



VALE CRICKET CLUB

2020 VISION

To transform Vale Cricket Club into a centre of sporting excellence with cricket at the heart of the Club. To be recognised as a first class sporting and leisure destination in the Vale of Glamorgan attracting and retaining sporting talent from the local community.

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1 Introduction

Vale Cricket Club has a fantastic clubhouse and ground in the Vale of Glamorgan and the potential to develop both its senior and junior cricket sections.

The Club is now at a crossroads with the opportunity to develop and grow, or the risk of a slow demise. There is going to be change at the Club and we need to be ready for this. Experienced committee members wish to stand down after valued service and new blood is needed at committee, player and coaching levels. In order to take advantage of the development opportunities that exist the leadership team needs to be refreshed. At the same time a clearly articulated medium- to long-term vision for the coming years needs to be communicated to all of the Club's stakeholders to ensure the success the Club deserves. The Club is fortunate in that it has an active youth membership and high levels of engagement with parents and others who have a lot to offer the Club.

Unless positive action is taken to recruit senior playing members the likelihood is that Vale CC may struggle to field two senior cricket XIs in 2016 which will limit weekend playing opportunities for our junior members to participate in 45 over cricket. There is also a distinct possibility that without the injection of new volunteers to lead the Club over the next 3-4 years that the facilities available will not be used to their maximum potential.

Vale Cricket Club has the potential to become a major cricket hub and a base for other local community sporting sections to flourish.

This paper seeks to set out a framework and vision for Vale CC from 2016 – 2020 and is titled '*Vale Cricket Club 2020 Vision*'.

The purpose of this document is to set out a new vision for 2020 and to describe clear priorities and actions to achieve it.

Our vision is:

To transform Vale Cricket Club into a centre of sporting excellence with cricket at the heart of the Club. To be recognised as a first class sporting and leisure destination in the Vale of Glamorgan attracting and retaining sporting talent from the local community.

2 Background

Vale Cricket Club was established in 2004 as a result of a merger between Southerndown and Ewenny & Corntown Cricket Clubs. It plays its senior cricket in the Glamorgan and Monmouthshire Cricket League (GMCL) Division 3. Vale CC runs two senior XIs and an extremely well-developed and thriving youth structure.

The Club is situated approximately two miles out of Bridgend in the neighbouring county of the Vale of Glamorgan. It has its own substantial ground, leased from a local estate, and a purpose-built clubhouse. The ground has been passed as suitable to stage premier league cricket and has enormous potential.

Cricket Clubs in South Wales are struggling to survive and there are numerous examples of Clubs folding, merging or simply struggling to fulfil fixtures. Over the past two years Vale CC has lost a number of senior playing members and the 1st XI have slipped into division 3 of the GMCL. In the 2015 season the Club found it difficult, on occasions, to field two senior sides.

In addition to this a number of committee members who have been instrumental in managing the Club post-merger with Southerndown in 2004 wish to hand over the running of the Club to a new leadership team.

Vale CC has over 50 juniors registered and playing in the Cardiff & Vale junior cricket leagues. Vale CC fields sides at U9, U11, U13 & U15 levels. The junior section is well managed and has the support of three coaches and a number of coaching assistants.

In addition to this the Club has high levels of engagement with parents, local businesses and other friends of the Club who have a lot to offer.

3 Delivering the vision

3.1 High level objectives

- Refresh Club committee and form dedicated leadership and fund raising teams to support delivery of the agreed vision/master plan.
- Develop a master plan for the site (and possibly adjacent land/facilities) engaging professional support to allow discussions with our members, planning authority, landlords, neighbours and local authority. The master plan for the site will aim to improve or provide the following facilities:
 - A clubhouse with excellent facilities (changing/showers/café/bar/gym)
 - Excellent cricket playing and practice facilities
 - Improved outfield and drainage to maximise playing opportunities/experience.
 - Indoor multipurpose sports hall (offering a range of sports and large enough to accommodate social functions for 150 people)

- Establish if other local sports Clubs (e.g. cycling/tennis) may be interested in coming on board with this vision.
- Establish a community/family friendly facility.
- Develop a clear approach to developing the Club and its Membership, through growing participation and retaining membership.
- Focus on improving the ground and its facilities, specifically the entrance and clubhouse.
- Create a refreshed approach to the commercial, marketing and fundraising efforts of the Club.
- Improving the Club's engagement with and involvement of the local community.

3.2 Timescales

- A detailed programme is to be agreed and it is recognised that this is a 3-4 year plan and that outcomes of master planning will dictate projects and programme.
- Indicative programme:
 - Year 1 (2016)
 - Establish Club leadership & fund raising teams and agree roles & responsibilities. To be completed by Jan 16 at the latest.
 - Agree senior player recruitment strategy and implement Jan 16.
 - Agree indicative master plan in discussion with key stakeholders
 - Improve cricket practice facilities (2 lane practice facility/covers/repair, remove or refurbish artificial wicket/erect electronic score box, repair score box and sightscreens).
 - Refresh clubhouse (internal and external) Raise £50-60k to deliver the above.
 - Commence planning for indoor facility
 - Liaise with other sports Clubs about opportunities to join forces.
 - Establish fund raising strategy for Year 2, 3 & 4 and commence grant applications/fund raising from sporting and business sectors.
 - Year 2 (2017)
 - Review and reset 2020 Vision
 - Detailed planning for indoor facility
 - Continue with focused fund raising strategy
 - Welcome new sporting Clubs.
 - Year 3 (2018)
 - Review and reset 2020 Vision
 - Build indoor facility (This might be achievable in late 2017).

- Year 4 (2019)
 - Review and reset 2020 Vision for final year
 - Year 1 of new centre of excellence – get Club/business established.
- Year 5 (2020)
 - Review vision and deliver any final phases.
 - Look for new opportunities to grow/develop Club.

4 Governance and leadership

To deliver the vision requires the commitment of Club members to a new way of leading, managing and governing the Club. A sub-group has prepared a discussion document “The governance and leadership of Vale CC” setting out ideas about how the Club can be organised to help to achieve the vision.

In summary, it proposes:

- A Club management and senior leadership team comprising the Club’s officers and four ‘portfolio’ holders (see below) plus a co-opted Junior Section representative.
- Portfolios designed around three organizing principles of business as usual; delivering year 1 plans; and longer term development.
- The proposed portfolios are:
 - Club and Membership
 - Grounds Management and Cricketing Facilities
 - Commercial, Marketing and Fundraising
 - Community Involvement.

In addition there is a cross-cutting group looking at longer term major developments.

The proposed new governance and leadership model requires further consultation and ratification at an AGM, where any consequent changes to the Club’s constitution will have to be agreed.

5 Vale Cricket Club 2020 vision Master Plan Ideas

This PDF (not to scale) provides initial master planning thoughts and ideas:



Vale CC Masterplan ideas - Nov 15 R1 18-11-15.pdf