



# **Newham Cricket Club**

## **Development Plan**

### **2022 – 2027**



## 1. Introduction

Newham Cricket Club was re-established in 2008 at Flanders Field, in East Ham, starting with a Colts' organisation. In its first full season in 2010 the Club had 12 fixtures. In 2012 the Club added an adult section of 2 Saturday teams. In 2016, following the addition of a third Saturday XI the Club hosted over 100 adult and colts' fixtures with a similar number of away matches.

The club fields teams at under 9, 11,13,15,16 and 4 Saturday adult teams. Flanders field offers an immaculate 10 wicket square and a second 4 wicket square which will be available for the 2022 season. Colt's training and coaching is on Tuesday evenings with matches on Sunday mornings. Adults train on Thursday evenings

The club was accepted to play in the Hamro Foundation Essex League system in 2020

This dynamic growth would not have been possible without the support and infrastructure of Bonny Downs Community Association (BDCA) which manages Flanders Field, having brought it back into life in the early 1990s.

BDCA raised the capital for the continuing development of the site which now includes two artificial surfaces, two grass squares, 3 all-weather nets, a multi-use practice area and improved pavilion.

This development has been possible through the strategic intervention of a partnership between LB Newham, Essex CCC and ECB, initially focussed on identifying facilities in Newham and now a borough cricket development plan harnessing the resources of Newham's primary and secondary schools and further education establishments, park and street cricket and clubs.

## 2. Vision

To promote health, wellbeing, educational and vocational achievement through community participation in cricket. We will do this by:

- Making cricket affordable to our members and potential members alike
- Hosting summer and winter cricket programmes for the youth of our borough to learn and play the sport if cricket
- Introducing members to the benefits of learning a skill in maintaining a cricket green throughout the season
- Promoting opportunities to volunteer at the club and learn new skills in coaching or playing the game of cricket



### 3. Aims

To offer top class competitive cricket and facilities at all levels to members of the local community

To identify, harness and develop all young cricketers so they can contribute to the game of cricket at all levels and play a central role in club cricket life

To ensure that the club is an integral part of the local community, contributing a valuable service to all sections of that community, developing club members, supporters, and volunteers

To develop and strengthen a structure and pathway for women and girls actively to participate in and follow cricket

To promote cricketing opportunities for disabled people

To develop and promote cricket for black and ethnic minorities

To develop strengthen senior playing teams providing positive role models to all club members, leading to achievement and success

To implement partnerships with local schools, colleges & universities, and informal organisations

To ensure that all members, playing and non-playing, abide by the ECB Code of Conduct which incorporates the Spirit of Cricket and by the Laws of Cricket

To ensure a duty of care to all members of the club by adopting and implementing the ECB Safe Hands Policy for Safeguarding Children

To ensure a duty of care to all members of the club by adopting and implementing the ECB Club Inclusion and Diversity Policy

### 4. Values

Inclusive; Respectful; Ambitious; Committed

Our Values will always determine how we interact with each other as players or supporters of Clubs. Newham Cricket Club will never discriminate against anyone because of:

- age
- gender reassignment
- being married or in a civil partnership
- being pregnant or on maternity leave
- disability
- race including colour, nationality, ethnic or national origin
- religion or belief
- sex
- sexual orientation



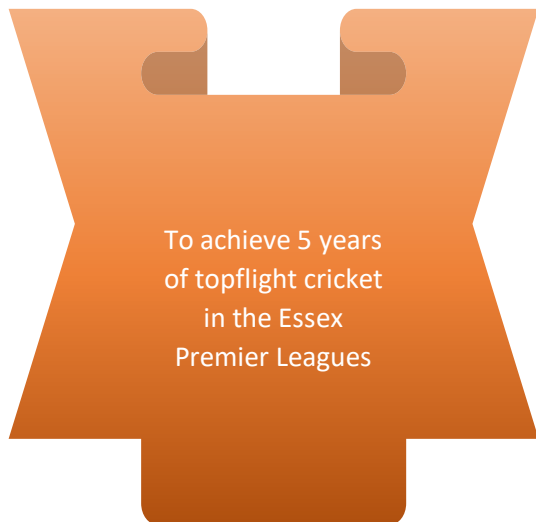


Our Values				
Our Values	Value	Our Commitment	Playing/Social Members	Parents/Well Wishers and other Supporters
	Inclusive	Newham Cricket Club is fully signed up to the ECB's new Anti-Discrimination Code of Conduct which sends a clear message that any discriminatory behaviour will be dealt with through disciplinary processes and sanctions	<p>Treat all players as teammates</p> <p>Introduce yourself to any player you don't know</p> <p>Encourage partners and families to attend social events</p>	Support all teams
	Respectful	Newham Cricket Club will always ensure the Codes, Rules and Policies are up to date and relevant. All home ground facilities are kept clean and in good working order	<p>Ensure that all playing areas is left as we found it</p> <p>Read, understand, and abide by our Code of Conduct and the ECBs Fair Play Policies</p> <p>Always show appreciation for opponents and Umpires alike</p> <p>Never question or give the impression that you have not accepted an Umpire's decision</p>	<p>Most if not all Officials in local cricket are volunteers, please appreciate their efforts</p> <p>We all make mistakes at different times in our private and public lives. Officials are no different</p>
	Ambitious	Newham Cricket Club wants all its playing members to play at the highest level that their ability allows. Reward sustained good performances	<p>Play hard to win but play even harder to be fair</p> <p>Captains leading by example</p> <p>Winning Season every Season</p>	Support your child, spouse, or partner as they represent the club
	Committed	Newham Cricket Club is committed to providing its members with top class cricket at an affordable price.	<p>Work hard at training and follow the instructions of coaches of their captains</p> <p>Play to the best of their abilities during matches</p> <p>Warm up before getting into training or a match</p> <p>Participate in Club socials</p>	<p>Assist coaches whenever possible</p> <p>Support the club by attending social events</p> <p>Volunteer to become Coaches or other Club Officials</p>

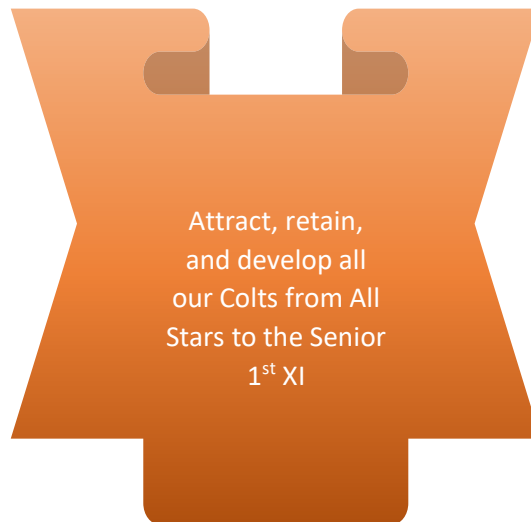
## 5. Strategic Outlook

Newham Cricket club is in a fortunate position to have the support of invested Partners and dedicated members and other volunteers with a stated aim to retain Club Mark and grow to be the first port of call for all aspiring cricketers within the borough of Newham

### Senior Cricket



### Junior Cricket



### Club Finances



### Club Facilities



Newham Cricket Club offers its members a welcoming and inclusive environment to enjoy, learn and play competitive cricket to a high level

## Senior Cricket

Newham Cricket Club currently run 4 Saturday League sides and in partnership with the National Cricket League 3 Sunday sides

Continue to grow the Club through setting stretching objectives

Senior Cricket							
Senior Cricket	Ref	Objectives	Actions	Who	When - (1/3/5 years)	Measure of Success	Cost
	001	Achieve promotion of 1st XI to Division 03 - 1st XI Division Two of HAMRO Foundation	Recruit and develop players, and promote from the Colts section Maintain core group of players	Club Manager 1st XI Captain Adults Manager	September 2022	Promotion to Division 03 - 1st XI Division Two	Within existing resources
	002	Achieve promotion of 1st XI to Division 02 - 1st XI Division One of HAMRO Foundation	Recruit and develop players, and promote from the Colts section Maintain core group of players	Club Manager 1st XI Captain Adults Manager	2 Years	Promotion to Division 02 - 1st XI Division One	Within existing resources
	003	Achieve promotion of Division 01 - 1st XI Premier Division of HAMRO Foundation	Recruit and develop players, and promote from the Colts section Maintain core group of players	Club Manager 1st XI Captain Adults Manager	5 Years	Promotion to Division 01 - 1st XI Premier Division	Within existing resources
	004	Top 3 finish of 2nd XI in the Premier Division of Essex County Cricket League	Recruit and develop players, and promote from the Colts section Maintain core group of players	Club Manager 2nd XI Captain Adults Manager	September 2022	Remain in Premier Division	Within existing resources

Senior Cricket							
Senior Cricket	005	2nd XI wins the Premier Division of Essex County Cricket League	Recruit and develop players, and promote from the Colts section Maintain core group of players	Club Manager 2nd XI Captain Adults Manager	3 Years	Crown Champions	Within existing resources
	006	2nd XI makes the semi-finals of the Premier League Cup 2022	Recruit and develop players, and promote from the Colts section Maintain core group of players	Club Manager 2nd XI Captain Adults Manager	September 2022	Make the finals	Within existing resources
	007	To seek clubs' full membership status of the Hamro Foundation	Discuss Criteria with HAMRO League Agree Criteria and assign Committee Member to lead Standalone Agenda Item for Committee	Club Manager Adults Manager Management Committee	5 Years	Play first league match in 12 - 3rd XI Division Three of HAMRO Foundation	Within existing resources
	008	Top 3 finish of 3rd XI in the Championship Division 1 of Essex County Cricket League	Recruit and develop players, and promote from the 4th XI Maintain core group of players	Club Manager 3rd XI Captain Adults Manager	September 2022	Remain or secure promotion to Premier 2 Division	Within existing resources



Senior Cricket							
Senior Cricket	009	Top 5 finish of the 4th XI in the Essex County Cricket League Premier 2 Division - 2022	Recruit and develop players, and promote from the Colts section Maintain core group of players	Club Manager 4th XI Captain Adults Manager	September 2022	Remain in Premier Division	Within existing resources
	010	Increase the number of women playing cricket for the Club from the current level to 11 active members	Promote the club within the local community to Increase awareness	Chair Adults Manager Club Manager	3 Years	At least one Women's XI playing weekly league Cricket  Increase in the number of Women playing cricket at the club	Within existing resources

## Junior Cricket

Newham Cricket Club has a thriving junior (colts) section with a dedicated Manager and several qualified coaches

Identify, encourage and safeguard

Junior Cricket							
Junior Cricket	Ref	Objectives	Actions	Who	When - (1/3/5 years)	Measure of Success	Cost
	011	Increase the provision of Colts cricket at Under 9	Identify and nurture emerging talents from All Stars programme	Colts Manager	3 Years	2 Under 9 Teams playing regular age group fixtures	Within existing resources
	012	Increase the number of Qualified Coaches from the current total to 6	Parent/Guardians evenings to explain what is on offer  Promote courses to parents/Guardians	Colts Manager	2 Years	6 or more qualified coaches at Tuesday Training	Within existing resources
	013	Create an Elite Junior Programme	Provide 1 additional training session per week  Identify the most talented Colts/Juniors	Colts Manager	2 Years	Weekly Elite Junior Programme training sessions	Within existing resources

## Junior Cricket

Junior Cricket	014	Increase the number of girls playing cricket for the Club from the current level to 11 active members	Promote the club within the local community to Increase awareness	Chair Adults Manager Colts Manager Female Head Coach	3 Years	At least one Women's XI playing weekly league Cricket  Increase in the number of girls playing cricket at the club	Advertising  Within existing resources
	015	Create a Pathway from Colts/Junior to open age cricket	Weekly meetings between Colts and Adults Manager to identify and introduce Juniors to open Age Cricket  Identify suitable qualified individuals to act as a mentor in the 4th XI	Colts Manager Adults Manager	2 Years	Minimum of 1 Colt/Junior playing in the 4th XI on a regular basis	Within existing resources
	016	Develop and maintain a positive working relationship with the Local Schools	Offer free Training Sessions  Recruit a School liaison Officer  Provide opportunity for local schools to hold cricket competitions at the ground	Chair Club Manager Colts Manager Head Coach	5 Years	New members from local schools	Within existing resources
	017	Under 9 colts to make the semi-finals of the Don Coates Cup	Promote the Club to local Primary Schools  Host All Stars and Dymo events	Club Manager Colts Manager Head Coach	2 Years	Appears in the Final	Within existing resources

## Junior Cricket

Junior Cricket	018	Under 13 colts to make the semi-finals of the Brian Taylor Trophy	Recruit and develop players, and promote the Club to local schools	Club Manager Colts Manager Head Coach	3 Years	Appears in the Semi Final	Within existing resources
	019	Under 15 colts to make the semi-finals of the Cox & Kings Trophy	Recruit and develop players, and promote the Club to local schools	Club Manager Colts Manager Head Coach	4 Years	Appears in the Semi Final	Within existing resources
	021	Under 16 colts to make the semi-finals of the Match Play Competition	Recruit and develop players, and promote the Club to local schools	Club Manager Colts Manager Head Coach	5 Years	Appears in the Semi Final	Within existing resources
	021	Install dedicated coaching cameras in Net 1	Ensure the Camera/Video Policies are up to date	Facilities Manager Colts Manager Adults Manager	2 Years	Video play back of batting/bowling techniques Video analysis to aid coaches	£300
	022	Mobile coaching cameras in the outfield	Ensure the Camera/Video Policies are up to date	Facilities Manager Colts Manager Adults Manager	3 Years	Video play back of fielding drills Video analysis to aid coaches	£500



## Club Finances

Newham Cricket Club relies heavily on volunteers to support the running of the cricket club every season

Members must pay their subscriptions and match fees to help the club retain financial sustainability and independence

Club Finances							
Club Finances	Ref	Objectives	Actions	Who	When - (1/3/5 years)	Measure of Success	Cost
	023	Deliver value for money to our members	1 review per year of match fees and subscriptions Fully costed Budget signed off at Committee	Management Committee Treasurer	1 per Year (annually)	More members paying as costs affordable	Within existing resources
	024	Increase the number of Club/Match Sponsors	Promote the club within the local community Promote the current packages available for advertisements to Sponsors	Treasurer	2 Years	Each Home First Team Match to have a sponsor	Within existing resources
	025	Prevent loss of revenue through non collection of Subscriptions/Match Fees	Research online technology such as Apps which can facilitate payments Increase efficiency of offline systems	Treasurer	1 Year	All confirmed members paid their subscriptions and Match Fees	Within existing resources
	026	Hold Membership Social Events to garner interest and raise funds	Bingo Nights for all members T20/T10 nonplaying Members only Match	Chair Club Manager Facilities Manager	2 Years	Extra income from Match Fees	Within existing resources

Club Finances							
Club Finances	027	Increase You Tube Subscribers to Club Channel to drive revenue from advertisers	Publish more short and timely videos  Video Clips of activities	Social Media Lead	2 Years	1000 Subscribers	Within existing resources
	028	Partnership/Sponsorship Appreciation days	Discuss and agree makeup of the Day with current Sponsors  Identify, recruit members to assist on the day	Social Media Lead	2 Years	Annual Summer Jamboree during August	Within existing resources

## Club Facilities

Newham Cricket Club is committed to being a respected for its facilities, organisation, and commitment to growing the game of cricket in Newham

Learn from the past but always driving forward

Club Facilities							
Club Facilities	Ref	Objectives	Actions	Who	When - (1/3/5 years)	Measure of Success	Cost
	029	Audit all equipment to determine quantity and quality of machinery  Risk Assessed facilities	Produce a list of everything owned by the club  Produce Risk Management reports on facilities to include playing areas and maintenance plan  Identify and replace and or repair damaged machinery	Treasurer  Secretary  Facilities Manager  Head Coach	1 Year	Full verifiable list presented to and signed off at the 2023 AGM  Routine Risk Logs created and maintained	Within existing resources
	030	Install two mobile live streaming cameras at either end of the main square	Place one at the Garden End and another at the Pavilion End	Facilities Manager	2 Years	Two cameras in full operation on Match Days with the ability to automatically switch between ends	Within existing resources
	031	Install a Digital Scoreboard on the second Square	Research Costs of second-hand Digital Scorecards  Identify and secure sponsorships/donations to get their logo on the Scoreboard	Facilities Manager  Treasurer	5 Years	Digital scoring available on the Second Square	Raise Funding
	032	Expand the main square by 6 pitches to provide more grass playing areas for Colts	Apply weed killer and mark out the pitches  Roll the area in preparation for planting new grass	Facilities Manager Head Grounds person BDCA	3 Years	Increase pitches available to Colts/Juniors on the Main Square from 2 to 4 pitches during each subsequent cricket season	Raise Funding

Club Facilities							
Club Facilities	033	Expand the second square by 2 pitches	Apply weed killer and mark out the pitches Roll the area in preparation for planting new grass Move Football pitches	Facilities Manager Head Grounds person BDCA	3-5 Years	To provide grass playing areas for Colts, Girls, and disability cricket on the Second Square	Within existing resources
	034	Install Mobile scoring Hut on the second square	Research local suppliers of bollards Fund raising drive	Facilities Manger	3 years	Mobile Scoring Hut on site for start of 2026 season	Within existing resources
	035	Install semi-permanent score hunt on the Main Square	Secure permission from leaseholders Check if planning permission required from local Council	Chair BDCA Facilities Manager	5 Years	Scoring Hut built and in operation for the 2028 Season	Raise Funding
	036	Refurbish 3 all-weather nets	Draft and agree plans Get quotes for the work	BDCA Facilities Manager	3 Years	Newly laid runups built	Within existing resources/Renew Quotations
	037	More Summer programmes for local children	Advertise Engage with ECB and Essex cricket	BDCA Club Manager Facilities Manager	2 Years	Annual hosting of full summer cricket programme	Within existing resources



Club Facilities							
Club Facilities	038	Create and maintain a calendar of club events	Draw up a timetable and include all planned activities  Publish to Club Website	Social Media Lead	2 Years	Up to calendar of events visible and accessible on all Clubs social media pages	Within existing resources
	039	Review and remodel all social media presence	Review and update website content as required  Post regular on Twitter	Social Media Lead	2 Years	Up to date and current content shown on all social media pages	Within existing resources
	040	Create a Communications Plan to increase membership engagement	Review Social Media strategy  Engage with local Newspaper companies	Social Media Lead	2 Years	Plan published on Website and circulated on other Social Media sites	Within existing resources
	041	Purchase a second-hand tractor mounted scarifier	Identify scarifier suppliers  Engage with local clubs to determine best model for soil type	Facilities Manager  BDCA	5 Years	Scarifier used in preparation of 2028 squares	Raise Funding
	042	Purchase a second-hand water collector	Identify suppliers  Work with Fundraisers to raise funds	Facilities Manager  BDCA	5 Years	In use for the 2028 season	Raise Funding

Club Facilities							
Club Facilities	043	Mobile Cover for the second square	Identify suppliers Work with Fundraisers to raise funds	Facilities Manager BDCA	4 Years	Up to calendar of events visible and accessible on all Clubs social media pages	Raise Funding
	044	Boundary rope trolley for 2nd square`	Identify suppliers Work with Fundraisers to raise funds	Facilities Manager BDCA	4 Years	Up to calendar of events visible and accessible on all Clubs social media pages	£700
	045	Install an upgraded Digital Scoreboard on the Main Square	Research Costs of second-hand Digital Scorecards Identify and secure sponsorships/donations to get their logo on the Scoreboard	Facilities Manager Treasurer	5 Years	Digital scoring with DLS available on the Main Square	Raise Funding
	046	Recruiting more Volunteers	Create and maintain a vacancy section on the Website Publicise vacancies on all Clubs' Social media Site Flyers to Parents/Guardians of Colts	Club Manager Social Media Lead Adults Manager Secretary	1-5 Years	All Volunteers Vacancies filled All Junior Year Groups have a dedicated Manager	Within existing resources



### Partner



### With Thanks To Our Sponsors



<https://www.newhamcc.com/>



[Newham Cricket Club on Facebook](#)



[Newham Cricket Club on Twitter](#)



[Newham Cricket Club on Instagram](#)



[Newham CC on YouTube](#)



[Newham CC on Play Cricket](#)