

Tynedale



Cricket Club
Est. 1888

Tynedale Cricket Club Development
Plan 2019 Season.

Introduction:

Tynedale Cricket Club is an amateur sports club based in the West of Northumberland, currently running four senior sides (2 men and 2 women) and fourteen junior sides (under 19s, under 15s x 2, under 14 girls, under 13s x4 (2 x Northumberland league and 2 x West Tyne League), under 11s x 3, under 9s x 3). The club is affiliated to Northumberland Cricket Board and Clubmark accredited.

The whole club development plan is to ensure the clubs long term future on and off the pitch at both senior and junior level and to ensure we are providing members with the best service possible. The plan will cover essential club activities such as...

Vision:

To be one of the leading cricket clubs in Northumberland at senior and junior level.

Mission:

To provide a high quality community cricket experience to all members – playing (junior and senior) and social – to encourage lifelong cricket participation.

Aims & Objectives:

In order to achieve the vision and mission of Tynedale Cricket Club the following aims and objectives need to be achieved:

- Provide a friendly and welcoming environment for all members – playing and social
- Provide a friendly and welcoming environment to all opponents, visiting supporters and any other visitors to Tynedale Cricket Club
- Support the development and training of coaches and young leaders
- Provide high-quality coaching and suitable game-based learning for young players
- Raise the profile of the club within the area of Hexham to increase social membership
- Maintain excellent school to club links through the Chance to Shine programme
- Maintain a high number of juniors playing senior cricket
- Establish better links with West Tyne League clubs
- Continue to develop women's and disability sections

Key Partners:

- ECB & Northumberland Cricket Board
- Active Northumberland
- Sport Tynedale
- Schools in the Hexham area
- Hexham Courant

Key Player Membership 2019 Facts:

Total Juniors 2019 season = 152

All Stars

Run over 8 weeks on a Saturday morning with 75 participants aged 5-8.

Under 9s (Year 4 and below):

Total players – 21

Males – 8 Year 3, 7 Year 4 = 15

Females – 1 Year 3, 5 year 4 = 6

Teams – Three teams competed in 10 under 9 festivals around the county.

Under 11s (Year 5 & 6s):

Total players – 44

Males – 15 Year 5, 25 Year 6 = 40

Females – 2 Year 5, 2 Year 6 = 4

Teams – Three teams that compete in the Northumberland U11 League.

Under 13s (Year 7 & 8s):

Total players – 35

Males – 17 Year 7, 14 Year 8 = 31

Females – 3 Year 7, 1 Year 8 = 4

Teams – Four teams, two eleven a side team that competes in the Northumberland U13 League & Cup and two eight a side team that competes in the West Tyne U13 League.

Under 15s (Year 9 & 10s):

Total players – 38

Males – 13 Year 9, 10 Year 10 = 10

Females – 6 Year 9, 9 Year 10 = 15

Teams – Two team that competes in the Northumberland U15 League & Cup, one U14 girls team.

Under 18s and U19s (Year 11, 12 & 13s)

Total players – 14

Males – 6 Year 11s, 5 Year 12s, 3 Year 13 = 14

Females – 0

Teams – One team that competes in the ECB Under 19 Twenty 20 Cup.

Seniors:

Total players – 41

Males – 23

Females – 18

Teams – Two mens teams – firsts and seconds who compete in the Northumberland & Tyneside Cricket League and various cups. Two ladies teams who compete in the Northumberland Women's Cricket League and the Vitality National T20 Blast.

Disability:

We have a link with Gateway in the Community who come and use the club facilities.

Gateway in the Community is an organisation that supports people with learning disabilities to access social, leisure and learning opportunities.

How can we maintain current membership and increase membership in age categories with low numbers?

- All Stars Cricket is being run as an 8 week programme on a Saturday morning and we have an extra team at under 15s.
- Better use of social media to promote junior/senior cricket
- Continue to use Hexham Courant to advertise club
- Look at other options for advertising – raring2go! magazine etc.
- Continue to use flyers/posters in schools with junior training details
- Target middle/high schools to improve numbers year 7 – year 13
- Ensure juniors continue to play senior cricket either at Tynedale or on 'loan' in West Tyne League.
- We now run two ladies teams which provides an excellent opportunity for the growing number of girls to continue their cricket in a senior team.

Do we meet the needs of all junior members? – social player to county player:

- Hold a parents meeting at start of season for each age group after junior registration evening – u9s, 11s, 13s, 15s, 18s

- How to be involved
- Explain team selections
- Explain club visions/policies
- Explain club links with West Tyne League – players playing senior cricket
- Internal games
- Player mentoring

Key Coach Facts:

Level 1 Coaches – 12

Level 2 Coaches – 3

Level 3 Coaches – 1

We also have a number of volunteers who help on ad hoc basis and the young leaders (cricket activators) from QEHS.

How can we increase coaches/volunteers numbers and maintain coach levels?

- Fund coaching courses for prospective Level 1 and 2 candidates
- Look at the new ECB courses that are being developed and should be more accessible
- Work with partners and look for grants to fund courses
- Use the young leaders from QEHS to assist at coaching sessions/games
- Look at outside coaches to come and assist and use specialist coaches
- Use incentives like end of season coaches curry to attract volunteers

Schools Programme:

Since the club entered Chance to Shine three years ago junior membership has gone from 60 members to currently 152 members. To ensure the future of the club we need to maintain these links and continue school cricket participation. A cricket coach in schools will allow the children to receive high quality PE before they enter the club environment.

In 2019 the following schools were part of the Tynedale CC Chance to Shine project either as FSP (Full School programmes) or they had a free Chance to Shine Roadshow or All Stars Cricket Roadshow or Added Value delivery.

High schools - Queen Elizabeth

Middle schools - St. Josephs & Hexham

Primary schools - Newbrough

First schools - Acomb, Beaufront Hexham, St. Marys, The Sele, Whitley Chapel

Facilities & Equipment:

Long term plans depending on funding and grant money would be to invest in the clubhouse and in particular:

- to provide better disabled access and toilet facilities
- to carry out releveling work on the outfield
- to carry out intensive improvement work on the square at the end of the 2019 season
- to redesign the changing areas to accommodate 3 changing rooms so that as a club we can accommodate the increased number of female participants;
- to redevelop the shower facilities from a large communal area to individual shower cubicles
- redevelop our website to be more *current and relevant*

Fundraising, Sponsorship, Marketing & Promotion:

The club relies heavily on functions as regular trade has dried up over the years. Can the club run more internal functions – band nights, quizzes, six a side tournaments etc. as well as increasing trade on junior training nights/games. Use ECB club support website/emails for help - <http://www.ecb.co.uk/development/club-cricket/club-support/> and documents such as ECB Stay in the Game designed to keep young players playing.

Other fundraising ideas include golf days, club dinners, ale festivals and a duck race. Hexham Football Juniors also used the outfield for matches and this has brought additional income into the club.

The continued marketing and promotion of the club is crucial through various sources – social media etc.

In 2020...

- Continued social media use – twitter, instagram and Facebook, monthly junior newsletter
- Increased contact with parents
- Better use of club website – must be kept up to date!
- Hexham Courant – match reports

Goals and targets from October 1st 2019 to October 1st 2020:

- To maintain senior sides and fulfil all junior teams - more internal games when ground is free
- To increase number of girls members and take part in more festivals/competitions
- To continue to work with Gateway in the Community

- To continue links with West Tyne League clubs and 'loan' juniors to improve their game based learning in an adult environment
- To continue to provide an excellent service to all cricketers in the Hexham area

Conclusion:

This club whole club development has highlighted areas to be maintained and improved over the coming year to ensure the long term future of Tynedale Cricket Club.

The plan will be reviewed pre-season 2019 for any minor changes and then reviewed again at the end of season the 2019 season to see if club met targets.