



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 opportunity for all in the Devizes and surrounding area irrespective of age, gender or ethnic origin, to freely participate in Cricket and achieve their full potential.

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).

- To provide a safe, fun introduction to cricket giving children opportunities to learn, enjoy and achieve.
- To offer opportunities for individual progression through clearly identified pathways through the club, and beyond to district and county representation.
- Ensure that all coaches are qualified and CRB checked, with all assistants having completed a self declaration form, and all have access to development.
- Ensure that we have a qualified Child Welfare Officer to oversee any child protection issues at the club, and maintain a safe and friendly environment.
- To provide both the children and parents with social events to encourage family participation within the club.



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).

- Offer the opportunity for women and girls to participate on the same level as men and boys, with the same pathways of development.
- Appoint a qualified female coach to oversee female participation.
- All female juniors have the chance to enjoy female only cricket at Potterne Cricket Club, which is the Kennet 'Girls Hub Club'.
- The club actively supports all WCB girls initiatives.
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Aim 3: Develop and strengthen the whole club environment, promoting cricketing opportunities for **disabled people** (maximum of five bullet points).

- Actively promote disabled cricket within local special education needs schools, starting with fliers.
- Offer fully disabled facilities.
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Aim 4: Develop and promote cricket for **black and ethnic minorities** (maximum of five bullet points).

- Utilise black and ethnic coaches and club members within the club and coaching arenas.
- Provide equal opportunities for all, irrespective of age, race, gender or disabilities.
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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).

- Ensure clubhouse is available to local community for functions e.g wedding receptions, birthday parties.
- Ensure the facilities are available to outside organisation to use for private functions.
- Offer club facilities to local schools and council to use for festivals and events.
- Encourage local school children to play 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).

- Men's 1st XI to achieve promotion to West of England Premier League within 5 years (2012).
- Provide clearly identified pathways for individual progression from junior level to senior level.
- Provide progression through senior teams through repeated individual success.
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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?