



Section 1. Club Mission Statement and Objectives.

Club Mission Statement.

A mission statement should embody the **vision** and **values** of a cricket club, and ensures that everyone knows what the cricket club are aiming to achieve in the future. A mission statement should be forward thinking, visionary and be a target to aspire to achieve in the future.

It is important that all club members and volunteers identify and understand the club's mission statement and 'buys into' its aims and objectives. This 'buy in' process or commitment to the cricket club's mission statement will enhance the likelihood of achieving the club's mission and long term aims and objectives.

Instructions: In the box below please complete your club's mission statement (maximum 50 words)

To encourage the promotion, practise and playing of the sport of cricket in Neyland and outlying areas.

Club Objectives.

In order to successfully achieve a mission statement it is vital that realist and attainable objectives are set. Objectives are the '**stepping stones**' that contribute to successfully achieving the aims and mission statement of the cricket club.

Instructions: Below are six aims. For each aim that is a **priority** to your cricket club and **relevant** to your mission statement identified above, complete the five objectives your club are going to set in order to achieve the aim and subsequently your club's overall mission statement.

Aim 1: Harness and develop all **young cricketers** so they have the opportunity to contribute to the game of cricket at all levels and play a central role in club cricket life (maximum of five bullet points).

- Deliver a structured and well designed coaching programme co-ordinated by qualified coaches.
- Work with the county club to ensure fixtures for juniors are regular and competitive throughout the summer season.
- Nominate a minimum of 3 players of adequate standard from each age group to attend county trials each year
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Aim 2: Develop and strengthen a structure and pathway for **women and girls** to actively participate in and follow cricket (maximum of five bullet points).

- Apoint a co-ordinator to focus solely on the development of the ladies cricket section
- Actively encourage women playing members to join and regularly attend the cricket management committee.
- Work with the local schools, providing both facilities and coaches with the aim of sparking a greater interest in the womens game
- Aim to have at least one female coach who will, as a minimum, attend the first three U9's and U11's training sessions
- Aim to have at least three regular attendees at U9's and U11's training.

Aim 3: Develop and strengthen the whole club environment, promoting cricketing opportunities for **disabled people** (maximum of five bullet points).

- Ensure that all club facilities continue to be accessable to disabled groups
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Aim 4: Develop and promote cricket for **black and ethnic minorities** (maximum of five bullet points).

- Work with local schools and organisations to ensure black and ethnic minorities are encouraged to take part in cricket.
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Aim 5: Ensure that our cricket club is an integral part of the local community, contributing an invaluable service to all sections of the **local community**, developing club members, supporters and volunteers (maximum of five bullet points).

- Continue to work with the local schools in an effort to get more children involved in cricket at the club
- Continue to encourage local non-cricket groups to use the club and its facilities
- Hold an annual open day where all members of the community are invited to see the facilities, watch coaching demonstrations, bat against the club bowling machine etc. all at no cost.
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Aim 6: Develop and strengthen **senior playing teams**, providing positive roles models to all club members, leading achievement and success (maximum of five bullet points).

- Mens 1st XI must target a top half finish in the Pembrokeshire County division 1 and the mens 2nd XI, a mid table finish in the Pembrokeshire County 3rd division.
- Mens 1st XI to compete annually in the Welsh Cup
- Womens XI to retain the Pembrokeshire league title and if possible win the k/o cup.
- Womens XI to obtain, as a minimum, one challenging fixture outside of Pembrokeshire each year.
- To establish a Mens 3rd XI by 2012.

Remember: Be 'SMART' – the objectives you identify should follow these five simple well known rules...

S	Specific	Only include specific statements or actions within your objectives, by doing this the club are more likely to achieve its goals.
M	Measurable	The objectives you identify must be measurable, this way you can identify clearly what you have or haven't achieved.
A	Agreed	Your objectives must be agreed by all, without this agreement, delivering the objectives may be difficult or left to just one person or a few key people.
R	Realistic	Your objectives must be realistic. If your objectives are too adventurous or require time and resources beyond the clubs capacity, future development may be difficult.
T	Timescale	Identify when each action should be completed by; this will help the club celebrate its achievements and target future 'yet to achieve' actions.

Section checklist

Ask yourself the following questions...

- Is the content of this section **accurate** and **realistic**?
- Have you **cross referenced** other sections of the club development plan that impact on this section?
- Have you **scheduled** activity in a **logical** and **phased** pattern over a period of time during this section?
- Do you have the **capacity** and **resources** to deliver this section?
- Have you demonstrated **ownership** of this section?
- How will you **communicate** the actions in this section?