



**CRICKET
SCOTLAND**

Your Cricket Club and its Future



Your cricket club and its future...what do you think it should look like?

How to become #MoreThanACricketClub

Here are three tools which are designed to help you analyse your club's challenges and opportunities and then decide on how best to move forward.

It's not always easy running a community cricket club. You need to attract new members and retain existing ones, grow revenue, improve the social life of the club, motivate volunteers and make sure all the cricketing aspects are working well.

We have met many people involved with cricket clubs, which are so busy 'running the club', that the club ends up 'running them'. There seems to be little time given to reflection of what is working well, and not so well, at the club and on how to respond to, and indeed benefit from, changes in lifestyles, use of social and mobile media and the rise of the individualistic, demanding consumer.

We have all seen the danger signals of falling player numbers, fewer and older volunteers, no money for the urgent repairs, etc. and it becomes very difficult to turn the club around.

At the same time, we meet many community sports providers who do look at themselves, their environment, and their customers (yes, that is what they call the people they want to get through the door) in an objective and strategic way. And, yes, they tend to be more vibrant, visible and viable and embrace change.

We would like to encourage and help your club to become a more welcoming and enterprising place which plays a key role in your community and have a clear vision of where you are going.

We can't do it for you, but here are some tools and to-dos so you can develop your own, concrete plans on what do you think the future of your club should look like. It is more fun and rewarding to take charge instead putting on the back-foot.

Remember, this is **not about producing lengthy development plans** that then are put in a drawer, never to be put into action. This is about *making things happen - here and now.*

How it works

Step 1 What is the culture and attitude within your club - from Club to Enterprise

Appoint one person within the club to be in charge of the process of getting people together, lead the discussions, getting buy-in and generally keep the process moving. If you can try and involve someone who is not involved with the club on a day-to-day basis, that would be good. That person can be more objective and some people like to help with a concrete project.

Print off copies of the **Club to Enterprise** chart on the next page and/or send it to all members and ask them to score your club on a scale of 1 - 10 on each of the subjects. They should be self-explanatory. Encourage internal discussion and debate and don't expect everybody to agree - they won't. But that is part of the fun, and challenge!

Step 2 How are your numbers (members/£££) looking for 2016

Reporting 2016

Membership

2016				
	Total Active Adult Members	Adults - played more than 50% games	Total Active Junior Members	Juniors - played more than 50% games
Male				
Female				
Total				

Income Generation

	2016
Membership Fees	
Grants	

Sponsorship	
Events/Promotions	
Other	
Total	

Community Engagement/Promotions

1. Describe any events / promotions / programmes your club did to engage with your community and membership in 2016?

2. How has your club has used social media and digital platforms to communicate in 2016?

Three things you are really proud that you did at the 2016 season, both on and off the pitch

1.

2.

3.

Three things you wish you had done better for the 2016 season, both on and off the pitch

- 1.
- 2.
- 3.

Step 3 The 3 things you should focus on

Then discuss the 3 Things where you really want to focus your efforts using these 3 questions. For each list 3 points and ignore others until you have achieved the points raised here. It called FOCUS.

3 Things We Will Stop Doing

- 1
- 2
- 3

3 Things We Will Do Better (and how we will measure that)

- 1
- 2
- 3

3 Things We Will Start To Do

- 1
- 2
- 3

Step 4 How will become you become a winning club...off the pitch?

Membership

2017 - Targets				
	Total Active Adult Members	Adults - played more than 50% games	Total Active Junior Members	Juniors - played more

				than 50% games
Male				
Female				
Total				

Income Generation

	2017 - Targets
Membership Fees	
Grants	
Sponsorship	
Events/Promotions	
Other	
Total	

Your concrete plans:

Community Engagement

1. What are your concrete volunteer recruitment and development plans for the next 6 months?
2. How will you engage with lapsed, casual and dedicated players (face-to-face, on-line, 'phone)? Put timelines in and concrete initiatives.
3. What are your plans for introduction/improvement of your social/digital media? Put timelines in and concrete initiatives.

4. What are your plans for winter cricket for the next months? Put timelines in and concrete initiatives.

5. What are your plans for cricketing/social/community/income generating events for the next 12 months? Put in timelines and list concrete initiatives.



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