SYNOPSIS

Background

Following Brooke CC’s promotion back to the Norfolk Cricket Alliance Premier League for the 2015 season, the club has drawn up some ambitious but achievable targets to sustain its progress as one of the leading community cricket clubs in the county.

Proposal

While the long term plan includes a complete overhaul of all of the clubs facilities and hopefully the acquisition of an additional playing area we recognise that we cannot take our eye of the ball in the short term and already we are working on the following to ensure that 2015 is another memorable season in the clubs proud history.

Sponsorship

The club has a number of highly successful sections playing under the Brooke CC flag. These include Men’s, Ladies and Junior sections. In addition we want to increase our role for cricketers with a disability, both learning and physical. Finally we have a number of high profile social events throughout the season. We intend to link all of these activities with a new modern, progressive website which will be launched at the beginning of 2015.

Each will be supported by an individual sponsor.

Having gone to market we have already secured repeat and new backing for some of these sections and are in the process of negotiating new sponsors for the remainder. We intend to grow our relationship with our partners in a thoroughly inclusive way; showing them precisely where their money has gone, how it has benefitted their chosen area of support and celebrating their success with them at the club. We will recognise their investment with branding at the ground, on kit and on the website where will also carry links to help cross promote.

We want our sponsors to become part of the Brooke CC family and to be part of that for many years to come.

Financial Stability

Sponsorship is one area of finance for the club. Others include membership and match fees, takings from the bar and money raised via the annual Club dinner. We intend to increase our revenue streams in 2015 to ensure further financial stability. These will include a sponsors 6-a-side tournament and a Ball at the end of the season organised by our newly formed ladies section. While we recognise the need not to price our members out of the game we are looking to revise our membership and match fee structure which has remained the same for the past 7 years. We are not looking to increase either significantly but are looking at ways to incentivise our members to pay in advance in order that we can continue to provide both high level playing and coaching they currently enjoy.

Ladies section

The club is immensely proud of the progress made by the girls and ladies at Brooke CC in a relatively short space of time. From providing coaching for girls, this has progressed to matches, coaching sessions for the over 14’s and in 2014 our first ever ladies match. As a result for the first time in 2015 we have entered a ladies team in the Winter Indoor League and Division 2 of the Norfolk Ladies League next summer. While we will continue to provide coaching and assistance wherever required, the section is run by Marie Hood and Liz Utting who have a thriving group with real talent and we look forward to the day that Brooke Ladies has a player representing the county as well.

www.brookecc.play-cricket.com

Senior Sponsor

BROOKE & DISTRICT CRICKET CLUB
CLUB DEVELOPMENT PLAN
2014-2015

Junior Sponsor
Organisation

Brooke CC has always been a well-run club but to achieve the plans already outlined we need to expand our base, further calling upon the considerable expertise at the club. These areas will include;

• Increasing our committee.
• Increasing our volunteer base
• Increasing and developing our coaching structure
• Developing our communication with players, community, sponsors, and the media via our new website.

Summary

These are exciting times at Brooke & District Cricket Club. While proud of what has been achieved to date we have identified key areas in 2015 that we need to address to keep the momentum going. Like all clubs with a passion for the game our progress isn’t just important for Brooke CC. It is vital for the future of cricket in Norfolk. We recognise and understand this responsibility and are excited by the challenges that lie ahead.
1. **Overview**

In October 2011 Brooke Cricket Club wrote a development plan. This was proposed by the Committee in order to plan for the future and to ensure sustainable growth.

The plan was named the ‘Brooke 2020 Plan’, with the objective of achieving our goals by the year 2020.

Following a hugely successful 2014 season, our objectives have been reached, and in certain instances exceeded.

We now need to review the original objectives, update the plan to ensure that it is both realistic, achievable and challenging, and set new targets to further develop our Club.

Refer to the previously issued Review of 2014 document.

2. **Cricket Objectives – 2015 to 2017 seasons.**

1st Team

- Our 1st XI will play in the Premier Division in 2015. Our Club target is to sustain our Premier Division status for 2015 and be competitive throughout the season.
- In Seasons 2016 and 2017, our objective is to finish in the top 4 league placings.
- We strive to maintain healthy competition for places and to instil a hard-working and professional ethic to the team.

2nd Team

- Our 2nd XI will play in Division 3 in 2015. Our Club target is for the 2nd XI to sustain our Division 3 status and be competitive throughout the season.
- In Seasons 2016 and 2017, our objective is to gain promotion to Division 2.
- We strive to continue to bring the 2nd XI closer to the 1st XI in terms of standard and preparation.

3rd Team

- Our 3rd XI will play in Norfolk League Division 7. Our Club target is for the 3rd XI to gain promotion to Division 6 in 2015.
- We strive to give opportunities to our talented young players and experienced players within the 2nd XI squad.
- We strive to bring the 3rd XI closer to the 2nd XI in terms of standard and preparation.
- In Seasons 2016 and 2017, our objective is to gain promotion to Division 5.

Sunday XI

- Our Sunday XI continues to offer cricket to talented youngsters and experienced players, and is well supported by all Club members.
- It is our objective to continue to improve the Sunday XI and be as successful as we can, whilst providing opportunities to all who play.

U17

- We will run an U17 team in 2015 and beyond.

U15

- We will continue to run a successful U15 team in 2015.
- By 2017 it is our objective that at least 5 players in the U15 squad will be involved in the County Age Group.
- We will continue to integrate U15 players into Senior Cricket.
U13
- We will continue to run a successful U13 team in 2015.
- By 2017 it is our objective that at least 5 players in the U13 squad will be involved in the County Age Group.
- We will continue to integrate U13 players into Senior Cricket where appropriate, and depending on ability play U13 players up an age group.

U11
- We will continue to run a successful U11A and U11B team in 2015.
- By 2017 it is our objective that at least 5 players in the U11 squad will be involved in the County Age Group.

U9
- We will continue to run a successful U9A and U9B team in 2015.
- By 2017 it is our objective that at least 3 players in the U9 squad will be involved in the County Age Group.

Girls Cricket
- We will continue to run a successful U13 Girls team in 2015.
- By 2017 it is our objective that at least 3 players in the U13 girls squad will be involved in the County Age Group.
- We aim to integrate more girls into the boys team, depending on ability.
- We will continue to provide opportunities for girls to play cricket.

Community Cricket
- We will continue to prioritise Friday Community Cricket, which has been the cornerstone of our success.
- We will continue to emphasise on inclusion and fun on Fridays, with all children being very welcome, and for the families to enjoy the Club.
- We will continue to link Friday coaching sessions to the age group squads, with Friday sessions being the natural first step toward playing cricket for Brooke.
- We will continue to encourage U15 boys and girls to assist with the coaching sessions, under the supervision of qualified coaches.

Mini-Cricket
- We will continue to coach Mini-Cricket from Age 4.
- Recognising that class sizes at Brooke Primary School are reducing, we will advertise Mini-Cricket within further local Schools ready for 2015.
- We will continue to encourage U15 boys and girls to assist with the coaching sessions, under the supervision of qualified coaches.

Schools
- We will continue to strengthen our links with local Schools through our partnership with the Norfolk Cricket Board.
- We will offer intra-school cricket events to be hosted at the Club.
- The Club has a formal partnership with Langley School.

Ladies Cricket
- The Ladies will play in the Norfolk Winter League.
- The Ladies will play in the Summer League.
- It is our objective that in 2015, the Ladies XI are inclusive and competitive, finding their feet as a team.
- We aim to continue to grow the interest of Ladies Cricket at Brooke.
- In 2016 and 2017, it is our objective that a second Ladies XI is formed.
3. **Senior Cricket Objectives – 2018 to 2020 seasons.**

1st Team
- Our ambition in 2018 and 2019 is to be a leading side in the Premier Division.
- Our objective is to play in the EAPL in 2020.

2nd Team
- Our ambition in 2018 and 2019 is to be competitive in Division 2.
- Our objective is to play in Division 1 in 2020.

3rd Team
- Our objective is to be playing Alliance Cricket by 2020.

4th Team
- Our objective is to be running a 4\textsuperscript{th} XI by 2020.

Sunday XI
- Our objective is to be playing the highest level of Sunday League cricket in 2020.

Ladies Cricket
- Our objective is to be the leading Ladies Cricket Club in Norfolk by 2020, with several County players and a strong Ladies Coaching structure.

4. **Facilities**

At present, Brooke House Park is a tranquil, beautifully maintained cricket ground. It is the envy of many Clubs and we are rightly very proud of our ground.

However, the sheer amount of cricket which is played by Brooke at various levels means that not all of our members get to play at Brooke. We have been very fortunate that our partners, Langley School provide their ground for our 3\textsuperscript{rd} XI to play.

We recognise that improvements and extensions are required to Brooke House Park to facilitate the development which is proposed.

5. **Facilities Development**

A small cohort of Club Members are in the early stages of securing the future of the Club at Brooke House Park, which will see cricket played at Brooke for generations to come, with outstanding facilities and opportunities for all.

We will be applying for grant funding during November 2014 for:

- Doubling the size of the existing net facility, with 4 artificial nets. This is essential for Senior and Junior training sessions, boys, girls, men and ladies.
- Providing further cricket equipment, training equipment and safety aids for training and cricket preparation.
- Providing expert cricket coaching for all age groups, with an emphasis on Girls and Ladies cricket. The Ladies section is in the infancy of development at the Club, and will need significant investment in terms of coaching to realise the potential.
6. Sponsorship & Business Partners

We have identified that many Clubs rely heavily on one or two corporate sponsors or wealthy individuals. This is fine as long as the commitment and support continues but we have seen in recent years particularly during difficult economic times that the loss of a sponsor or benefactor can have far reaching implications for Clubs.

We have adopted a strategy of working closely with a number of businesses but providing each with a very focused exposure from their sponsorship. For example, we have separate sponsors for our senior, junior and ladies sections. We aim to treat them as true long term partners of the club and ensure that they also feel that they are working in partnership with each other. The emphasis remains on local businesses with strong corporate responsibilities for making a positive contribution to sport in their communities. Here is a quote from our main sponsors website:

“We recognise the importance of sport in our local communities and support many community sports clubs including rugby, football, hockey and cricket”

We are always looking for new Business Partners and Sponsors. For 2015, our Club Main Sponsors are as follows:

Main Club & Senior Sponsor – Alan Boswell Group Ltd.
Junior Sponsor – Brown & Co.
Ladies Sponsor – TBC
Website Sponsor – Canham Consulting Ltd.
Ground Sponsor – BAM Nuttall Ltd.

We have a raft of board / ground sponsors to whom we are very grateful for their support.

All Club Members are encouraged to support Club Sponsors where ever possible. Sponsors are much more likely to continue their investment in the Cricket Club if they can see a benefit, for example by using Alan Boswell Group Ltd for your personal insurances.

7. Financial Security

In addition to having a broad range of sponsors and benefactors we have made huge improvements to the general running of the club over the last 12 month. Our club spends and generates considerable revenue throughout the year. It is vitally important that we run the club in a professional manner. We have improved the various committees to deliver a more robust structure for running the day to day activities of the club.

- Increased volunteer base.
- Increased coaching structure.
- Club communication – emails, website, social media, newsletters.

8. Website & Social Media

A well run modern club requires excellent communication at all levels. We have recognised that more communication is now conducted in an electronic format, through websites and social media. We are about to launch a new website that will ensure that our communication remains current and widely accessible for players, members and sponsors.

It is very important that all members of the Club recognise the importance of Social Media Responsibility and use the Facebook and Twitter in a way that will represent the Club and its various affiliated parties in a suitable manner. Further guidance will be published on this.

Key people within the Club will be tasked with editing and updating the Club website and populating Social Media.
9. Volunteers

We are always interested to hear from Club Members who feel they have something to offer the Club and are willing to volunteer their time to help.

We are particularly interested to hear from those who:

- Have skills and knowledge with IT and Website Management.
- Have business skills and familiar with working in a business environment.

This document has been written by the following:

**John Whitehead** – Playing Member & Managing Director of Alan Boswell Financial Services (Main Sponsor).

**Jonathan Wills** – Playing Member & ITV Newsreader.

**Rob Panter** – Club Captain & Director of Canham Consulting Ltd (Website Sponsor).