

Club Support – Creating Our Future

5 Year Vision: What do we want people to be saying about our club in 5 years time?

Farnham Royal CC is a strong cricket club that is at the centre of its community providing excellent facilities for its playing and social membership.

How do we communicate this to our members?

Annual General Meeting and charter

How do we engage with our local community?

By being welcoming and open minded. Continue to support local schools, charities and trusts.

Clubhouse is open daily providing community hub.

Key Player Facts:

	No. Players		No. Teams		No. Coaches
	M	F	M	F	
U9	~10	~5	1		1
U11	~10	~5	1		1
U13	~25	0	2		1
U15	~10	0	1		1
U17	~5	0	1		1
Senior	~40	0	4		0
Disability	*				

- Host Berkshire Stags Visually Impaired Team

Our Key Volunteers: Who are the key people in our club?

Ben Nicholas – Chairman

John Hayes - Treasurer

Paul Cunnington - Secretary

Michelle King – Welfare Officer

Our Finances:

- Annual turnover >£100K
- Profit or Loss? Small Profit
- Good level of reserves? In line with plan - Yes

What do we need to do to achieve our vision?

	Objectives	Actions	Who	When - (1/3/5 years)	Cost
Players, Members and Volunteers What do we need to do to improve their experience at our club?	Strong First Team in Div 1 or 2 of TVL	Improve recruitment of 1 st team players	Cricket committee	3 years	£1000 seed money
	Develop colts to bring into adult cricket.	Strength in U13 needs to be nurtured to have 5 transitioned to adult cricket regularly playing in 3 years' time	Cricket committee and Future Legends	3 years	£5K p.a. in coaching
	Build on progress in involving more volunteers	Invest in training for umpires and scorers. Welcome new people to get involved.	Main Committee	3 years	Minimal
	Improve access to players at University	Offer to help fund them coming back for matches when away	Cricket committee	1 years	£400 p a
Facilities What do we need to do to improve our facilities?	Improve changing and shower facilities	Create plan and implement	House committee	1 year	£6K
	Invest in playing surfaces to ensure prosper in long term	Regularly consult with ground committee to ensure the ROI in maximised to ensure	Ground Committee	5 years	£3K pa

		safe, high quality ground			
	Improve disabled access	Seek funding to ensure club has suitable access for wheelchair bound and visually impaired members	House Committee	3 years	Grants £7K
Finances How can we save and make money to invest back in our club?	Maintain float in region of £10K. Any excess should be reinvested in facilities as prioritised in this plan.	Continuous fiscal management and ensuring maintain revenue in clubhouse	Treasurer	5 years	N/A
	Continue to encourage and support the social committee to run 3 major and 3 minor events per annum	Maintain current levels of support and backing	Social Committee	3 years	Net zero

CLUB SUPPORT – PLANNING FOR THE FUTURE

CLUB SELF ASSESSMENT - UNDERSTANDING OUR STRENGTHS AND WEAKNESSES

CHARACTERISTIC	WHAT DOES GOOD LOOK LIKE?	ACTION REQUIRED? Yes or No	PRIORITY Top 5?
PURPOSE	Our committee is representative of our club (includes junior/senior players, parents, volunteers etc.)	No	
	Our committee takes time to ensure it has a clear understanding of where we want to be in 5 years	No	
	We always let our members know what we are trying to achieve as a club	No	
SOCIAL	We work proactively with our members to improve their experience	No	
	We are innovative in how we attract new members to our club, ensuring we create a welcoming environment	No	
	We understand the importance of retaining our existing volunteers/players/members and take time to understand their motivations for being part of our club	Yes	Yes
	We are innovative in how we attract new volunteers to our club, utilising the skills, knowledge and attributes of our members effectively	Yes	Yes
	We recognise the need to reduce bureaucracy and administration for our volunteers e.g. maximising the use of new technology, influencing leagues etc.	No	
ECONOMIC	We are innovative in increasing our income streams ensuring we can proactively plan for the future	No	
	We work to reduce our running costs and redirect funds into the player experience	No	
	We manage our finances effectively and are compliant with tax legislation	No	
	We work proactively with the leagues to reduce travel costs	No	
	We produce an annual budget to ensure we are in control of our finances and are sustainable in the future	No	
ENVIRONMENTAL	We work to improve access to better indoor facilities for our members	Yes	Yes
	We work to improve access to better outdoor facilities for our members (practice and match play facilities)	Yes	Yes
	We manage our energy and water use effectively to help reduce our costs	No	
	We are prepared for changing climate patterns and to reducing the impact that drought and flooding may bring to our club	No	
	We continuously monitor the usage of our facilities and our membership levels and look to source alternatives / new facilities	No	
	We work proactively with our community to open up our facilities creating a warm, welcoming environment and help raise money	No	

Club Support – Planning for the Future

Who Do We Engage With?

Who should we engage with internally? e.g. players, parents, coaches	Do we currently? (Yes / No)	How regularly?	Is this engagement one way or two way?	Do we engage effectively? Do we understand the impact we are having?	Any improvements we could make?
Players	Not enough	Informally	Two way	Insufficient	Yes – kick off meeting each season. Players committee to focus on facilities and recruitment.
Parents	Not enough	Informally	One way	Insufficient	Yes – newsletters, more pathways into getting involved.
Coaches	Yes	2 Reviews p a	Two way	Neutral	Clarity on goals. Feedback loops in place on goal attainment.
Who should we engage with externally? e.g. schools*, businesses, community groups					
Charities	Yes	Informally	Two way	Yes	Become home of Berkshire Stags
Schools	No	Informally	One way	No	Reconnect with selected local schools
Businesses	No	Informally	One way	No	Definitely capitalise more on sponsorship opportunities.