



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)

Bideford, Littleham & Westward Ho! Cricket Club shall have open membership open to all, irrespective of age, gender, disability, race, ethnic origin or social status. To promote the sport of cricket at all levels within the community and sport, providing opportunities for recreation, coaching and competition. Support its members that wish to develop their skills.

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).

- Encourage junior members to play senior cricket when appropriate.
- Fast track junior players to senior teams when appropriate.
- Encourage parents and teachers to get involved in the club. Thus encouraging the young players to enjoy the game and being apart of the club.
- Encourage and support players to take ECB Level coaching course.
- Provide adequate facilities for practice and play.
- Nominate appropriate players to Development/County trials.



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).

- To promote the Women and Girls cricket section within the community.
- Strengthen links with Primary & Secondary Schools to encourage girls to join the Club.
- Encourage and support all female players to take ECB Level coaching course.
- Continue to advertise the womens and girls side of the club on social media and posters.
- Support and encourage future womens and girls cricket.
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Aim 3: Develop and strengthen the whole club environment, promoting cricketing opportunities for **disabled people** (maximum of five bullet points).

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- To make schools aware that our club can accomodate disabled people.
- To contact schools and groups for the disabled, when we have the facility at our clubhouse.
- To attain a newly refurbished disabled accessible changing rooms and clubhouse.
- Try to provide adequate and suitable facilities for practice and play.

Aim 4: Develop and promote cricket for **black and ethnic minorities** (maximum of five bullet points).

- Identify any other ways of offering cricketing opportunities to young people within the black and ethnic minorities in our community, (taking account of relatively low numbers in local community).
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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).

- Maintain current links and improve links with the local schools engaged with in proposed Chance to Shine initiative.
- Make Clubhouse available for local Community use.
- Continue to organise training sessions with local schools.(as above)
- To invite more local businesses to get involved with sponsorship within the club.
- Invite local businesses to events at the club.
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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).

- Encourage a regular intake of senior playing members, both male and female.
- Encourage our senior members to support and mentor our younger players.
- To aid in developing all skills, the club to ensure provision of suitable and adequate facilities is maintained. Including training in coaching and management.
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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?