## ICC Shirt]

**Ickenham Cricket Club**

**Oak Avenue, Ickenham, Middlesex UB10 8UT**

**Club Development Plan**

**Updated: October 2021**

## Consultation

This plan was developed in consultation with the Officers and Assistant Officers of the Ickenham Cricket Club (ICC) and was approved and adopted by the Club Committee, at a Committee meeting on Wednesday 20th October 2021.

The Development Plan has been posted to the Club’s website, displayed on the Club noticeboard, is an agenda item for each Annual General Meeting (AGM) held before the end of November each year, and sent to all members of the Club.

The plan remains under constant review and has been placed as a standing quarterly item on the Club Committee meeting agenda.

## Background and Status

The Club has been in existence for 170 years and is one of the oldest institutions in Ickenham village. The Club, situated at the end of Oak Avenue, has occupied its current site since 1928 (or thereabouts). The freehold of the main ICC cricket ground is entrusted to the Club’s Trustees, appointed in accordance with ICC Club rule 37.

The Club is affiliated to the England and Wales Cricket Board (ECB) through Middlesex Cricket. Additionally, the Club is associated with, and a member of, the Middlesex Junior Cricket Association, Morrant Thames Valley Cricket League, Lords International Chess Valley League, Women’s Cricket Southern League and the Middlesex Association of Cricket Groundsmen.

The Club has Clubmark status approved by the ECB.

The Club is registered with HMRC as a Community Amateur Sports Club (CASC).

## Aims and Objectives

The principal objective of the Club is set out in our Club rules:

***“… the promotion and encouragement of amateur cricket within the community …”***

The Club achieves this by:

1. Supporting the doctrine of “cricket for all in the community”.
2. Encouraging participation at all levels both on and off the field.
3. Providing coaching and practise facilities.
4. Maintaining high standards of behaviour and sportsmanship.

The Club’s strategy for the foreseeable future is to strengthen the men’s senior sides, continue support for the development of women’s cricket, within our Club and our community, and to continue to operate a vibrant colt’s section developing our boys and girls to play senior cricket at Ickenham CC. The Club will achieve this by continuing its efforts to:

1. Develop the senior playing teams through consistently challenging players and teams to strive for improved results and provide positive role models to all Club members through achievement and success.
2. Harness and develop young cricketers so they have an opportunity to contribute to the game of cricket at all levels and to play an active role in our Club, and do so regardless of sex, age, disability, ethnicity, nationality, sexual orientation, religion or other beliefs.

## Committee

The management of the club is vested in the Officers of the Club who form the Club Committee:

|  |  |  |
| --- | --- | --- |
| **Role** | **Name** | **Email** |
| Club Chairman | Steve Room | chairman@ickenhamcc.co.uk |
| Honorary Secretary | Peter Brandreth | secretary@ickenhamcc.co.uk |
| Honorary Treasurer | Elliot Woods | treasurer@ickenhamcc.co.uk |
| Chairman of the Cricket Sub-Committee | Scott Wilsher | cricket@ickenhamcc.co.uk |
| Chairman of the Colts Sub-Committee | Steve Marner | colts@ickenhamcc.co.uk |
| Chairman of the Bar Sub-Committee | Charles Ramsdale | bar@ickenhamcc.co.uk |
| Chairman of the Ground Sub-Committee | Richard Crompton | ground@ickenhamcc.co.uk |
| Chairman of the House Sub-Committee | Andy Evans | secretary@ickenhamcc.co.uk |
| Chairman of External Sponsorship and Grants Sub-Committee | Neerav Trivedi | secretary@ickenhamcc.co.uk |
| Chairman of the Social and Internal Fund-Raising Sub-Committee | Rea Mistry | social@ickenhamcc.co.uk |
| Club Welfare Officer | Madhu Kumar | welfare@ickenhamcc.co.uk |

Additionally, the President is an ex-officio member of the Club Committee.

There are also six Assistant Officers, who support the Officers of the Club Committee:

* Assistant Secretary
* Assistant Treasurer
* Assistant Bar Chairman
* Social Members Representative
* Assistant Club Welfare Officer
* Fixture Secretary

## Membership

The age/gender demographic of our Club membership is as follows:

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **2019 Year End** | | |  | **2020 Year End** | | |  | **2021 Year End** | | |
| **Category** |  | **Male** | **Female** | **Total** |  | **Male** | **Female** | **Total** |  | **Male** | **Female** | **Total** |
| **Adult** |  | 138 | 38 | **176** |  | 154 | 43 | **197** |  | 144 | 40 | **184** |
| **Colt** |  | 128 | 13 | **141** |  | 114 | 15 | **129** |  | 150 | 31 | **181** |
| **Total** |  | **266** | **51** | **317** |  | **268** | **58** | **326** |  | **294** | **71** | **365** |

We do not hold details of black and ethnic minority for adult members.

Our colt member’s demographics are as follows, obtained from information provided by parents/carers on colt’s membership registrations.

|  |  |  |  |
| --- | --- | --- | --- |
| **Category** | **2018** | **2019** | **2020** |
| **White** | 59 | 62 | 43 |
| **Mixed** | 5 | 5 | 9 |
| **Asian or Asian British** | 70 | 71 | 70 |
| **Black or Black British** | 0 | 0 | 1 |
| **Other** | 0 | 3 | 6 |
| **Total** | **134** | **141** | **129** |

Our membership numbers by categories have remained relatively steady over recent years, with another gratifying increase in the number of older colts playing senior cricket at a level that is suitable to their ability.  The club's ethos remains to encourage colts, as soon as they reach the minimum age and want to participate, to have the opportunity to play in senior cricket matches. Attracting new juniors to the Club was very difficult in 2020 due to the Covid-19 restrictions.

Our Colt’s Foundation Group continues to be a first key step into cricket for children from age four and upwards and is an essential tenant of our approach to attracting new colts. Our ethos has always been to allow the younger boys and girls, wishing to join our Foundation Group (school year 6 and below) and play cricket for the first time, with two free ‘try-out’ weeks to be sure that they, and their parents/carers, are happy and comfortable before committing themselves to membership of Ickenham Cricket Club.

## Finance

The finances of the club remained positive at the end of the 2020/21 financial year, on 30th September 2021 at £100,382.72

As well as player and member subscriptions, additional funds are normally raised through the bar, hire of clubhouse and ground for functions, the sale of cricket clothing, donations, an annual Fun Day event, sales of refreshments at colts training on Fridays and Sundays, social events and various fundraising activities.

However, this year the finances of the club have been severely affected by the Covid-19 outbreak.

## Partnerships and other links

The three ICC cricket grounds are used on occasions by Middlesex over 50’s and over 60’s teams, other cricket teams and by local schools, a local cricket coach and the Ickenham Church Holiday Club for cricket events. In addition to providing cricket, the Club’s facilities are used for other activities through association with other bodies within the local community, with several charity events hosted during our 2018/19 financial year. During the close season our facilities are let to a private tutor and the local community for wedding receptions, Christening parties, children’s and adult’s birthday parties and funeral wakes.

Ickenham Cricket Club is an active member of Hillingdon Youth Cricket Alliance and has links with junior and senior schools within our local community.

Due to the Covid-19 outbreak, these partnerships have not been so very active this year.

## Facilities

The Club owns the freehold of its principal ground. Additionally, the Club has two licences, from the London Borough of Hillingdon, and maintains two further cricket grounds in land adjacent to the main ICC cricket ground.

.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **1st pitch Main Ground** | **2nd pitch “The Deanery”** | **3rd pitch “Hayward’s Heath”** |
| No. of fine turf playing pitches | 8 | 9 | 8 |
| No. of non-turf playing pitches | 0 | 0 | 0 |
| No. of fine turf practice pitches | 2 | 0 | 0 |
| No. of non-turf practice pitches | 3 | 0 | 0 |

## Club Teams

***Adults***

|  |  |
| --- | --- |
| Men’s Saturday 1st XI | Morrant Thames Valley Cricket League – Division 1 |
| Men’s Saturday 2nd XI | Morrant Thames Valley Cricket League – Division 3 |
| Men’s Saturday 3rd XI | Morrant Thames Valley Cricket League – Division 5 |
| Men’s Saturday 4th XI | Morrant Thames Valley Cricket League Division 8 |
| Men’s Saturday 5th XI | Morrant Thames Valley Cricket League Division 10 |
| Men’s Sunday 1st XI | Chess Valley League & Conference Cup |
| Under 21 Development XI | Middlesex Development League |
| Women’s 1st XI | Women's Cricket Southern League -- Championship |
| Women’s 2nd XI | Derek Morgan Middlesex League |

This year, the club has also fielded a Men’s Saturday 6th XI playing friendly fixtures.

Due to the Covid-19 outbreak, there has been no Sunday League cricket but the club has fielded two Sunday teams for friendly matches.

Due to the Covid-19 outbreak, the Women’s XI played friendly fixtures and did not enter a league competition.

## Colts

|  |  |
| --- | --- |
| Under 19 | Middlesex T20 League |
| Under 17 | Middlesex Youth Cup |
| Under 17 | Middlesex West Area League Division 1 |
| Under 15 | Middlesex West Area League Division 1 |
| Under 14 | Middlesex West Area League |
| Under 13 A | Middlesex West Area League Division 1 |
| Under 13B | Middlesex West Area League |
| Under 12 | Middlesex West Area League Division 1 |
| Under 11 | Middlesex West Area League Division 3 |
| Under 10A | Middlesex Colts Association West Area Gubby Allen Division 1 |
| Under 10B | Middlesex Colts Association West Area Gubby Allen |

## Representative Cricket for Colts, Men and Women:

|  |  |  |
| --- | --- | --- |
| **Borough Cricket** | **Total playing** | |
| **20200** | **2021** |
| **Under 14** | 0 | 2 |
| **Under 12** | 3 | 0 |
| **Under 10** | 3 | 0 |

|  |  |  |
| --- | --- | --- |
| **Middlesex County Cricket** | **Total playing** | |
| **2020** | **2021** |
| **Men** | 1 | 1 |
| **Under 17 boys** | 0 | 0 |
| **Under 15 boys** | 0 | 0 |
| **Under 17 Girls** | 0 | 1 |
| **Under 15 girls** | 1 | 0 |
| **Under 13 girls** | 0 | 0 |
| **Under 12 boys** | 2 | 0 |
| **Under 11 boys** | 0 | 0 |
| **Disability** | 1 | 1 |
| **Women** | 2 | 3 |

|  |  |  |
| --- | --- | --- |
| **Other County Cricket** | **Total playing** | |
| **2020** | **2021** |
| **Under 13 boys** | 0 | 1 |
| **Under 17 boys** | 0 | 1 |
| **Under 15 girls** | 0 | 0 |
| **Women** | 2 | 2 |
| **Men** | 0 | 1 |

## Developments Since the Previous Development Plan

## Club Mark- accreditation renewed August 2021 for a further year

* *Five new level 2 coaches trained (1 in training)*
* *Increased Colts participation in senior teams*
* *Net facilities refurbished (£15k)*
* *New covers for the main ground purchased entirely through sponsorship (£5k)*
* *Women’s 2nd XI started in 2021*
* *Girls’ and Women’s open day – good attendance*
* *Growth in membership numbers*
* *2nd XI and 4th XI achieved promotion*
* *A successful academy ran in 2021 building on pilot in 2020*
* *Car park and path to club made safer*
* *New grounds contract proving successful*
* *Pre-season work party – 60 players, parents, colts and non-players in attendance.*

## Planned Developments

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Development** | Clubmark Accreditation | | | | |
| **Aim** | To maintain standards to Clubmark specification. | | | | |
| **Objective** | **Process** | **Key partner** | **Lead persons** | **Timescale** | **Cost** |
| To retain Clubmark accreditation | ECB Clubmark evidence and site checklists | Middlesex County Cricket Board Development Manager | Colts Secretary  Club Committee | Ongoing | None |
| **Additional notes** |  | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Development** | Senior Cricket (Men) | | | | |
| **Aim** | Strengthen senior sides by maintaining and continuously improving the standard of coaching and training for all senior players, particularly the 1st XI squad.  Provide regular opportunities for colts (boys and girls) to play senior cricket. | | | | |
| **Objective** | **Process** | **Key partner** | **Lead person** | **Timescale** | **Cost** |
| Provide facilities that will allow players to fulfil their potential  Continue regular selection of younger colts to our men’s teams. | Increase training facilities for colts transitioning into the senior game | UKCC Level 2 coaches | Cricket & Colts Chairmen  Other captains | Ongoing | Costs are absorbed into normal Club activities.  Funding for winter net practice programme |
| **Additional notes** |  | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Development** | Senior Cricket (Women) | | | | |
| **Aim** | Promote women’s cricket at both Club and community level and maintain, the improve the standard of coaching, training and skills of all senior women players. | | | | |
| **Objective** | **Process** | **Key partner** | **Lead person** | **Timescale** | **Cost** |
| Increase amount of cricket available to women at the Club and their involvement in cricket and the Club generally. | (i) Enter women’s league and cup competitions (ii) Some Women’s matches on the main square (iii) Hold women’s indoor tournament, 6-aside outdoors and 2 x softball tournaments  (iv) Greater involvement in women coaching both boys and the younger girls (and vice versa)  (v) Encourage attendance at Cricket (completed)  (vii) Have a coach for winter and summer training sessions (completed)  (vii) Have a coach for winter and summer training sessions Committee and social/general club activities  (vi) creation of a second Xi to increase participation and membership | Women’s Cricket Southern League  UKCC Level 2 coaches  Middx. League | Cricket Chairman  Women’s Cricket Captain/Representative  Colts Chairman  Georgia Leadbetter (2XI captain)  Cricket Chairman  Women’s Cricket Captain/Representative | Ongoing  2021  2022 | Costs are absorbed into normal Club activities  Funding for 2020/2021 winter net practice programme  Self funding – more members  Cost covered by increase in membership fee, sponsorship and profit from indoor tournament |
| **Additional notes** | Second XI functioned 2021. Continue to develop this area. | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Development** | Junior Cricket (Colts) | | | | |
| **Aim** | Observe all coaching requirements, in respect of junior, and adult, coach to pupil ratios, to enable best class coaching facilities. | | | | |
| **Objective** | **Process** | **Key partner** | **Lead person** | **Timescale** | **Cost** |
| Increase numbers of UKCC Level 2 and Foundation coaches | Build succession plan including a new coach recruitment programme | Middlesex Cricket | Colts Chairman  Colts Secretary | Ongoing | Provided coaches offer voluntary coaching to ICC their training costs and ECB CA subscriptions are met by the Club |
| **Additional notes** | Each year the Club invests over £2,000 on coaches to provide coaching facilities for the Foundation (under 11 and below) group. | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Development** | Recruitment – Colts, Senior Male and Female Playing Members | | | | |
| **Aim** | Maintain membership at a sustainable level. | | | | |
| **Objective** | **Process** | **Key partner** | **Lead person** | **Timescale** | **Cost** |
| Remain vibrant and healthy membership numbers.  Hold colt’s open days and ‘two-week trial’ for both boys and girls.  Develop closer links with local schools | Remain ‘open’ to the community  Contact local schools and develop strong working relationships.  Leverage Social-Media  Hillingdon Youth Cricket Alliance | Social Media  Hillingdon Youth Cricket Alliance  Local schools | Club Chairman  Cricket Chairman  Colt’s Chairman  Colt’s Secretary  Membership Secretary | Ongoing | None |
| **Additional notes** | Whilst looking externally for quality players to join the Club and play for our men’s and women’s XIs, we also remain heavily committed to the home-grown philosophy.  During the 2021 cricket season we again recruited several new very young colts to the club. | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Development** | Membership Communications | | | | |
| **Aim** | Maintain good communications with the membership | | | | |
| **Objective** | **Process** | **Key partner** | **Lead person** | **Timescale** | **Cost** |
| Retain and grow membership and ensure club news is effectively disseminated. | Social media  ICC Website  ICC Newsletters  ICC Annual Survey | n/a | Club Chairman  Social Member rep.  Web Administrator  Cricket Chairman | On going | n/a |
| **Additional notes** | The Club has an up to date website and is active on social media. Committee has taken more control over the content on social media in 2021. | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Development** | Replacement roller and cover. | | | | |
| **Aim** | To purchase a new motorised roller to improve pitch quality of three squares. | | | | |
| **Objective** | **Process** | **Key partner** | **Lead person** | **Timescale** | **Cost** |
| To fund a new motorised roller to replace older model.  Older roller no longer reliable. | Three quotes minimum.  Advice from Groundsman.  Sale of old roller | Groundsman | Ground chairman | For 2022 season | C £15k including vat |
| **Additional notes** | Money saved on covers through sponsorship to part fund (£5k). Recoup some funds through sale of old roller. Old roller not a cricket roller. | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Development** | Patio and spectator areas – improve the areas most used by spectators. | | | | |
| **Aim** | To make the areas more practical and comfortable as well as tidying them up. | | | | |
| **Objective** | **Process** | **Key partner** | **Lead person** | **Timescale** | **Cost** |
| Patio area -a covered area to make it a more flexible space.  Area by the mower shed replace old low wall and make a 2-tiered area. | Investigate what exists – e.g.; pub gardens/other clubs.  Seek advice from members in the building trade to explore cost effective options. | Commercial contractor if it is beyond members.  Existing members in trade. | House Chair  Ground chair | For 2022  For 2022 | Unknown – quotes needed  Unknown – dependent on ideas from the trade. |
| **Additional notes** | Use labour of members and expertise from builders. | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Development** | Upgrade Oak Avenue Boundary Fencing | | | | |
| **Aim** | To reduce the inconvenience to players and neighbours when balls are hit out of the ground. | | | | |
| **Objective** | **Process** | **Key partner** | **Lead person** | **Timescale** | **Cost** |
| New fencing on the Oak Avenue boundary of the ground | Review options for grants. | A suitable contractor and club volunteers | Club Chairman  Ground Chairman  Cricket Chairman  External Sponsorship and Grants Chairman | 2022/2023 | c. £30,000 |
| **Additional notes** | The Club spent £2,000 increasing the height of one boundary fence to six metres, in 2018. | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Development** | Main Cricket Ground Drainage | | | | |
| **Aim** | Renew existing drainage system | | | | |
| **Objective** | **Process** | **Key partner** | **Lead person** | **Timescale** | **Cost** |
| Improve drainage of main cricket ground | Introduce new drainage to cover the whole of the main ICC cricket ground, which will work in tandem with the existing but aging drainage system | Seek grants and sponsorship to fund the project and a partner to complete the ground works | Ground Chairman  Cricket Chairman  External Sponsorship and Grants Chairman | 2023/24 | c. £40,000 |
| **Additional notes** | The Club need to consider ways of obtaining grants and other methods of fundraising. | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Development** | Repair and Re-paint the White Rendered Facia of the Pavilion. | | | | |
| **Aim** | Improve the look of the outside of the pavilion and protect the facias from the winter weather. | | | | |
| **Objective** | **Process** | **Key partner** | **Lead persons** | **Timescale** | **Cost** |
| Remove and repair the damaged rendering, add a ‘drip rail’ and paint the facia | Review options and pricing to repair damaged rendering. | ICC Member Volunteers | Club Chairman | 2022 | c. £400 |
| **Additional notes** |  |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Development** |  | | | | |
| **Aim** |  | | | | |
| **Objective** | **Process** | **Key partner** | **Lead persons** | **Timescale** | **Cost** |
|  |  |  |  |  |  |
| **Additional notes** |  | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Development** | Redecoration of Main Clubhouse & Changing Rooms | | | | |
| **Aim** | Maintain and approved decoration and cleanliness of Clubhouse and Changing Rooms including the bar. | | | | |
| **Objective** | **Process** | **Key partner** | **Lead persons** | **Timescale** | **Cost** |
| Maintain and improve clubhouse decoration  Planned replacement of 40 year old cooler systems. (failing)  Bar area upgrade | Annual review of work required to be done to maintain facilities.  Approval of proposed expenditure by Club Committee.  In-house repair with view to full replacement. 2 quotes  Quotes for new shelving and fridges. | Members  Contractor  Bar designer | House Chair  Bar chairman  Bar Chairman | Review annually during January/February. Obtain budget approval. Complete approved works before cricket resumes each season.  End of 2021 season  Winter 2021 | Annual expenditure approved by the Club Committee.  C £3k  Await quotes for different options |
| **Additional notes** |  | | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Development** | Web-cam for Live Cricket Feed from main ground. | | | | | | |
| **Aim** | Live streaming of matches. | | | | | | |
| **Objective** | **Process** | | **Key partner** | **Lead persons** | **Timescale** | | **Cost** |
| Enhance communications with Members and the local community    Modernise facilities to attract more members | Review options with potential suppliers. | | Sponsor? | Cricket Chairman  Ground Chairman | 2022 | | c. £1,500 plus £50 monthly licence fee for 6 months |
| **Additional notes** |  | | | | | | |
| **Development** | Replacement of site screens on main square | | | | | | |
| **Aim** | To get the site screens off the field of play | | | | | | |
| **Objective** | **Process** | **Key partner** | | **Lead person** | | **Timescale** | **Cost** |
| Enhance cricket facilities | Consult and plan | Fund raise, seek grants and sponsorship to fund the project | | Club Chairman  Ground Chairman  Cricket Chairman  Chairman – Social and Fund Raising  Chairman – External Grants & Sponsorship | | 2021/2023 | tbc |
| **Additional notes** | Needed to increase size of playing area | | | | | | |