




Club Support / ECB Clubmark – Planning for the Future

Farnham Royal Cricket Club

Our Club Purpose:					
Increased participation in cricket, good facilities for all players with the financial stability to sustain					
Challenges	Objectives	Actions	Who	When - (1/3/5 years)	Cost
Social and Cricket Participation e.g. increasing number of club players, members, volunteers, community and committee 	Increase playing membership across colts and adults	Promote cricket and the club in local schools Introduce buddy system for new members Early matches against local schools	Chairman & Junior Coaches All Captains Committee	2017 2017 2017	<£200 seed money for publicity materials
	Publicise and start training early in 2017	Organise nets and promotion in schools	Cricket section	2017	£2000 paid out of subscriptions
	Promote social commitment to club with 3 new social events in 2017	Early season social Family Funday on August Bank Holiday Bonfire Night	Social Committee	2017	£500 to experiment. Bonfire night £1500 on fireworks
	Increased communications and focus on digital media	Increased publicity on social platforms – facebook, twitter, instagram, website. Regular articles in local newspapers	Communications committee (needs to be created)	2017	£0
Environmental e.g.	Continue to improve club	Build on progress of new roller and	Committee	2018	£1000 – rest via

referring to club facilities and capital expenditure 	facilities	nets. Need 2 new sightscreens by end of 2018			grants
	Take advantage of secured tenancy to obtain grants	Seek funding for new covers (Grant of £3000)		2018	£300 (10%)
	Explore options for 3 rd team ground locally	Collaborate with local schools and clubs for availability.	Committee	2018	Investment £5K Ongoing Max £1K pa
Economic e.g. referring to club finances, revenue, costs and contingency 	Rebuild cash reserve to £10,000	Strong fiscal management	Treasurer	2017	£0
	Continue with strategy of no payments to players	Reassert commitment to values	Cricket Committee	2017	£0

Do your objectives all contribute to your club's purpose? Yes

An equal balance of activity and resource must be put into the social, environmental and economic elements of any cricket club in order to improve its sustainability