

# CHORLEYWOOD CRICKET CLUB



*Established circa 1851*



## CLUB STRATEGY 2010 TO 2015

### EXECUTIVE SUMMARY

**T**his working document has been refined through discussion with the Club's Executive Committee, Club Members and other Key Stakeholders. It describes the type of Club that we foresee in the years to come. It focuses on youth, community, families, facilities, links to other institutions, player development and cricket excellence. It is produced with the aim of gaining support from many sources, in order to help the Club fulfil its objectives and secure its future. In short, it is intended to preserve the playing of cricket in the attractive surroundings of Chorleywood Common for the full benefit of residents, visitors and all who love the game.



## Introduction

The sight of a cricket match in progress on the common stays in the memory. The game has been played there, for at least, 200 years. With players from Hertfordshire and neighbouring Buckinghamshire, Chorleywood Cricket Club ('CWCC' or 'The Club') helps maintain a typical village green atmosphere for the town. It is, in effect, Chorleywood's shop window. CWCC is a thriving local success story, with a glorious history, a successful present and, thanks to a dedicated membership, we believe, an exciting future.

## Background

As ever, the Club's overriding purpose is to encourage the playing cricket at all levels within Chorleywood and its environs. To do so, we have to provide appropriate facilities which allow the game to be played to a good standard and in particular, to support players with proper coaching of a modern standard that enables them to enhance their skills.

This is especially pertinent to young cricketers. It is a sad fact that many schools no longer provide cricket for their pupils and therefore clubs such as ours are the primary route for introducing children of all abilities to the game. By having 200 Colts (aged 7 to 16) who play each week, CWCC has given continuing opportunities to youngsters to acquire cricketing proficiency, such that many progress regularly to play in youth county teams and the six senior weekend sides. In filling this gap, left by the absence of competitive cricket during term-time, it can be seen that the Club has needed to change its emphasis.

Obviously, many players may, and indeed will, remain playing club cricket with Chorleywood, either playing competitively within the County leagues, or just enjoying the social camaraderie of the game. Others may proceed through our feeder network to play cricket professionally, and even (for an elite few) to represent their country. We recognise, of course, that our present facilities and league positions do not allow us to raise the most talented players all the way through to the highest echelons of the game. Nevertheless, we hope to provide a pathway for those with such aspirations.

The majority (both young and old) though, will continue to play their cricket as part of our community. Therefore, hopefully they will thrive in the local domain and be enriched by acquiring the larger than life skills that come from participating in the best game ever devised by man. *Mind you, the playwright J.M. Barrie put it on an even higher plane, when he wrote that cricket was an idea of the Gods!*



CWCC Colts strengthens in numbers each season.

## Current issues and challenges

- This document is being written at the time of one of the worst economic climates in peacetime.
- To gain young people's attention, cricket, as a sport, is in competition with football in particular and, to a lesser extent, rugby. The dubious advantages of sedentary video games are also a distraction.
- Since our main cricket ground is on the common land, there is public access to the playing area, the Pavilion and the equipment contained therein. As a consequence, these facilities are susceptible to vandalism.
- The clubhouse erected some 50 years ago has deteriorated to such an extent that a replacement needs to be found as soon as possible. Obviously, such an undertaking will require considerable financing.
- Our current lease will expire in 2021. Any investments or grants will require a new lease of appropriate length.

- With the adjacent A404 being a feeder road to the nearby M25, inexorably the volume of traffic has multiplied many times. Consequently, the likely incidence of cricket balls endangering vehicles has increased similarly. Therefore, in order to reduce the risk to road users, it has been agreed by Three Rivers District Council that the Club should move the playing area further from the road. This again, will call upon substantial funding.

To overcome these challenges satisfactorily, we need a clear vision of the Club's future direction. Hence, a supplementary purpose of this document is to illuminate our thoughts on a feasible way forward. Then, subsequent to agreement with interested parties, an implementation plan will be produced.

### **Our Vision and *its implementation***

1. To become known within our community, as a club that strives for excellence and for an ability to introduce people – especially young people – to the game of cricket, and then provide them with ongoing challenges and opportunities to develop their skills.

*This will require investment in qualified coaches and suitable equipment so that we can build on existing strengths.*

2. To be a Club which people want to join and where members may meet other like minded individuals and build friendships in a congenial environment based upon mutual interest. This, of course, extends to familial support for the players and indeed any who just want to watch and socialise.

*This necessitates extended facilities within, and to a certain extent, outside the pavilion.*

3. To contribute generally towards the community spirit of Chorleywood and its surrounding area both visually and in the work we do to achieve our goals.

*Again, this emphasises the need to replace or enhance current building and to improve facilities. By demonstrating our value to the people of Chorleywood, it is to be hoped that grants and financial support will be forthcoming.*

4. To build strong long-term relationships with local stakeholders such as local councils, schools and businesses.

*This is interwoven with clause 3 above. There is a large reliance on these bodies for funding and support and so ideally, we need an ongoing relationship to ensure continuing investment over the years to come to balance our income and expenditure.*

5. To strengthen our existing links with other cricket clubs that complements our aims for the mutual benefit of all. This network includes clubs whose extensive facilities enable them to fully develop player's potential. (As can be seen, however, we aspire to be in a similar position). It also includes continuing to develop our links with significant cricketing institutions within the UK (e.g. The England and Wales Cricket Board, County Clubs and Associations) in order to maintain our status as an ECB Focus Club with Clubmark credentials.

*This will enable CWCC to keep pace with change; reviewing the benefits of possible mergers with local clubs; and importantly, making cricket available to groups for whom we have not previously catered, i.e. women and those with disabilities.*

The crux of the implementation plan involves engaging with those who fall into three broad categories, Sources of Funding, Local Stakeholders and Cricketing Network.

#### Sources of Funding:-

- Members of the Club
- Three Rivers District Council
- Chorleywood Parish Council
- England and Wales Cricket Board (ECB).
- The Cricket Foundation
- Sport England
- The Big Lottery Fund
- The Dickie Bird Foundation
- The Lord's Taverners
- National Businesses
- Private individuals

#### Cricketing Network:-

- Herts County Cricket Association
- MCC
- ECB
- Hertfordshire League
- Three Rivers and Watford Cricket Development Group
- Local Cricket Clubs
- Home Counties County and Minor County Cricket Clubs and Associations. (Middlesex; Surrey; Essex; Kent; Herts; Bucks; Berks)
- Prominent nearby clubs such as Gerrards Cross; Radlett; and the Ground management at Shenley.

#### Local Stakeholders:-

- Three Rivers District Council Sports Network
- Chorleywood Parish Council
- Local junior and senior schools
- School Sports Partnership
- Local Businesses

## **Sponsorship and Fundraising**

As intimated above, the club's financial requirements fall into two categories – continuing sponsorship and specific fundraising for the redevelopment project.

### **Sponsorship**

Taken alone, the yearly senior, colts and non-playing members' subscriptions are insufficient to maintain and operate the CWCC plans for 2010-2015. Therefore, sponsorship, ideally on a continuing annual basis (obviously, more short-term offers also are welcome) is a necessity. This additional income would enable the Club to afford investments and sustain running expenditure.

To give some examples. This year there has been outlay in refurbished nets, a new mower for the square and various pieces of coaching equipment – all essential. Shortly, there will be the purchase of a proper ground cover and the undertaking of repairs to the pavilion; again, pressing needs. In short, the club requires annual sponsorship of around £30,000 to operate at a reasonable level. WE INVITE local businesses and individuals to help out by becoming sponsors and thereby an intrinsic part of your community's cricket club.

Please contact Owen Edis, CWCC Chairman, 01923 446412, if you would like to assist by sponsoring the Club.

### **Fundraising**

The major redevelopment plans outlined in the body of this paper call for substantial funding. The club is exploring the appointment of a person to help identify national and outside bodies prepared to contribute, but a great deal of the capital surely will need to be raised at local level if we are to achieve our target.

If you feel you are able to help in any way, especially with a donation of any amount (small or large), please contact Denys Downing, CWCC President, 01923 465770.

## In conclusion

The Club has the benefit of playing on the Common, regarded widely as a quintessential English village cricket ground. To safeguard the playing of the game in such an iconic location is part of the heritage bequeathed to us by those who founded Chorleywood Cricket Club so long ago. Everyone has a part to play in conserving their legacy.





This paper was compiled by David Rayvern Allen from a draft by Peter Smithson and the input of the other members of the Chorleywood Cricket Club Strategy Group, namely, Denys Downing, Owen Edis, Steve Dunning and John Watkiss.