junior section to have proper job descriptions.	Define Job Descriptions and Terms of Reference for the Colts Co-ordinator and other Junior cricket roles.	None	April 2007	ACC Colts co-ordinator	Voluntary hours 1 per year	<b>The roles are defined but they have not been properly communicated to all.</b>

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<b>B.3</b> Coaching can be enhanced supervision. Coaching sessions are not as well planned as they could be.	Ensure there is more structure and clear coaching aims within the Colts section. Build up a set of pre-planned coaching sessions.	ACC must encourage existing coaches to coach and to prepare proper coaching plans and to keep formal records.	Surrey Cricket	Mid 2007	ACC Colts co-ordinator and team coaches	ACC to provide instructions and cover coaches expenses  Voluntary hours 5 per month	<b>Further progress has been made in this area. Work is still required. Better planning and record keeping are essential.</b>
<b>B.6</b> Communication within the junior section and between the junior and senior sections is currently not as good as it could be.	Maintain the Junior Club Newsletter.	Identify an editor and give clear terms of reference and support	None	By end 2007 – two issues per year	ACC Secretary and ACC Colts co-ordinator	ACC to fund production, copying and distribution costs  Voluntary hours 10 per year	<b>Two Junior Club Newsletters were produced in 2006 and these were well received within the Club.</b>
<b>B.8</b> ACC owns an Inter Cricket set which is currently under used	Make full use of all training and coaching equipment	Consider introducing Inter Cricket – equipment available	None	May 2007	All Colts/Ladies coaches and managers	Nil, if increased use, it will be during normal coaching hours.	<b>On going.</b>
<b>B.9 (combined with B.4)</b> ACC already has a good number of parents already involved in coaching and junior management	We want and need more involvement to cover for normal annual drop outs and unavailability  More parental involvement is required at match and training sessions.  Requirements are: Scorers, Match fee collectors, general supervisors.	Encourage more parental involvement in junior cricket – coaching, scoring, match fee collection, etc.  Write to parents and talk to them on a one-to-one basis and explain the requirements.	None	May 2007	ACC Colts Committee plus ACC Colts co-ordinator, team managers and coaches.	ACC to provide instructions and cover helpers courses  Refreshment costs for a social event?  Voluntary hours 10 per month	<b>Further progress has been made in this area; however, work is still necessary.</b>
<b>B.11</b> Next objective							

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<b>CHILD WELFARE AND SAFETY</b>							
<b>C.7</b> The Club has an identified assistant Welfare Officer	A fully trained Welfare officer and a fully trained deputy	The Club must ensure an assistant or deputy Welfare Officer is appointed annually	None	April 2007	ACC Welfare Officer	£25.00 to cover the cost of "Time to Listen" workshop.  Voluntary hours 3 per year	<b>On going.</b>
<b>C.8</b> Ordinary adult playing members are not CRB checked	Greater protection against the remote but potential risks.  All adult playing members and other junior helpers must complete a self-disclosure form	Get all Playing Members to complete a self-disclosure by April 2006  Ensure all new "recruits" complete a self-disclosure form.	None	April 2007	ACC Welfare Officer	Voluntary hours 1 per year	<b>The vast majority of Playing Members have now completed a self-disclosure form. This needs to be repeated for 2008.</b>
<b>C.9</b> ACC has no formal photography policy for juniors	Greater protection against potential risks	Introduce photography policy and procedures by May 2006. Send out consent forms with pre-season circular for return at Colts signing-on evening. Consider use of a common form see C10.	None	April 2007	ACC Welfare Officer	Voluntary hours – 1 for initial set-up	<b>This could probably be achieved through a modification to the existing Membership Form.</b>
<b>C.10</b> ACC has no formal junior transport policy	Greater protection against potential risks	Introduce junior transport policy by May 2006. Send out consent forms with pre-season circular for return at Colts signing-on evening. Consider use of a common form see C9.	None	April 2007	ACC Welfare Officer	Voluntary hours – 1 for initial set-up	<b>This could probably be achieved through a modification to the existing Membership Form.</b>
<b>C.12</b> Next objective							

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<b>TALENTED PLAYERS</b>							
<b>D.1</b> ACC currently provides very little extra for talented players.	Improve coaching for talented players	All Colts managers and coaches to identify talented players and recommend them for further winter coaching at representative or county level	Finchley indoor cricket school (Middlesex) or the George Abbot school in Guildford (Surrey)	Winter 2007/08 and beyond	ACC Colt co-ordinator and ACC Club Captain	Courses range from £25 up to £100 but a figure of £300 per year should be budgeted.	<b>Manager and coaches to become generally more proactive in this area.</b>
<b>D.2</b> The Club has no formal procedures or processes for managing and developing talented players	Introduce realistic development paths for all identified talented players.	<b>a.</b> Attaining and maintaining standards of coaching to develop and hold on to talented players.	Surrey Cricket	End 2007	ACC General Committee	Possible cost of coaching courses	<b>No progress.</b>
		<b>b.</b> Improving and maintaining facilities to develop and hold on to talented players.	Surrey Cricket	End 2007	ACC General Committee	Unknown	<b>No progress.</b>
		<b>c.</b> Create links with all necessary organisations so that talented players can be recommended.	Surrey Cricket	End 2007	ACC General Committee	Voluntary hours 1 per year	<b>Some progress in this area.</b>
<b>D.3</b> Ashford does not have any current training sessions specifically for talented players.	Consider the establishment of an Ashford Academy to focus more training effort on selected talented individuals.	Identify specific coaches and coaching sessions for talented players	Surrey Cricket	April 2008	ACC Colts Committee	Voluntary hours 20 per year	<b>No progress.</b>
<b>D.4</b> Next objective							

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<b>COACHES</b>							
<b>E.1</b> ACC has an annual turnover of qualified coaches as Colts gradually grow older and parents stop coaching. Current coaches are: Level II = 3 Level I = 11 UKCCI = 4  Total = 18	Encourage existing members and parents to attend the ECB UKCC I and UKCC II training courses. Target for coaches in 5 years is: Level II = 3 Level I = 11 UKCC I = 10 UKCC II = 10  Total = 26	Target at least 2 every year, more if possible. Encourage parents and older playing members to undertake coaching courses	Surrey Cricket	Ongoing	ACC Colts co-ordinator and ACC Head Coach	ACC to pay course fees currently £175.00 per course.	<b>11 ACC members underwent coaching education in 2007. To date none has completed all their supervised sessions. Three more are planning to attend the UKCC2 course in early 2008.</b>
<b>E.3</b> Most ACC coaches qualify at Level 1 and do no further training.	Encourage existing coaches to attend refresher seminars	Held in November for cricket. Target 2 coaches per year	Surrey Cricket	Ongoing	ACC Colts co-ordinator, ACC Head Coach and ACC Club Captain	Pay seminar costs. Costs vary in the range £20 - £200.	<b>Details of seminars distributed to all coaches in September 2007.</b>
<b>E.4</b> There is very little sharing of ideas between coaches and junior teams.	Improve co-ordination between coaches	Coaches to hold regular planning sessions throughout the season	None	Ongoing	ACC Colts co-ordinator assisted by ACC Head Coach	Voluntary hours 10 per year	<b>No progress.</b>
<b>E.7</b> Next objective							
<b>COACHING AND COMPETITION (Adult Members)</b>							
<b>F.1</b> Not enough of the ACC qualified coaches coach at a senior level.	Encourage coaches to be actively involved in Club coaching	Involve 2 more coaches per year but will probably have to rely on an external coach for senior coaching	None	Ongoing	Team Captains	Possibly pay a small fee per session. ACC General Committee to consider	<b>No progress.</b>
<b>F.2</b> Senior practice and training nights are poorly attended and can be unstructured.	Establish more formal practice nights and training sessions	ACC General Committee and team captains to organise	None	May 2007	Team Captains	Voluntary hours 2 per month	<b>Little progress in 2007.</b>

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(was F.4) Very few senior members attend training sessions.	Understand why members do not attend training nights on a regular basis	Produce a survey sheet and distribute to all playing, student and senior colt members. Consider dedicated training nights for each team. Start with 1 <sup>st</sup> XI.	None	2007	ACC Club Captain plus ACC Selection sub-committee	Minimal amount for photocopying  Voluntary hours 2	<b>Attendance at Adult Training this season has averaged 20 members. However, better attendance from the senior sides would be a big improvement.</b>
<b>(was I.4 and F.8)</b> The fitness of some adult club members is not as good as it could be.	Improve the fitness of all playing members.	Consider cross training fitness session with members of AHC. Identify an individual to organise training sessions.	AHC	Season 2007 onwards	ACC Club Captain, Team Captains plus ACC Head Coach.	None initially.	<b>No progress.</b>
<b>F.6</b> There are no local evening 6-a-side tournaments.	Arrange a local 6-a-side tournament to be played at Ashford	ACC General Committee to consider the possibility. This has been tried in the past.	None	Season 2008	ACC Social Committee	ACC Committee to arrange sponsorship and to pay expenses  Voluntary hours 10 per year	<b>No progress.</b>
<b>F.9</b> Next objective							
<b>MEMBERSHIP (Adult Members)</b>							
<b>G.1</b> ACC currently runs 4 Saturday and 2 Sunday teams.	Maintain existing membership levels for Saturday and Sunday cricket. Aim to ensure 4 Saturday and 2 Sunday teams.	a. Recruit new members. Ask family and friends of existing members and advertise.	None	Ongoing	ACC General Committee plus ACC Selection sub-committee.	ACC to pay advertising costs	<b>No progress.</b>
		b. Produce flyers for large firms in the area.	None	Ongoing	ACC General Committee plus ACC Selection sub-committee.	ACC to pay advertising costs  Voluntary hours 1 per year	<b>No progress.</b>

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		c. Recruit new members from existing Sports Club users. AHC, ATJ, etc.	None	Ongoing	ACC General Committee plus ACC Selection sub-committee.	ACC to pay advertising costs	<b>No progress.</b>
<b>G.2</b> A good number of members have left the club or drifted away over the last few years.	Understand why members have left the club in the past.	Produce a survey sheet and distribute to all playing, student and senior colt members (including recently parted members).	None	May 2007	ACC Secretary.	Minimal amount for photocopying  Voluntary hours 2	<b>No progress.</b>
<b>G.3a</b> There is no record of member skills or professions which the Sports Club or ACC could call upon.	Establish a directory of professions within the Sports Club	Extend the ACC membership database to include details of each member's profession. Update the Club's membership form. This may help keep occasional players more interested in Club life.	ASC and AHC	May 2007	ACC Membership Secretary.	Voluntary hours 5 initially and then 1 per year	<b>No progress.</b>
<b>G.4</b> Very few social members frequent the facilities.	Increase number of social members to improve general club and bar turnover.	Speak to existing members to identify possible recruits.	None	April 2007	ACC Membership Secretary.	Nil	<b>Little progress.</b>
<b>G.5</b> ACC is not currently registered for Data Protection.	Register for Data Protection.	Consider the need for registration for data protection.	None	March 2008	ACC Chairman	Nil	<b>No progress.</b> <b>Check to see if we can opt out of this requirement</b>
<b>G.6</b> New Members used to receive an introductory 'pack'. This needs to be recreated.	Provide a Data Pack for new or potential members	Produce a flyer and prepare some ready-made envelopes to be left at the Club for potential new members.  Include a self-disclosure form.	None	April 2007	ACC Membership Secretary.	Minimal cost of copying.  Voluntary hours 1 per year	<b>A 'new member' pack has been produced in the past. This needs to be revisited and updated for 2007.</b>

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<b>G.8</b> Next objective							
<b>FACILITIES</b>							
<b>H.4</b> ACC does not currently have any 'grass' nets.	Consider the possibility of "grass" nets.	ACC General Committee to consider in conjunction with ASC.	ASC	April 2008	ACC Chairman	ASC/ACC to allocate a longer term development budget	<b>No progress.</b>
<b>H.5</b> A four bay cricket net facility is available for members' use. Maintenance of this facility is currently poor. The maintenance of the net facility is largely provided by the members on an 'as and when required' basis	A regular programme must be in place to lift the mats and level the surface of the nets and the artificial match strip.  The facility is untidy and poorly maintained. A regular maintenance plan to ensure 100% availability of the nets.	<b>a.</b> ACC to liaise with the ASC groundsman to ensure the correct procedure is followed.	ASC	April 2007	ASC Groundsman plus ACC Ground sub-committee.	Voluntary hours 2 per month during the summer	<b>Insufficient maintenance was carried out in 2007. This MUST be stepped up in 2008.</b>
		<b>b.</b> Develop better maintenance methods for the practice facilities/nets. Budget to maintain the net facilities annually. Produce a maintenance plan to include the nets.	ASC	April 2007	ACC Ground Sub-Committee	Approx £1,000 annually	<b>Insufficient maintenance was carried out in 2007. This MUST be stepped up in 2008.</b>
<b>H.7</b> The playing facilities are good; the remainder of the site is unattractive for cricket.	Improve the general appearance and attractiveness of the cricket facilities.	<b>a.</b> Complete the patio picket fence.	ASC	April 2007	ACC General Committee plus ACC Ground Committee	Provide expenses for wood as necessary.  Voluntary hours 20	<b>No progress and unfortunately as a result of abuse and misuse, the fence is showing signs of wear.</b>

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		<b>b.</b> Produce flowerbeds around the patio.	ASC	April 2007	ACC General Committee plus ACC Ground Committee	Groundsman to produce flowerbeds, members to provide plants.  Voluntary hours 10 per year	<b>No progress.</b>
		<b>d.</b> Improve the drainage and general attractiveness of the patio surrounds.	ASC	April 2007	ACC General Committee plus ACC Ground Committee	ACC to assess with assistance from ASC and groundsman.  Voluntary hours 5 per year	<b>No progress.</b>
(was H.17) ASC is a relatively new development (the site was a 'field' in 1998) and there are some areas which are not properly finished.		<b>e.</b> Complete the surfacing of the car park to improve the appearance and make it safer to park	ASC	2008	ACC General Committee in association with ASC	Approx, £25,000  Voluntary hours 20	<b>No progress.</b>
		<b>f.</b> Complete the landscaping of the site particularly around the main gate and the Clubhouse	ASC	2008	ACC General Committee in association with ASC	Approx £10,000  Voluntary hours 50	<b>No progress.</b>
(was H.18) The size and setting for the Sports Club leaves it vulnerable to trespassers and other unwelcome visitors. The boundary fence is in need of much repair and there are a number of occasions when cars are broken into in the car park.	A secure site which is reassuring to members but also accessible to potential new members and visitors who may wish to watch cricket	<b>g.</b> Repair or replace the damaged fence and continue to maintain the fence if further damage occurs	ASC	2007	ACC General Committee in association with ASC	Approx £35,000  Voluntary hours 20	<b>No progress. However, A(SL)S is trying to get the necessary planning permission to replace the fence along the site's northern boundary.</b>

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<b>H.10</b> The current cricket nets are inconveniently sited.	Ideally reposition the cricket nets to the 'cricket' side of the Clubhouse.	The nets are an ASC asset. Liaise with ASC and AHC regarding the overall Sports Club plans for the future and investigate funding for this major development.	ASC, AHC and Surrey Cricket	2007/08	ASC Chairman	Approx. £15,000	<b>No progress.</b>
<b>H.11</b> The current main cricket square is too far from the Clubhouse.	Ideally reposition the cricket square and bring it about 20 – 25 metre nearer the Clubhouse.	Liaise with ASC and AHC regarding the overall Sports Club plans for the future and investigate funding for this major development.	ASC, AHC and Surrey Cricket	2007/08	ASC Chairman	Approx. £25,000 Voluntary hours 10	<b>No progress.</b>
<b>H.12</b> The Club uses Matthew Arnold School for winter net practice. Limited sessions are available.	More winter net facilities are required particularly for the junior section.	Identify additional suitable winter net facilities.	None	2007/08	ACC General Committee	Voluntary hours 2	<b>No progress.</b> <b>Halliford school was tried in 2007 but very few other suitable facilities in the area. Try Bishop Wand school.</b>
<b>H.13</b> The Club has no indoor net facilities.	In an ideal world, an on-site winter net would improve the Club usage during winter months.	Consider the future building of own indoor net facility	ASC	2009	ACC General Committee	In excess of £100,000 Voluntary hours considerable	<b>No progress.</b>
<b>H.14</b> ACC owns one set of wicket covers, which are used exclusively on the main square.	Ideally a second set of covers is required for the second square.	Consider purchase of covers for second square. The vandalism risks have to be taken into account.	ASC	2008	ACC General Committee	Approx. £6,000 Voluntary hours 3	<b>The security of additional covers needs to be considered.</b>
<b>H.15</b> There is currently no 'pavilion' or shelter for the second square.	When cold or wet some shelter would be of benefit.	Consider development of a small 'pavilion' for second square	ASC	2008	ACC General Committee	Approx. £20,000 Voluntary hours considerable	<b>No progress.</b>

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<b>H.16</b> The scorers for the main square currently sit on the exposed balcony.	The scorers need some protection from the elements.	Make structural modification to the balcony to shelter the scorers from elements to improve scoring conditions	ASC	April 2007	ACC General Committee	Approx. £2,000  Voluntary hours 5	<b>No progress.</b>
<b>H.19</b> The Club's main electronic scoreboard is a valuable asset but it is liable to damage from vandals and footballers.	Ideally some sort of shutters or protection over the front of the scoreboard.	Consider the purchase of commercial shutters or get Club members to produce an effective alternative.	ASC	April 2007	ACC General Committee	Commercial electric shutters approx £6,000  Club made wooden doors (?) approx. £1,000	<b>No progress.</b>
<b>H.20</b> Next objective							
<b>EQUIPMENT</b>							
<b>I.1</b> ACC owns a very useful second-hand aged bowling machine.	Replace the existing bowling machine with a newer model.	ACC General Committee to consider	None	April 2008	ACC General Committee.	ACC to allocate a budget or consider alternative fund-raising. Approx. cost is £2,000 including balls and supplementary equipment.	<b>No progress.</b>
<b>I.2</b> ACC owns a mobile net frame which is in need of repair.	Maintain and repair the mobile cricket net to enable better practice and coaching on grass wickets.	ACC General Committee to procure replacement netting and fit.	None	April 2007	ACC General Committee.	ACC to finance. Approx. cost is £800.00 to replace.  Voluntary hours 3	<b>No progress and as a result the existing mobile net is beyond repair. This will now have to be replaced.</b>
<b>I.7</b> ACC owns an Flix Pitch which is currently underused.	Make full and good use of all the Club's equipment	Maximise use of Flix pitch.	None	April 2007	ACC Colts Sub-Committee + Ladies/girls section	Nil	<b>No progress.</b>
<b>I.10</b> Next objective							

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<b>CRICKET FOR WOMEN AND GIRLS</b>							
<b>J.4</b> Lady members have joined and then drifted away. In 2002 the Club ran 6 ladies matches.	Try to understand why there has been a drop in attendees during the subsequent seasons	Obtain feedback from previous lady members.	Surrey Cricket	During 2007 season	ACC Secretary.	Nil	<b>No progress.</b>
<b>J.6</b> Currently there is a Lady category of playing member but not 'girl'.	Encourage the establishment of a girl's section.	ACC General Committee to contact Surrey CCC. Advertise, colts' sisters, members' daughters, Ashford Hockey Club, etc.	None	2007 onwards	ACC General Committee with help from the Ladies Section.	ACC to provide budget  Voluntary hours 1 per month	<b>The girls section continues although numbers could be better.</b>
<b>J.7</b> The Club is trying to establish a Ladies and Girls section but higher numbers are needed. Current membership is: Adults = 13 Juniors = 9  Total = 22	A thriving, self-sustaining, self-managed ladies/girls section. Targeted numbers are: Adults = 20 Juniors = 15  Total = 35	From 2006, Ashford has been selected to participate in Chance to Shine and will work with various schools (see B.1).  Contact St. David's school to see if a link can be established for any interested girls	Surrey Cricket	2007 onwards	ACC General Committee with help from the Ladies Section.	Voluntary hours 10 per year	<b>Very little progress in this area. Current numbers are: Adults = 13 Juniors = 7  Total = 20</b>
<b>J.9 (was I.4)</b> The fitness of some adult club members is not as good as it could be.	Improve the fitness of all playing members.	Consider cross training fitness session with members of AHC. Identify an individual to organise training sessions.	AHC	Season 2007 onwards	ACC Club Captain, Team Captains plus ACC Head Coach.	None initially.	<b>No progress.</b>

WHAT HAVE WE GOT NOW?	OBJECTIVES: WHAT DO WE WANT?	HOW WILL WE GET THERE?	WITH WHOM (PARTNERS)?	WHEN WILL WE GET THERE?	WHO IS RESPONSIBLE?	HOW MUCH WILL IT COST?	COMMENTS ON ACHIEVEMENT
<b>J.10 (was P.2)</b> Very little cricket is provided for girls in the local community/	Explore the possibility of a girls cricket tournament	ACC General Committee to discuss with The Ash Technology College and to contact St. David's School. Chance to Shine should achieve this objective.	Surrey Cricket and local schools.	2007 onwards	ACC General Committee	ACC to allocate a budget for expenses  Voluntary hours 2 per year	<b>Some Kwik Cricket is provided but more is needed.</b>
<b>J.11</b> Next objective							
<b>DISABILITY</b>							
<b>K.1</b> The Club does not currently cater for disabled cricketers.	Explore the possibilities of giving disabled youngsters the opportunity to play cricket	ACC to contact Surrey CC and local special needs schools	Surrey Cricket and Spelthorne Borough Council. Runnymede has a thriving section.	2007 and beyond	ACC General Committee with help from Surrey Cricket. Also discuss with Spelthorne Disabled Sports Representative	ACC to allocate a budget	<b>No progress.</b>
<b>K.2</b> ACC has no trained coaches for the disabled.	Provide coaches for cricketers with disabilities	ACC General Committee to assess the feasibility of becoming involved in this area	Surrey Cricket and Spelthorne Borough Council.	2007/08	ACC General Committee with help from Surrey Cricket.	Coaching course fees and other expenses to be paid by ACC	<b>No progress.</b>
<b>K.6</b> Next objective							
<b>UMPIRES AND SCORERS</b>							
<b>L.1</b> ACC has no 'trained' scorers, however a number of members do score for the Club on a regular basis.	Recruit or develop Club Scorers. Ideally one qualified scorer per team including juniors. A total of 10 scorers.	ACC General Committee to identify existing members willing to be trained or advertise. Target two scorers per year to attend one of the ACU/S Courses.	West Surrey Association of Cricket Umpires and Scorers (WSACU&S)	April 2007	ACC Club Captain.	ACC to pay course expenses currently £5.00/£10.00	<b>No progress.</b>

WHAT HAVE WE GOT NOW?	OBJECTIVES: WHAT DO WE WANT?	HOW WILL WE GET THERE?	WITH WHOM (PARTNERS)?	WHEN WILL WE GET THERE?	WHO IS RESPONSIBLE?	HOW MUCH WILL IT COST?	COMMENTS ON ACHIEVEMENT
<b>L.2</b> ACC has a very limited number of qualified umpires.  Currently there are 5 trained umpires at Ashford.	Ensure Club has an ample number of qualified Umpires for adult, lady and junior matches.  Encourage existing umpires to progress and obtain further qualifications.	<b>a.</b> Send ACC umpires on training course. Encourage more members to qualify as umpires Target two umpires per year to attend one of the ACU/S Courses.	WSACU&S	January – March each year	ACC Club Captain.	ACC to pay course expenses currently £25.00 for a 10-week course.	<b>There are currently five qualified umpires within the Club. No progress made in 2007.</b>
		<b>b.</b> Identify suitable candidates for progression.	WSACU&S	January – March each year	ACC Club Captain.	ACC to pay course expenses currently £15.00 for a 7-week course.	<b>No progress.</b>
<b>L.4</b> Next objective							
<b>GROUNDSMAN</b>							
<b>M.2</b> ASC and ACC own a good amount of ground equipment.	The groundsman must have access to all the equipment he needs. Investigate availability of special ground equipment for hire or buy.	Groundsman to contact Surrey CCC and the IOG to identify any specialised ground equipment required and advise ASC.	ASC, IOG and Surrey Cricket	Winter 2007/08	ASC Groundsman plus ACC Ground sub-committee.	ASC/ACC to pay hire charges  Voluntary hours 2 per year	<b>There are a number of pieces of new equipment required by the new Groundsman. A(SL)S to document.</b>
<b>M.4</b> Next objective							
<b>VOLUNTEERS</b>							
<b>N.1</b> A good number of volunteers assist with the management of ACC. However this is not formalised.	Develop an ACC and AHC Volunteer Management Plan to cover all Short Lane Volunteer activities	Working with AHC volunteers currently carry out bar work and a limited amount of maintenance work. This must be extended to include, groundwork, more maintenance and other essential duties.	ASC	During 2007	ASC Short Lane Management Committee. An extension of the current voluntary bar rota.	Nil initially. Volunteer Management instruction and course fees may be necessary.  Voluntary hours considerable	<b>No progress. However a large number of volunteers to assist the running of ACC and A(SL)S.</b>

WHAT HAVE WE GOT NOW?	OBJECTIVES: WHAT DO WE WANT?	HOW WILL WE GET THERE?	WITH WHOM (PARTNERS)?	WHEN WILL WE GET THERE?	WHO IS RESPONSIBLE?	HOW MUCH WILL IT COST?	COMMENTS ON ACHIEVEMENT
<b>N.2</b> The current voluntary activities are uncoordinated.	Train a Volunteer Manager	Send a nominated individual on a Volunteer Management Course	Active Surrey	March 2007	ASC Short Lane Management Committee.	Course costs £22 Voluntary hours 3	<b>No progress.</b>
<b>N.3</b> Volunteers are not currently trained.	Provide training for volunteers	Send nominated individuals on training courses.  Main courses are: Equity in your Coaching, Good Practice and Child Protection and Emergency First Aid.	Active Surrey	On going	ASC Short Lane Management Committee.	Course costs approx. £22 each  Voluntary hours 3 per individual	<b>No progress.</b>
<b>N.4</b> Volunteers are largely unrecognised.	Regular recognition of the work of volunteers	Continue to provide a reward (meal, social tickets, etc)	None	On going	ASC Short Lane Management Committee and ACC Chairman	Cost of awards, meals, tickets, loss of income, etc.	<b>ACC volunteers have been thanked by letter and offered dinner tickets etc.</b>
<b>N.5</b> The Club has a good number of volunteers already working. However, a number do a multitude of tasks.	Ideally, a one volunteer to one task situation is the target dependent on tasks	Recruit at least 10 more volunteers to support Club work prior to the 2008 season.  Volunteers required for (assume 1 required unless indicated): Club coaching co-ordinator, Coaches, Team manager, Fund raiser, General maintenance (2), Umpire, Scorer (2), Club committee (2), Child welfare officer, Volunteer co-ordinator, Specific projects and events and Volunteers in Other Role (4)	None	End 2007 season	ACC Colts Committee	Refreshment costs for a social event?  Voluntary hours 3	<b>Some progress made in 2007. A determined effort to get more Club Members involved in management required for 2008. The appointment of a Volunteer Co-ordinator is key – see objective N2.</b>

WHAT HAVE WE GOT NOW?	OBJECTIVES: WHAT DO WE WANT?	HOW WILL WE GET THERE?	WITH WHOM (PARTNERS)?	WHEN WILL WE GET THERE?	WHO IS RESPONSIBLE?	HOW MUCH WILL IT COST?	COMMENTS ON ACHIEVEMENT
<b>N.6 (was O.1)</b> No regular Club Newsletter exists.	Develop and distribute a regular Club Newsletter.	Identify an editor and give clear instructions and support.	None	Aim for four issues during 2007	ACC Secretary.	ACC to fund production, copying and distribution costs  Voluntary hours 1 per week	<b>One excellent Newsletter was produced in 2005 but .....</b>
<b>N.8</b> Next objective							
<b>COMMUNICATION</b>							
<b>O.2</b> ACC does not currently market its membership or facilities.	Investigate special Marketing Initiatives locally.	Consider colour brochures, web site, car stickers, local industry, etc. Consider a 'search' committee for new players.  Launch this Development Plan internally to members and publicly.	None	Season 2007	ACC Marketing sub-committee.	ACC to fund  Voluntary hours 5 per year	<b>Objective ongoing. A(SL)S responsible for marketing the facilities.</b>
<b>O.7</b> Next objective							
<b>COMMUNITY LINKS</b>							
<b>P.3</b> ASC has special arrangements with The Ash Technology College for free use of the facilities.	Explore use by other schools when not required by The Ash Technology College. ASC would like to establish formal links with a number of primary and secondary schools.	Promote use of facilities by schools other than The Ash Technology College. Establish formal links with local schools – target a number of primary and secondary schools	ASC, Surrey Cricket and local schools.	During 2007 season	ASC administration manager plus ACC General Committee.	Postage costs only.	<b>No progress.</b>
<b>P.6</b> ASC is investigating use of the facilities socially by Ashford Hospital employees.	Continue discussions with Ashford Hospital regarding possible social use of ASC	Arrange an initial discussion meeting at the Clubhouse	Ashford Hospital	2007	ACC General Committee Chair.	Voluntary hours 2 per year	<b>Discussions also in progress with KLM airline with a view to Corporate Membership. No progress.</b>

WHAT HAVE WE GOT NOW?	OBJECTIVES: WHAT DO WE WANT?	HOW WILL WE GET THERE?	WITH WHOM (PARTNERS)?	WHEN WILL WE GET THERE?	WHO IS RESPONSIBLE?	HOW MUCH WILL IT COST?	COMMENTS ON ACHIEVEMENT
<b>P.7</b> The Club currently has no formal links with the Community.	A local community group, which exchanges ideas and assists in the generation of interest in and increased membership of the Club.	<b>a.</b> Target and establish formal links with local groups	Local community groups	2007	ACC General Committee	Voluntary hours 2 per year	<b>No progress.</b>
		<b>b.</b> Establish a register of local groups	Local community groups	2007	ACC General Committee	Voluntary hours 1 per year	<b>No progress.</b>
		<b>c.</b> Promote the Club better within the local community	Local community groups	2007	ACC General Committee	Voluntary hours 1 per year	<b>No progress.</b>
<b>P.8</b> The Club has some regular coverage in the local press but this could be improved.	The Club needs regular full coverage of matches and social events in the local press.	Improve publicity and relationships with press & other media	None	April 2007	ACC Press Officer	Postage costs only.  Voluntary hours 0.5 per week	<b>There was limited coverage of ACC within the local Press. Better publicity should be possible.</b>
<b>P.9b</b> The Club has informal links with the Spelthorne Sports Development Officer.		<b>b.</b> Maintain links with Local Authority SDO to identify possible business sponsors and grant aid bodies.	Local Authority SDO	2007	ACC General Committee	Nil	<b>There is limited communication between the Club and the local SDO.</b>
<b>P.10</b> The Club currently has very few formal links with Local Businesses	Much greater use of the Club's facilities by the local community and local Businesses	Consider organising an evening tournament for Local Businesses and other organisations.	Local Businesses, youth service, etc.	2007	ACC General Committee	Approx. £300 to fund and provide trophies etc.  Voluntary hours 10 initially and then 2 per week throughout the tournament.	<b>No progress.</b>
<b>P.11</b> Next objective							
<b>LOCAL PARTNERS</b>							
<b>Q.1</b> Next objective							

WHAT HAVE WE GOT NOW?	OBJECTIVES: WHAT DO WE WANT?	HOW WILL WE GET THERE?	WITH WHOM (PARTNERS)?	WHEN WILL WE GET THERE?	WHO IS RESPONSIBLE?	HOW MUCH WILL IT COST?	COMMENTS ON ACHIEVEMENT
<b>DEVELOPMENT GROUP</b>							
<b>R.1</b> Next objective							
<b>COMMERCIAL SPONSORSHIP</b>							
<b>S.4</b> ACC does not currently have a sponsor.	A regular sponsor or sponsors are required who can provide the necessary short and longer term funding that all amateur Sports Clubs need.	<b>a.</b> Add to sponsorship and partnership possibilities by exploring all local businesses.	Spelthorne Chamber of Commerce  Round Table  Rotary Club	April 2007	ACC General Committee	Postage costs only.  Voluntary hours potentially considerable	<b>No progress.</b>
		<b>b.</b> Once established, ensure the sponsor is provided with adequate feedback and communication.	None	By end 2007 season	ACC General Committee	Postage, dinner tickets, other social events, etc.	<b>No progress.</b>
<b>S.5</b> Next objective							

## CONCLUSION

The Cricket Club has now been in residence at the ASC Short Lane site for nine seasons so the time is right for the Club to consolidate the existing membership and to investigate all avenues for recruiting new members. This will, hopefully, secure the longer-term future of the Club and ultimately the future of the game of cricket in Ashford.

The Club is now working together with its sister club, Ashford Hockey Club, having developed an Association with agreed processes and procedures to successfully manage the Short Lane site for the benefit of both clubs and their members. The primary aim of Ashford (Short Lane) Sports is one of financial stability followed closely by the provision and development of equipment and facilities appropriate for each club.

The Cricket Club aims to provide facilities to cater for all standards of cricket from the grass roots right through to the prospective County player. Membership is currently available to all, no matter what their background or their playing level and this openness must **never** be restricted.

The Club has established links with the local community through the “Chance to Shine” initiative which started in 2006 and continued in 2007. Chance to Shine created links with one secondary school The Ash Technology College (now Thomas Knyvett College) and the following Primary Schools; Clarendon, St Michaels, Stanwell Fields, Ashford Park, Our Lady of the Rosary in Staines and Kenyngton Manor. These links must be fostered in the coming years. The Club will need to be pro-active in these arrangements with the Schools and not simply pay lip service to them.

The Club has recently fallen out of the top echelons of club cricket within Surrey. The aims outlined in this plan will provide stability and hopefully ensure progress is made towards a return to the top flight soon, whilst still providing facilities for players of all standards and abilities. There were very promising signs in the 2006 and 2007 seasons with 3<sup>rd</sup> XI promoted and 1<sup>st</sup> and 2<sup>nd</sup> XIs only narrowly missing out. In addition the Ladies have played two full seasons in the Women’s Cricket Southern League.

The Club must plan its own future. It will need to enlist the help of existing members plus other organisations and governing bodies to ensure the continuing development of the Club.

This plan is a living document. It must be revisited and reissued regularly and progress against its aims must be monitored.

Minor reviews of the objectives in this plan must occur on a yearly basis and a major review of the plan will be carried out in 2 years time when new aims and new targets can be set.

This plan is to be regularly reviewed with an update on an annual basis. A major review of the plan is to be held every two years.

A major review was held in October 2007 with a subsequent minor review scheduled for October 2008.



**OBJECTIVES COMPLETED SEPTEMBER 2007**

WHAT HAVE WE GOT NOW?	OBJECTIVES: WHAT DO WE WANT?	HOW WILL WE GET THERE?	WITH WHOM (PARTNERS)?	WHEN WILL WE GET THERE?	WHO IS RESPONSIBLE?	HOW MUCH WILL IT COST?	COMMENTS ON ACHIEVEMENT
<b>MANAGEMENT</b>							
<b>A.1</b> Ashford Sports Club (ASC) manages the facility while ACC and Ashford Hockey Club (AHC) separately manage their own clubs.	ACC and AHC to have a greater involvement in Management at Short Lane site.	ACC to work together with AHC to form a new "Association" to manage the Short Lane site	ASC and AHC	By April 2007	ACC/AHC Management Committee.	Funding for initial agreement to be shared between ACC and AHC.  Legal costs estimated to be £1000 per club.  Voluntary hours 5 per month	<b>A new company Ashford (Short Lane) Sports has been formed consisting of members from ACC and AHC. The day-to-day management of the site is now in the hands of this company.</b>
(was A.2) ASC finances are very stretched with the three separate cost centres.	ACC and AHC to ensure the long-term financial viability of the Short Lane site.	Joint management of the Short Lane site to be undertaken by ACC and AHC under a new structure.	AHC	By end 2007	ACC/AHC Management Committee.	Self-funding. All income and expenditure sources at Short Lane to be unified.  Voluntary hours 5 per month	<b>See A.1 – A(SL)S is now managing the site and finances are much better controlled.</b>
<b>A.12</b> There is currently a lack of understanding by ACC of what ASC have insured and the level of cover	The Club must have a clear list of insurance cover, limits, and excesses etc.	Insurance cover to be reviewed annually	ASC	April 2007	ACC/AHC Management Committee.	Voluntary hours initially 5 and then 1 per year  ACC contributes £1000 per year to ASC for insurance.	<b>This is now much more clearly understood and A(SL)S is working with AHC and ACC regarding insurance.</b>
<b>JUNIOR SECTION</b>							
<b>B.10</b> The 2007 U10 Colts team does not have a manager	Identify an U10 Team Manager	ACC must try to encourage more parents to "get involved"	None	April 2007	ACC Colts co-ordinator	Nil	<b>Jakki Wheeler was appointed prior to the start of the 2007 season.</b>

WHAT HAVE WE GOT NOW?	OBJECTIVES: WHAT DO WE WANT?	HOW WILL WE GET THERE?	WITH WHOM (PARTNERS)?	WHEN WILL WE GET THERE?	WHO IS RESPONSIBLE?	HOW MUCH WILL IT COST?	COMMENTS ON ACHIEVEMENT
<b>CHILD WELFARE AND SAFETY</b>							
<b>C.6</b> All Colts managers, coaches and parent helpers are currently CRB checked.	Maintain CRB checks for all Coaches, Managers, Umpires, Scorers and Adult Team Captains.	Get Adult Team Captains CRB checked. Recheck all helpers every three years	None	April 2007	ACC Welfare Officer	Voluntary hours 1 per year	All rechecks completed. This is normal business for the Club Welfare Officer.
<b>C.11</b> The Club has adopted the ECB Safe Hands Welfare of Young People in Cricket Policy	A better visibility and awareness of this policy throughout the membership	All coaches and managers are to be reminded of the policy and recommended to read it	None	April 2007	ACC Welfare Officer	Voluntary hours 1	Objective complete. A copy of Safe Hands is displayed next to the club notice board.
<b>COACHES</b>							
<b>E.2</b> ACC currently has very few Level 2 coaches.	Encourage existing coaches to take further qualifications	Target 1 every 2 years	Surrey Cricket	Ongoing	ACC Colts co-ordinator and ACC Head Coach	ACC to pay course fees. UKCC II currently £175.	Seven members attended the UKCC2 course in 2007 and three more are attending in 2008.
<b>E.6 (was J.5)</b> ACC currently has one qualified female coach.	Develop more Lady Coaches	Further Lady members to be encouraged to complete the ECB UKCC I & II Coaching Courses.	Surrey Cricket	2007 onwards	ACC General Committee with help from the Ladies Section.	ACC to fund course fees currently £175.00 per course.	Two lady members attending the UKCC II courses.
<b>COACHING AND COMPETITION</b>							
<b>F.5</b> Player availability on Sundays can be poor and collecting of availability unreliable.	Improve strength of teams particularly for Cup competitions	Captains of all XIs to request players are available for Sunday cup matches Consider Academy Sunday fixtures for U21 or joining a Development League	None	April 2007	Saturday and Sunday Team Captains	Nil	Availability on Sundays was OK in 2007 although still sometimes a struggle to complete two sides. Action complete.

WHAT HAVE WE GOT NOW?	OBJECTIVES: WHAT DO WE WANT?	HOW WILL WE GET THERE?	WITH WHOM (PARTNERS)?	WHEN WILL WE GET THERE?	WHO IS RESPONSIBLE?	HOW MUCH WILL IT COST?	COMMENTS ON ACHIEVEMENT
<b>MEMBERSHIP (Adult Members)</b>							
<b>G.3b</b> There is no record of member skills or professions which the Sports Club or ACC could call upon.		Provide a stand-alone form or suggestions box	None	May 2007	ACC Secretary	Voluntary hours 5 per year	<b>This objective was completed by A(SL)S and has been used by some members.</b>
<b>FACILITIES</b>							
<b>H.2</b> ACC Currently accepts the facilities as they are.	A continuous review of the Club's facilities is necessary to identify possible all improvements to, and extension of playing facilities	ACC General Committee to monitor and review existing facilities and especially the quality of the natural turf cricket pitches.	ASC	2006 – 2008	ACC Chairman	ASC/ACC to allocate a longer term development budget  Voluntary hours 1 per year	<b>This is normal Committee business. Objective complete.</b>
<b>EQUIPMENT</b>							
<b>I.9 (was E.5)</b> ACC has a good stock of playing, coaching and training equipment	Assurances that there is always adequate equipment available  Equipment stocks to be maintained.	Regular reviews necessary to ensure adequate kit and equipment available for playing and coaching	None	April 2007	ACC Gear Manager	Balls estimated at approx. £1000.00 per year.  Other equipment estimated at approx. £200.00 per year  Voluntary hours 5 per year	<b>The Club's gear is now audited annually and replacement equipment purchased. Objective complete.</b>
<b>CRICKET FOR GIRLS</b>							
<b>J.3</b> ACC senior qualified men coaches currently conduct the ladies' coaching.	The ladies section to receive coaching by external coaches.	Review the coaching provided for ladies cricket.  There is a meeting scheduled for February 19 <sup>th</sup> , 2007	Surrey Cricket	May 2007 onwards	ACC General Committee with help from Surrey Cricket.	ACC to fund one session per week at £40.00 each.	<b>This objective was achieved, sporadically, for 2007. Plans are in place for 2008.</b>

WHAT HAVE WE GOT NOW?	OBJECTIVES: WHAT DO WE WANT?	HOW WILL WE GET THERE?	WITH WHOM (PARTNERS)?	WHEN WILL WE GET THERE?	WHO IS RESPONSIBLE?	HOW MUCH WILL IT COST?	COMMENTS ON ACHIEVEMENT
<b>J.8</b> Little general Club effort is currently applied to the needs of the Ladies/girls section.	Raising the priority of the needs of Ladies and girls cricket within the Sports Club as a whole.	Consider methods to regenerate interest in the women's section	Surrey Cricket	2007 onwards	ACC General Committee with help from the Ladies Section.	Nil	Every possible help has been given to the Ladies section during 2007. Only the provision of a full-time coach remains.
<b>DISABILITY</b>							
<b>K.4</b> The Club's membership rules have no restrictions on who can join.	A fully open membership policy.	Ensure membership criteria continues to cater for people with disabilities	Surrey Cricket and Spelthorne Borough Council.	2007	ACC General Committee	Nil	ACC Rules are fully open. Objective complete.
<b>K.5</b> ASC has ample facilities to cater for people with disabilities	The facilities must never restrict membership or admission.	Maintain all existing facilities for people with disabilities	Surrey Cricket and Spelthorne Borough Council.	2007	ACC General Committee	Nil	These facilities are maintained by A(SL)S.
<b>GROUNDSMAN</b>							
<b>M.1</b> The ASC Groundsman is qualified but the qualifications are not recent.	Increase expertise of groundsman	Consider further training or refresher courses.	Institute of Groundsmanship (IOG) and Surrey Cricket	Winter 2007/08	ACC Ground Sub-committee.	ASC/ACC to pay course expenses and exams.  Allocate training course costs of approx. £200.00 per year.	ASC now has a new Groundsman. ACC to establish his qualifications.
<b>M.3</b> The Groundsman works largely unsupervised.	Improved management of Groundsman. Improved direction from ASC and/or ACC.	Consider funding external ground supervisor.	ASC	Season 2007 onwards	ASC Short Lane Management Committee plus ACC General Committee.	£250 per month throughout the year.	Objective complete.

WHAT HAVE WE GOT NOW?	OBJECTIVES: WHAT DO WE WANT?	HOW WILL WE GET THERE?	WITH WHOM (PARTNERS)?	WHEN WILL WE GET THERE?	WHO IS RESPONSIBLE?	HOW MUCH WILL IT COST?	COMMENTS ON ACHIEVEMENT
<b>VOLUNTEERS</b>							
<b>N.7 (was O.6)</b> A web site which is partially updated and sporadically modified.	All members to be fully aware of all officers, officials, fixtures, results, events, plans, ideas, minutes, report, etc in an efficient and easy manner.	Make much better use of the Club's website. Utilise the play-cricket.com website. Identify an individual prepared to maintain both sites in a structured and regular manner.	Play-cricket.com	April 2007	ACC web site administrator – to be appointed.	Current web site is £40.00 per year.  Voluntary hours 1 per week during the season, 2 per month during the winter	<b>Play-cricket.com has been much better used this season (Surrey Championship driven). All team sheets have been posted on the Club's main web site each week. No normal business. Objective complete.</b>
<b>COMMUNICATION</b>							
<b>O.3 (includes O.4 &amp; O.5)</b> ACC does not regularly communicate with the County Board or NGB. Meeting with Surrey Cricket tend to be slightly informal and ad hoc.	Communicate with NGB and other associated organisations.  Establish formal mechanisms for communication with Surrey	Keep all necessary organisations aware of development progress within the Club  Hold regular review meetings of this plan and other club plans with Surrey Cricket.	Surrey Cricket	April 2007	ACC General Committee Chair.	Voluntary hours 2 per year	<b>Objective complete. As a result of Chance to Shine, Clubmark and Focus Club activities. Regular reviews are held with Surrey.</b>
<b>COMMUNITY LINKS</b>							
<b>P.1</b> The facilities are currently largely unused during weekdays 9am – 5pm.	Offer facilities for school district matches and junior squads practise	ACC General Committee to contact schools district organiser	Surrey Cricket and local schools.	During 2007 season	ACC administration manager plus the ACC General Committee.	ACC to allocate a budget for expenses  Voluntary hours 1 per year	<b>Three days of schools Kwik Cricket held at Ashford in 2007. One organised by Ashford as part of the Chance to Shine initiative.</b>

WHAT HAVE WE GOT NOW?	OBJECTIVES: WHAT DO WE WANT?	HOW WILL WE GET THERE?	WITH WHOM (PARTNERS)?	WHEN WILL WE GET THERE?	WHO IS RESPONSIBLE?	HOW MUCH WILL IT COST?	COMMENTS ON ACHIEVEMENT
<b>P.4</b> ACC is not used for any representative cricket, however, there have been some junior area matches.	Offer facilities for league representative matches	ACC General Committee to contact leagues	Surrey Cricket – Focus Club links	During 2007 season	ACC General Committee.	ACC to contribute towards match expenses	Facilities offered to Surrey Cricket as part of Focus Club Agreement in 2006. Surrey played two Surrey Girls U11 matches at Ashford in 2006 and 2007. Objective complete.
<b>P.9a</b> The Club has informal links with the Spelthorne Sports Development Officer.	Formal links and regular meetings with the SDC are seen as essential	a. Strengthen links with Local Authority SDO to help create links with schools, sports colleges etc. Invite SDO to Annual Dinner?	Local Authority SDO	2007	ACC General Committee	Voluntary hours 1 per year	This has progressed and communication with SDO is now much more frequent. Objective complete.

**OBJECTIVES COMPLETED SEPTEMBER 2006**

WHAT HAVE WE GOT NOW?	OBJECTIVES: WHAT DO WE WANT?	HOW WILL WE GET THERE?	WITH WHOM (PARTNERS)?	WHEN WILL WE GET THERE?	WHO IS RESPONSIBLE?	HOW MUCH WILL IT COST?	COMMENTS ON ACHIEVEMENT
<b>MANAGEMENT</b>							
<b>A.3</b> The ACC General Committee is elected at the Club AGM in November.	ACC to ensure that the General Committee is representative of all sections of the Membership.	Encourage more junior and lady members to become involved in Committee work	None	2006	ACC General Committee.	None	<b>Committee representation for juniors adequate.</b>
<b>A.10</b> ASC organises the Club's insurance but the Club must have a clearer understanding of the policy and its contents.	Insurance Check	A nominated individual to review the ASC insurance policy and cover on a regular basis	ASC	March 2004	ACC Secretary.	Nil	<b>Rob Ford has undertaken this action in association with Shirley Winson and ASC.</b>
<b>A.6</b> ACC is a Club with clear Equity Policies but there is no Equity statement in the Club rules.	Add a clear Equity Statement to the club rules	Include the words "Membership of the Club is available to all" within the club rules	None	November 2006	ACC General Committee.	Nil	<b>ACC rules updated at AGM in November 2006.</b>
<b>A.11</b> ACC's Rules are old and have been extended in a piecemeal fashion	The Club needs a clear concise set of unambiguous rules	Review Club Rules annually	None	November 2006	ACC General Committee or a Rules Sub-Committee	Voluntary hours 5 per year	<b>ACC rules updated at AGM in November 2006.</b>
<b>JUNIOR SECTION</b>							
<b>B.5</b> A newly formed U10 team does not have a manager	Identify an U10 Team Manager	ACC must try to encourage more parents to "get involved" (see O.4)	None	2005	ACC Colts co-ordinator	Nil	<b>U10 Manager identified – Chris White.</b>
<b>B.7</b> There are no specific Junior Social events.	Organise specific Junior Social evenings	Colts barbecues to be continued on Friday evenings	None	2005 – At least twice a season	ACC Social Committee/Colts Sub-committee	ACC to fund burger and drink for Colts. Adults to pay and the whole evening should be self-funding.	<b>Colts Bar-B-Cues held every fortnight and attendance good. Also good for ASC.</b>

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<b>CHILD WELFARE AND SAFETY</b>							
<b>C.1</b> The Club is not currently Clubmark Accreditation	Obtain Clubmark Accreditation	Complete the remaining actions with regard to CRB checks, training and risk assessment	Surrey Cricket	April/May 2004	The whole Club but especially the junior coaches and managers.	Cost of training courses to be covered by ACC.	<b>Clubmark Accreditation achieved. Clubmark no. 234</b>
<b>C.2</b> Some members and parents are not currently aware of Child Welfare issues and requirements.	Ensure ALL playing and active members of the Club are aware of Child Welfare issues and requirements.	Pre-season letters and other communication methods.	None	March/April 2004	ACC Welfare Officer	Nil - should be covered by existing mail drop.	<b>All members made fully aware of Clubmark, the reasons behind Clubmark and the associated Child Welfare issues.</b>
<b>C.3</b> Club knowledge of child protection issues is only superficial.	Improve child protection awareness within the Colts section.	The drafted Child Protection policy to be redrafted in line with "Safe Hands", reviewed, implemented and disseminated and kept in line with current ECB guidelines.	None	February 2004	ACC Welfare Officer	Nil	<b>Completed as part of Clubmark Accreditation activities.</b>
<b>C.4</b> Very limited training has been undertaken in Child Welfare issues and requirements.	Ensure ALL managers and coaches have attended training in Child Welfare issues and requirements.	Attend Good Practice and Child Protection workshops	Surrey Cricket and UK Sport	July 2004	ACC Welfare Officer	£22 per course	<b>Ten Managers, Coaches and members of ACC attended the Good Practice and Child Protection workshop at ASC in March 2005.</b>
<b>C.5</b> Some new coaches and umpires are not yet CRB checked.	CRB check all managers and coaches	Ensure new "recruits" are all CRB checked before they coach/manage	ECB & CRB	Ongoing	ACC Welfare Officer	Nil	<b>All Managers, Coaches, Umpires and Scorers have been CRB checked. Some helpers have completed a self-disclosure form.</b>

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<b>COACHES</b>							
<b>E.1</b> ACC has an annual turnover of qualified coaches as Colts gradually grow older and parents stop coaching.	Encourage existing members and parents to attend the ECB Level I training course.	Target at least 2 every year, more if possible.	Surrey Cricket	Ongoing	ACC Colts co-ordinator	ACC to pay course fees currently £105 per course.	<b>Three members attended in 2004/05 and three more targeted in 2005/06. Action to continue.</b>
<b>COACHING AND COMPETITION</b>							
<b>F.1</b> None of the ACC qualified coaches coach at a senior level.	Encourage coaches to be actively involved in Club coaching	Involve 2 more coaches per year	None	Ongoing	ACC Club Captain and Team Captains	Possibly pay a small fee per session. ACC General Committee to consider	<b>Completed in association with Action E.1 above. Action to continue.</b>
<b>F.7</b> The Club does not currently run a regular cricket week.	Add a cricket week.	ACC General Committee to consider this possibly for the 150th Anniversary	None	2005	ACC Fixture Secretary.	ACC future development	<b>A very successful Cricket Week was held as part of the 150<sup>th</sup> Anniversary Celebrations. There is talk of this continuing in future years.</b>
<b>F.3</b> There are no senior team managers. All the managerial responsibility falls on the captains.	Provide a manager for each senior side. ACC to arrange a manager for each XI. Start with 1 or 2 teams and progress	ACC General Committee to consider. This will help relieve the Captain's workload. Start with the 1 <sup>st</sup> X	None	May 2008	ACC Club Captain plus ACC Selection sub-committee	Nil	<b>Action deleted in 2007. No longer considered viable or necessary.</b>
<b>MEMBERSHIP (Adult Members)</b>							
<b>G.7</b> ACC has a number of different membership categories and prices.	A clear concise list of membership categories with little or no ambiguity.	An annual review of membership categories and prices to address any issues.	None	November 2006	ACC Membership Secretary	Voluntary hours 1 per year	<b>ACC membership categories clarified at AGM in November 2006.</b>

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<b>FACILITIES</b>							
<b>H.7</b> The playing facilities are good the remainder of the site is unattractive for cricket.	Improve the general appearance and attractiveness of the cricket facilities.	c. Install a flag pole at the corner of the patio	ASC	2005	ASC Short Lane Management Committee plus ACC General Committee.	To be funded from Ken Miller legacy.	<b>Flagpole installed.</b>
<b>H.8</b> The Club's sightscreens are damaged and in need of replacement.	Obtain two new sightscreens	Specific fund raising activities	ASC	2005	ACC Chairman.	£2,000	<b>Overtaken by events. Sightscreens repaired in April 2005. Now seven fully serviceable screens.</b>
<b>H.9</b> The current cricket nets mats have been in use for 7 years and are badly worn.	Replacement mats and netting are required for all four nets. Maybe two per year.	The nets are an ASC asset. Liaise with ASC and AHC regarding the overall Sports Club plans for the future and investigate funding.	ASC, AHC and Surrey Cricket	Two mats per year from April 2006  Netting by April 2006	ASC Chairman	Approx. £1000 per mat.  Netting approx. £1,500	<b>All four mats and netting replaced in the early part of the 2006 season.</b>
<b>EQUIPMENT</b>							
<b>I.3</b> The Club owns an old stand-alone net and poles for use on the square.	Provide suitable net facility to enable use of main square for grass practice.	ACC General Committee to procure replacement netting and poles.	None	2005	ACC General Committee.	ACC to finance	<b>New net and poles purchased.</b>
<b>I.5</b> ACC has a good supply of Incrediballs and other practice balls and equipment.	Replacement equipment and new balls are needed each year.	Identify a budget and a specific fund-raising activity to address this 'project'	None	April 2006	ACC Treasurer and ACC Club Captain	£200.00 per year.	<b>Thanks to Chance to Shine in 2006 ACC now has a very plentiful supply of Windballs and Incrediballs.</b>

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<b>I.8</b> ACC has a large selection of playing, coaching and training equipment but no audited list.	A complete list of all equipment, identifying deficiencies, which is easily audited annually.	An annual audit of Club Equipment required	None	November 2006	ACC Gear Manager	Voluntary hours initially 3 and then 1 per year	All equipment in the Club's store room was audited in Autumn 2005 and again in October 2006. To be repeated annually.
<b>CRICKET FOR GIRLS</b>							
<b>J.1</b> There are currently no senior lady playing members of the Club.	Recruit women as playing members of ACC.	ACC General Committee to contact The Ashford High School, Ashford Hockey Club, brownies, guides, etc. for new players. Consider discussions with other sources like the Netball Club and possibly Laleham Village Ladies Cricket Club.	Surrey Cricket.	May 2006	ACC General Committee with help from Surrey Cricket.	Voluntary hours 5	Laleham Village joined Ashford CC in 2006 and played their first full season as Ashford Ladies.
<b>J.2</b> There are currently very few junior lady-playing members of the Club.	Recruit girls as new playing members of ACC.	Consider an "Open Evening" for new members for June 11 <sup>th</sup> to include new Lady Members Blow-up net, coaches, competitions, barbecue, coaching sessions, nets, Club stall for new members	Surrey Cricket and local schools.	2006	ACC General Committee with help from Surrey Cricket.	Cost of a Barbecue Cost of publicity Cost of additional coaches Cost of prizes etc.	A regular group of 5 – 10 girls from the ages of 6 to 14 trained and practiced on Wednesday evenings throughout the year. A greater formality is required in their coaching and more girls required before considering a team.

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<b>DISABILITY</b>							
<b>K.3</b> Existing coaches are not trained to coach the disabled.	Encourage coaches to take disability coaching	Utilise Surrey CCC winter coaching	Surrey Cricket and Spelthorne Borough Council.	2007 onwards	ACC General Committee with help from Surrey Cricket.	ACC to pay coaching fees and expenses	<b>Three Club members attended a workshop for Coaching Disabled People in 2006.</b>
<b>UMPIRES AND SCORERS</b>							
<b>L.2</b> The Club has a very limited number of qualified umpires.	Ensure Club has qualified Umpires	Send ACC umpires on training course.	WSACU&S	January – March each year	Surrey ACU&S	ACC to pay course expenses currently £25.00 for a 10 week course.	<b>Both regular Club umpires are now qualified. The Club has two other qualified umpires. Action to continue.</b>
<b>COMMERCIAL SPONSORSHIP</b>							
<b>S.1</b> The Club is currently sponsored by Halliford Construction	Obtain continued sponsorship with Halliford Construction	Maintain close liaison with Halliford and ensure they are kept well informed of progress within the Club. Contact Halliford and discuss Development Plans.	None	2006/07	ACC General Committee.	Nil	<b>Halliford Construction withdrew sponsorship in 2004. No new sponsor obtained despite some efforts in this area. Overtaken by events.</b>
<b>S.2</b> Additional external funding is a must.	To obtain longer term funding.	Liaise closely with Halliford and provide additional unsolicited feedback and advertising.	None	2006 onwards	ACC General Committee.	Nil	<b>Overtaken by events.</b>
<b>S.3</b> The Club has one sponsor but additional sponsorship or fallback arrangements are necessary.	To seek further additional sponsorship.	Identify and document areas for additional sponsorship.	None	2006	ACC General Committee.	Nil	<b>Overtaken by events.</b>
		Identify additional sponsors.	None	2006	ACC General Committee	Nil	<b>Overtaken by events.</b>

