



# Henfield Cricket Club

## *5 Year Development Plan 2022-2026*

### **Mission Statement**

Henfield Cricket Club's mission is to provide a first-rate and inclusive cricket opportunity for all its members, players of all abilities and ambitions, and the local community of Henfield.

We combine the best of modern sport and cricket traditions through competitive and social cricket, social activities and community involvement.

Our aim is to play as high as possible in the renewed Sussex Cricket pyramid whilst maintaining our strong community, social and family-orientated status. We will do this by continuing to develop our cricket infrastructure and the facilities we provide.

### **Section 1 - Cricket**

#### **1.1. Development of Junior Cricket**

##### **Summary**

We continue to benefit from strong community ties and a steady flow of young players from Henfield St. Peters primary school. The village is relatively remote from population centres and there are limited sport and leisure alternatives in the immediate area. In 2017 Henfield CC joined the ECB All Stars programme, extending our membership range and establishing a natural pathway in to our youth section. We now number 40 Under 5's to 8s, and potential coaches and managers from amongst the parents have been identified. Full membership numbers are itemised in the appendices.

We continue to make good use of local media to encourage recruitment especially the local 'BN5' magazine which promotes local businesses on the back of local news stories and has high visibility in the local community.

Whilst still not having the strength in depth of some clubs from larger population centres, we compete in junior cricket at a respectable level and have a recent history of improving our relative strength as an age group progresses to their mid teens, local more talented children tending to return to their home village club once efforts at establishing themselves at elite clubs, slightly further afield, have petered out. Such is the size of Henfield that we find it most practicable to run sides at every second year of age. In 2022 we intend to run the following age groups U10, U12 and U15 colts plus a girls cricket spread over various age groups. The new SAJCL rule of allowing players to play down an age group, allow us to ensure the limited number of U16's at Henfield CC play junior cricket. We will decide the teams to be run each season when age split numbers are more clearly known.

Our league and Festival performance and placing across the same age groups in 2021 was mid-table, winning and losing games in roughly equal proportion with the exception of our U16's that reached the County Final played at The Sussex County Ground in 2021.



# Henfield Cricket Club

## 5 Year Development Plan 2022-2026

Many of the prior year's U16's squad are playing regular Saturday league cricket over each of our three Saturday teams and a number have played first team cricket albeit when we have short Saturday availability. Those players who have not played league cricket have at least played Sunday recreational cricket. We have entered a side in the Sussex Slam. The backbone of this side will be made up of last season's U16's alongside several senior players. The competition is a vital development tool in retaining playing commitment at an age when so many players drift away from the game.

We should be aiming to field an U16's team in 2023, however traditionally we have struggled to field U16's teams as many parents restrict their child's playing activity on account of exams in the critical May/June period and then holidaying during the August SJCF. We must ensure that good links are maintained through that early part of the summer however and by the mid-point of the season at the end of the exam cycle we should be able to call upon U16's and senior team cricket.

We ran a summer school for cricketers aged 9-12.

Coaching development was satisfactory, we are able to field level II coach's across all our active playing youth age groups and the women. See the chart at the end of this report.

### Aims

1. We will continue to press for new coaches from willing parents and senior players, with a target of two new UKCCIs, current parents to step up from the 'helper' and level I or II functions.
2. We will continue to actively recruit players at U5 and older to provide a nursery academy from which first age group sides can be populated and enthusiastic parent helpers and potential coaches can be identified and developed **Action:** Senior players in the membership with children in that age band identified to help lead a group.
3. Dynamos and Allstars has provided a great introduction to cricket and is well attended on Friday evening training. We must endeavour to move these players into age group squads and teams.
4. We will continue to discuss and put in place retention plans to strengthen the transition to senior cricket for young player's aged 16+ utilising Sunday cricket opportunities and pursuing any further U19 initiatives. **Action:** Cricket committee to discuss options, and discussions to continue with other like-minded local clubs for league options.

## 1.2 Development of Women and Girls Cricket

### Summary

We struggled to find sufficient numbers of women players pre-covid (even after merging our team with Chippingdale CC). The women's team captain stepped down from her position in 2021 after a successfully leading the side for a number of years. In 2021, post -covid, the number of players dramatically dropped and we were unable to find a new captain. We have therefore taken the decision to cease running a women's cricket team.

We are running a girls squad of varying age groups with increasing numbers training each week. We have not entered a competitive league however the girls section up to age U14 continues to train



# Henfield Cricket Club

## *5 Year Development Plan 2022-2026*

and a decision on competitive matches remains pending. A dedicated squad coach (and parent) has taken on the coaching role for our girls assisted by the ex-womens team captain.

### **Aims**

1. If we believe sufficient numbers exist and a potential captain identified, resurrect the women's team;
2. Development of the girls section formally with the aim of playing U12 or U14 cricket in 2022.  
**Action:** we will continue to actively target Henfield St. Peters primary school for players. Links with Jolesfield School at Partridge Green need to be established
3. We will explore all means of extending our playing base including sharing playing resources with other sides experiencing similar availability issues.

### **1.3 Development of Senior Men's Cricket**

#### **Summary**

The 1<sup>st</sup> XI play in the SCL Division 4 West. The team, with an average age in the mid-twenties includes up to 8 players brought through the Henfield CC colts system. The club do not have an overseas amateur to improve the standard of our side. 2021 was a difficult season in Division 3 – we lost every game and were relegated. The moral within the team at the end of the season was poor although a successful indoor season and pre-season nets fills us with realistic hope that we are currently playing at the correct level. A mid-table finish in 2022, whilst not being aspirational, would be satisfactory. There are a number of older colts that have shown potential to be future 1<sup>st</sup> team players which bodes well for future seasons.

The 2<sup>nd</sup> XI play in the SCL Division 8 West. Availability of senior players, many with considerable 1<sup>st</sup> team pedigree is frustratingly inconsistent. The team regularly have to rely on drafts from the 3<sup>rd</sup> team squad of players playing above their ability level. With reasonable availability Henfield can aspire to be competitive with a 2<sup>nd</sup> team in the tier.

The 3<sup>rd</sup> team playing in Division 11 Central (South). The third team draws on older colts and seasoned veterans but as always has had availability issues, predominantly due to the inconsistent availability of the 1<sup>st</sup> and 2<sup>nd</sup> XI's. At the end of the 2021 season, based on availability, we tentatively considered folding the 3<sup>rd</sup> XI although this proposal was unanimously rejected. This season we have managed to fulfil all league fixtures, albeit it occasionally with a weakened team. The 3<sup>rd</sup> XI remains the entrance path for colts into league cricket and a number of more talented colts have been identified through playing with the 3<sup>rd</sup> XI.

Sunday Cricket: The collapse in the clubs Sunday cricket activity was a most significant feature of our mens senior activity in 2018. A special meeting of HCC in October 2017 produced a consensus that the club should not set up a full fixture list for the Sunday 2<sup>nd</sup> XI for 2018 in favour of maintaining an effort on Saturdays for our third team. It was decided that a handful of Sunday 2<sup>nd</sup> XI fixtures should still be scheduled for the peak summer months. The Sunday team is



# Henfield Cricket Club

## *5 Year Development Plan 2022-2026*

Sunday cricket will be supplemented by:

- Single/double wicket
- Internal 6 a-side which could be men, women or colts

**In July 2018 we wrote to many local clubs to outline our issues and proposals regarding Sunday cricket and to invite consultation to mutually solve the issues which invariably also exist at other clubs. We did not receive a response from any club written to.**

### **Aims**

1. The cricket committee, under new leadership, will put in place an appropriate structure to support the teams aims including options for new players, coaching, management, mentoring and individual coaching.
2. Adjust our Sunday activity commensurate with current members demands.

## **Section 2 - Facilities**

### **Summary**

Our Henfield Common location continues to be loved and admired by all players and visitors but facilities are ageing. Pavilion management and maintenance is fortunately of the highest standard.

The refurbishment of the Pavilion and proposed extension has been put on hold, primarily because of the lack of sufficient 3rd party funds available to support such projects in the post covid period and current economic climate. With exception of a few individuals, there was a lack of engagement with the project within the membership. The project is merely on hold and will be resurrected in the future.

The nets were refurbished in 2015 but issues of excessive bounce emerged in 2017. Whilst a new mat was laid in 2017, it was agreed at the 2022 AGM that the Committee explore the funding of a full refurbishment of the nets with a view to commence of work after the end of the 2022 season. Some funds will come from the monies raised for the extension project, other funds will be applied for and we will consider taking out an ECB loan for the balance. Potential cost £35,000.

The main square continues to be highly rated. Our sloping and mole effected site is complimented by an improved outfield. The youth 'development' ground on the site of the artificial strip further up on the Memorial field is used for Colts up to U10/11.

We have agreed a lease to extend our outfield which should allow further wickets at the top of the square to be used in senior matches.

Our 3<sup>rd</sup> team play at Partridge Green where we rent the facility and have no responsibility for maintenance of either the pavilion or pitch. Securing a second permanent senior ground nearer to Henfield, whilst desirable, will be considered alongside the on-going difficulties of fielding three sides on a Saturday. There is an area within the village ear-marked by the Parish Council for sporting



# Henfield Cricket Club

## *5 Year Development Plan 2022-2026*

facilities (cricket and football) to be externally funded as part of a housing development. At this stage HCC have expressed an interest to be involved.

Our location at Henfield Common is under intense use. Our magnificent grounds team work marvels to produce fantastic playing conditions, at busy times on up to 6 summer days a week. However, our Groundman is looking to reduce his commitment (or at least HCC's reliance on his commitment) and will need to identify potential future grounds people and start to train them.

### **Aims**

1. Investigate funding for new nets and commence refurbishment after the end of 2022 season.
2. We will continue to investigate the possibilities of acquiring a second cricket space within the village, including council land behind Wantley.

### **Other Facilities**

Both the County Ground and BACA are first-class facilities and either is the preferred for senior players' winter development however we were unable to secure either for use this winter. Hurst College was approached however had no availability. Indoor facilities at Newbery in Lancing were used this pre-season however the general consensus was that next pre-season we would like to use either BACA or the County Ground

## **Section 3 - Club Management**

### **Summary**

The club structure remains largely unchanged. We are experimenting this year with a slimmed down main committee and sub-committees focused on particular areas of the club operation. This was put in place in order to encourage members to get involved in areas of the operation of the club that are of interest to the individual or within the realms of their expertise. If the operation of the Committee is successful this season then the constitution will be amended.

We are currently working by a devolved decision making model with working authority to sub-committees, so that the main committee retains an over sight role.

The processes for selection development and coaching structure remains under constant review. Each of the sections covered by this report have a committee and individual 'lead'.

Clubmark is being updated and we believe that our systems and standards remain compliant.

### **3.1. Social**

#### **Summary**

A new Social Committee has been set up. The social activities of the club are well supported by the youth end of the club and non-playing members. It remains difficult to get significant numbers of playing members contribute significantly to funding of the club.



# Henfield Cricket Club

## *5 Year Development Plan 2022-2026*

### **3.2. Communication**

#### **Summary**

Social Media communication is devolved to a several individuals but overall monitoring, strategy and control sits with one person. Pitchero was introduced in 2021 for internal communication, collection of subs, match fees and team selection. Whatsapp and private Facebook groups are used for less formal team and member communication. We also have a website (non-Play Cricket) a Play-Cricket website, an open Facebook account, Twitter and Instagram for external communication.

#### **Aims**

In 2022 we are aiming to up our external profile with Henfield village and other external people in order to encourage increased membership, both playing and social.

### **3.3 Financial**

#### **Summary**

The club's financial position remains strong, with turnover in excess of £37000. A slight loss was made in 2021 however the season was still affected by covid restrictions. Net Assets for General Funds amount to £27,000 with a further specific 250<sup>th</sup> Fund amounting to £22,000. An element of the 250<sup>th</sup> Fund will be used for the refurbishment of the nets although the intention is to reinstate these funds as soon as possible. Sponsorship is in the form of advertising banners for the ground and shirt sponsorship. New kit sponsors have been secured for 2022.

The Dove Nursery maintain their presence at the pavilion continuing to provide a strong income stream for HCC albeit one pressured by recent cutbacks in Nursery subsidies from government. The Dove will be closely monitored and supported to continue this income stream

#### **Aims**

1. We will continue to seek external revenue sources from sponsorship, updated relationships and loans or grants for agreed projects.



# Henfield Cricket Club

## 5 Year Development Plan 2022-2026

### 3.4 Membership

#### Playing Membership

	2021		Target 2022	
	Players	Teams	Players	Teams
Senior men	60	4	70	4
U16	12	1		
U15			12	1
U14	15	1		
U12	9	1	24	1
U11	24	1		
U10			20	1
U9	20	1		
Girls (not inc above)	12		10	
Allstars	40		40	
Dynamos	16		10	

#### Social Membership

Social membership is unquantified. There is an opportunity to increase social membership from junior parents and generally. This needs active monitoring and a recommendation for action in 2022 – see Social



# Henfield Cricket Club

## 5 Year Development Plan 2022-2026

### Section 3.4 – Coaches

#### 2021 Coaching Summary Actual

Coaches	Level	1 <sup>st</sup> XI	2 <sup>nd</sup> XI	3 <sup>rd</sup> XI	U15	U12	U10	Allstr	Dyn	Girls
Kathy Sealy	UKCCII+									Y
Ben Helps	UKCCII				Y			y		
Nick Bandy	UKCCII				Y				Y	
Tim Furber	UKCCII									Y
George Stewart	UKCCII						Y			
Andy Terrington	UKCCII						Y	Y		
Antony McAllister	UKCCII							Y		
Pete Boyce						Y				
Kevin Thorns						Y				

#### Co-ordinators

Nick Bandy					Y					
Pete Boyce						Y				
Jo Butler							Y			
Tim Furber										Y
Tammy Garmston								Y	Y	

The Chairman of the Cricket Committee has identified that there is no formal coaching for senior players and has introduced a plan of series of targeted coaching sessions to be run by external paid coaches. The club it has considered whether it should employ the services of an external coach to reinvigorate senior training nights however have struggled to find an appropriate person to take on the role.

**Action:** approach the county for assistance in employing the services of a senior team coach.

### Section 4 – Volunteers

#### Summary

The club has recently struggled in recruiting sufficient volunteers. Although the main roles on the Committee have been filled.

The membership form has been designed to include a request for volunteers and to identify those members that may be available to provide appropriate services to Henfield CC.





# Henfield Cricket Club

## *5 Year Development Plan 2022-2026*

### **Aims**

In 2022 we will continue to work to attract volunteers by

- Talking with parents
- Recruiting more young players into volunteer roles as coaches and assistants and committee membership
- Investigating opportunities through Sussex Cricket Foundation

## **Section 5 – Schools and Community**

### **Summary**

We currently do not have a presence in local schools however participation in Dynamos and the All Stars programmes is strong. In the past we have worked in local schools however we do not currently have the appropriate volunteer to take on this role. The club retains active links into the school via parents and staff who are club members. If a suitably qualified coach can be identified we would increase our presence in local schools.

The local primary schools tournament is held on the Common in June, normally attended by Henfield St. Peters, Steyning St. Andrews, Ashurst, Upper Beeding and Jolesfield (pre-covid).

The club house continues to provide a base for the Dove Nursery and also provides facilities for other sports clubs and societies meetings, as well as a private hire party venue.

### **Aims**

1. Our ability to deliver schools coaching in 2022 needs review since our schools-qualified coach is presently 'inactive'.
2. In 2022 we will consider running a summer school open to the community providing sufficient coaching support is on hand.



# Henfield Cricket Club

## 5 Year Development Plan 2022-2026

### Section 6 – What does good look like?

	What does good look like?	Met?	Action?	Priority - Observations
<b>Purpose</b>	Our committee is representative of our club (includes junior/senior players, parents, volunteers etc.)	No	Yes	Insufficient playing representation on the committee
	Our committee takes time to ensure it has a clear understanding of where we want to be in 5 years	Yes		
	We always let our members know what we are trying to achieve as a club	Yes		This plan to be published

<b>People</b>	We work proactively with our members and leagues to improve the player experience	Yes		
	We are innovative in how we attract new members, and we create a welcoming environment		Yes	More visible on social media
	We understand the importance of retaining our existing volunteers/players/members and take time to understand their motivations for being part of our club	Yes		
	We are innovative in how we attract new volunteers to our club, utilising the skills, knowledge and attributes of our members effectively	Yes		
	We recognise the need to reduce bureaucracy and administration for our volunteers e.g. Maximising the use of new technology, influencing leagues etc.	Yes		Pitchero APP is used

<b>Finances</b>	We are innovative in increasing our income streams ensuring we can proactively plan for the future	Yes		Expansion of Friday evening social activity
	We work to reduce our running costs and redirect funds into the player experience	Yes		
	We manage our finances effectively and are compliant with tax legislation	Yes		
	We produce an annual budget to ensure we are in control of our finances and are sustainable in the future	Yes		

<b>Facilities</b>	We work to improve access to better indoor facilities for our members		Yes	We need to book early for winter nets
	We work to improve access to better outdoor facilities for our members (practice and match play facilities)		Yes	Funding to be secured for refurbishment of outdoor nets. Consideration of



# Henfield Cricket Club

## 5 Year Development Plan 2022-2026

				second ground. See Section 2.
	We manage our energy and water use effectively to help reduce our costs	Yes		
	We are prepared for changing climate patterns and to reducing the impact that drought and flooding may bring to our club	Yes		
	We continuously monitor the usage of our facilities and our membership levels and look to source alternatives / new facilities		Yes	Consideration of a second ground
	We work proactively with our community to open up our facilities creating a warm, welcoming environment and help raise money		Yes	We see our facilities as open to all. There is always more that we could do to raise revenue but the trend is upward. See section 3.

Richard Dale (updated by Michael Cleary)

Henfield Cricket Club

Compiled May 2022