



MARKET OVERTON CRICKET CLUB

Thistleton Road, Market Overton, LE15 7PP

MOCC

development plan



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Introduction & History

Club records suggest that Market Overton CC was formed in 1950 and moved to our current home in 1977, subsequently purchasing the grounds from British Steel Works in 1978.

Since that time the Club evolved as a village team playing friendly matches against neighbouring teams from Rutland.

In 1982, the Club gained membership of the Rutland League & the Leicestershire & Rutland League in 20013, where it now plays its Saturday league matches to date. The Club runs two league teams that play cricket on Saturdays and mid-week cup competitions.

A junior section was established in 2014 to develop cricket amongst the children and young people of the village and this has since grown and flourished to over 65 junior members. We now run weekly winter & summer coaching sessions for Under 9, Under 11, Under 13 & Under 15 age groups, as well as being an All Stars Cricket Centre (5-8 year olds) with league cricket in the Border Counties Junior League for the U9 to U15 groups. We have also established pre-season indoor coaching sessions for 8 to 16 year olds.

A women & girls section was established in 2018 to develop female cricket. We now run weekly winter & summer coaching sessions. Our women play in the Leicestershire & Rutland Indoor League as well as friendly softball and hardball matches throughout Summer.

In 2017, the purchased new roll-on wicket covers and continues to invest in its facilities, equipment and coaches.

Mission Statement

To create a thriving cricket club that promotes the best interests of the game to all levels and sections of the community in and around the village of Market Overton.

Our goal is to provide opportunities for playing cricket, facilitate cricket development irrespective of age, gender, disability, race, religion or sexual orientation and make the club an inclusive social environment that welcomes playing and non-playing members alike.

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Key Goals

1. To maintain a 1st XI in the Leicestershire & Rutland League that becomes capable of challenging for and winning trophies and to ensure the continuation of a league 2nd XI that seeks to also integrate young players into senior cricket.
2. To provide a safe and enjoyable environment for children and young people from Market Overton and the surrounding area to learn and play cricket.
3. To develop emerging talent and to provide a supportive environment to integrate young players into open age & women's cricket.
4. To develop women & girls cricketers to integrate into female cricket, as well as open age cricket.
5. To ensure that Market Overton Cricket Club and cricket generally are seen as a positive force in the local community.
6. To develop a cash flow surplus through prudent financial management to enable investment in our facilities, equipment and people.

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Three Year Objectives

Playing objectives:

1. To develop the Club's playing strength to enable us to widen opportunities for participation, including by:
 - a. maintaining two league sides in the Leicestershire & Rutland League and continuing to participate in the League's Cup competition(s);
 - b. have women & girls team(s) playing in a league
 - c. integrating and supporting junior players into open age cricket; and
 - d. encouraging parents and other members of the community to "get back to cricket" or give it a try for the first time.
2. To provide opportunities for competitive, recreational and developmental matches for all levels of ability throughout the club.
3. To achieve the regular status of playing league cricket and use the 2nd XI and Sunday XI to nurture and develop new talent, whilst providing a competitive or recreational environment in which all active members can enjoy the game.
4. To maintain a structure that allows junior players to receive high quality coaching and develop their talent and interest in the game.
5. To increase the number and quality of coaches available within the club.
6. To recruit and train umpires and scorers for the club.
7. To adopt the relevant standards when running the Cricket Club at all levels of the games.

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Facilities objectives:

1. To maintain the clubhouse to its current standard.
2. To improve playing facilities, including by:
 - a. reviewing the state of the cricket square and taking any necessary action to maintain its quality;
 - b. undertaking a phased programme to improve the quality of the outfield
 - c. investing in ground maintenance equipment that is consistent with our playing status and affordable to the club over the longer term (10 years); and
 - d. maintaining good quality practice areas and nets.
 - e. Invest in female changing facilities
3. To continue to invest in facilities and equipment that will enhance our junior cricket programme and provide coaches with the tools that they need.

Community objectives:

1. To make the Club's facilities inclusive and welcoming to all playing and non-playing members of the village & surrounding community.
2. To ensure that the ground and pavilion is available for use by other interest groups within the village community at times throughout the year, whilst preserving the priority given to the cricket club.
3. To foster good relations and work with local interest groups including schools, parish council, recreation clubs in the village and beyond for mutual benefit.
4. To contribute to village events as appropriate.
5. To develop fundraising opportunities for the club within and outside our community.
6. To improve our communications with the wider local community, including through the development and enhancement of our website and social media presence.

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Organisation objectives:

1. To manage the cricket club in a professional manner and in accordance with good governance and ethical standards.
2. Operate prudent and sound financial management paying due diligence to regulatory requirements.
3. To keep under review the management/committee structure of the club to maximise its effectiveness.
4. Develop a fundraising plan to secure the financial structure of the club.
5. To abide by the guidance and governance of the game as set out by cricket ruling authority.
6. To gain ECB Clubmark status and observe all aspects of safeguarding, welfare and wellbeing requirements, particularly in relation to junior members.

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SWOT Analysis

Strengths • Good basic facilities. • Attractive ground. • Friendly and welcoming club. • League and friendly fixtures. • Established junior coaching structure. • New Women & Girls section. • Expanding number of junior players. • Involvement with other areas of the community. • Supportive parents and volunteers • Low cost base. • Website and social media developments.	Weaknesses • Playing depth and strength – senior cricket • Lack of commitment from some senior players • Static facilities • Resilience of coaching strength and numbers • Low number of girls in junior age groups • Communication links to schools • Over-reliance on a number of key people • No scorers in senior cricket • Improvements required to grounds & car park
Opportunities • Widen recruitments paths. • Better links with local schools. • Sponsorship/collaboration with local business. • Fundraising. • Club consolidation/rationalisation. • Potential new ground-sharing opportunities. • Better use of the goodwill of parents by translating this into formal roles within the Club. • Grow women & girls numbers.	Threats • General interest in the game at club level. • Participation in cricket at secondary school level. • Large number of town clubs in a small area. • Larger clubs siphoning emerging talent. • Failing to retain/recruit sufficient coaches. • Sustainability of friendly cricket (and related opportunities to enter senior cricket).

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Club Structure

The Club, which is affiliated to the ECB through Leicestershire County Cricket, is run according to its constitution by an elected committee that is responsible for all aspects of the club's activities.

The committee consists of:

Chairperson
Treasurer
Secretary
Groundsperson
Club Welfare Officer
Fundraising Manager
Bar Manager

In addition, the Club has four ECB qualified coaches whose primary focus is on the junior & female development programme, but whose knowledge and skills can be utilised by all sections of the club.

Membership

Senior playing members	-	35
Associate members	-	80
Junior members	-	65
ECB Qualified Coaches	-	4
First aiders	-	2
Scorers	-	0
Groundstaff	-	4
ACO Umpire	-	1

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Facilities

We play all our senior home matches at our ground located at Thistleton Road, Market Overton. This is solely owned by Market Overton Cricket Club.

The ground which contains 8 playing strips is located on the outskirts of the village, behind the doctors surgery and includes a pavilion (completely renovated in 2001), ground equipment store, equipment store & an electronic scoreboard installed in 2014. The ground is maintained by our volunteer ground staff with the assistance of contractors who cut the grass banks and expert advisors on winter renovations.

A single strip practice net and cage is located at the ground, with a further mobile cage available for practice on the square.

We have recently purchased mobile covers in 2017.

Equipment

The club possesses the following equipment for the ground:

- Roller.
- Square & wicket mower.
- Three gang mower for cutting the outfield.
- Mobile covers x 3.
- Electronic scoreboard.
- Sightscreen x 2.

We provide from club funds and resources basic equipment for use by all the members during coaching and practice sessions, including a bowling machine.

We have also continued to invest in equipment and coaching aides for our junior section, with the aim of providing high quality practice sessions.

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Finance

We operate a low cost club structure. Our overheads are modest and through subscriptions, fundraising and marketing plus grant applications, we are able to maintain the Club's financial viability. We run a current account surplus on an annual basis.

Strategy

Key Goal 1

- To maintain a 1st XI in the Leicestershire & Rutland League that becomes capable of challenging for and winning trophies and to ensure the continuation of a league 2nd XI that seeks to integrate young players into senior cricket.
- Obtain greater commitment from playing membership to sustain teams throughout the season.
- Improve formal practice and coaching for senior playing membership, including through pre-season practice sessions.
- Recruit new players to the club through:
 - a) introductions;
 - b) advertising through the Club's website and social media;
 - c) advertising and articles in free local publications;
 - d) phased integration of junior cricketers into senior cricket.

Measurement:

- Maintenance of 1st XI's Leicestershire & Rutland League Division 5 East status for next three years, with a view to improving the team to challenge for promotion.
- Year-on-year increase in the number of junior players representing senior 1st and 2nd XIs.
- Reduction in number of matches conceded by the Second XI to nil within one year.

Accountability:

- 1st and 2nd XI captains with support from the Committee.

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Key Goal 2

- To provide a safe and enjoyable environment for children and young people from Market Overton and the surrounding area to learn and play cricket.
- Recruit and fund new coaches through their formal qualifications.
- Develop our existing coaches.
- Encourage supportive parents to take on more formal roles with the Junior Section.
- Continue to invest in new equipment and coaching aids for the junior section.

Measurement:

- Number of junior members.
- Number of qualified coaches.
- Number of volunteers with formal Club roles.
- Maintained level of investment in junior equipment.

Accountability:

- Chairman
- Treasurer
- Secretary

Key Goal 3

- To develop emerging talent and to provide a supportive environment to integrate young players into weekend senior cricket.
- Through increased coaching numbers and more effective deployment, to provide appropriate and improved support to develop emerging talent.
- Where appropriate, to provide financial support to enable young players to attend relevant County coaching programmes.
- To integrate junior cricketers into senior cricket.

Measurement:

- Improved coach player ratios and honest self-assessment of coaching quality for stronger players.

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- Number of juniors encouraged and/or supported to attend Leicestershire coaching programmes.
- Year-on-year increase in the number of junior players representing senior 1st and 2nd XIs.

Accountability:

- Chairman
- Treasurer
- Secretary

Key Goal 4

- To ensure that Market Overton Cricket Club and cricket generally are seen as a positive force in the local community.
- To make the Club's facilities inclusive and welcoming to all playing and non-playing members of the village community.
- To contribute to village events as appropriate.
- To develop fundraising opportunities and sponsorship within the local community.
- To improve our communications with the wider local community, including through the development and enhancement of our website and articles in local publications.

Measurement:

- Number of community events hosted by the Cricket Club.
- Number of community events supported by the Cricket Club.
- Levels of fundraising and sponsorship.
- Number of articles in local publications.

Accountability:

- Chairman
- Treasurer
- Secretary

Key Goal 5

- To develop a cash flow surplus through prudent financial management to enable investment in our facilities, equipment and people.
- Retain low cost base of the club.

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- Maintain fundraising programmes and sponsorship arrangements.
- Explore all avenues for grant funding as deemed appropriate.
- Keep tight management on all aspects of expenditure.
- Maintain bar takings

Measurement:

- Produce cash surplus through subscription, match fees, fundraising and grant applications each year for next 5 years whilst continuing to invest in the facilities of the club

Accountability:

- Chairman
- Treasurer
- Bar Manager