

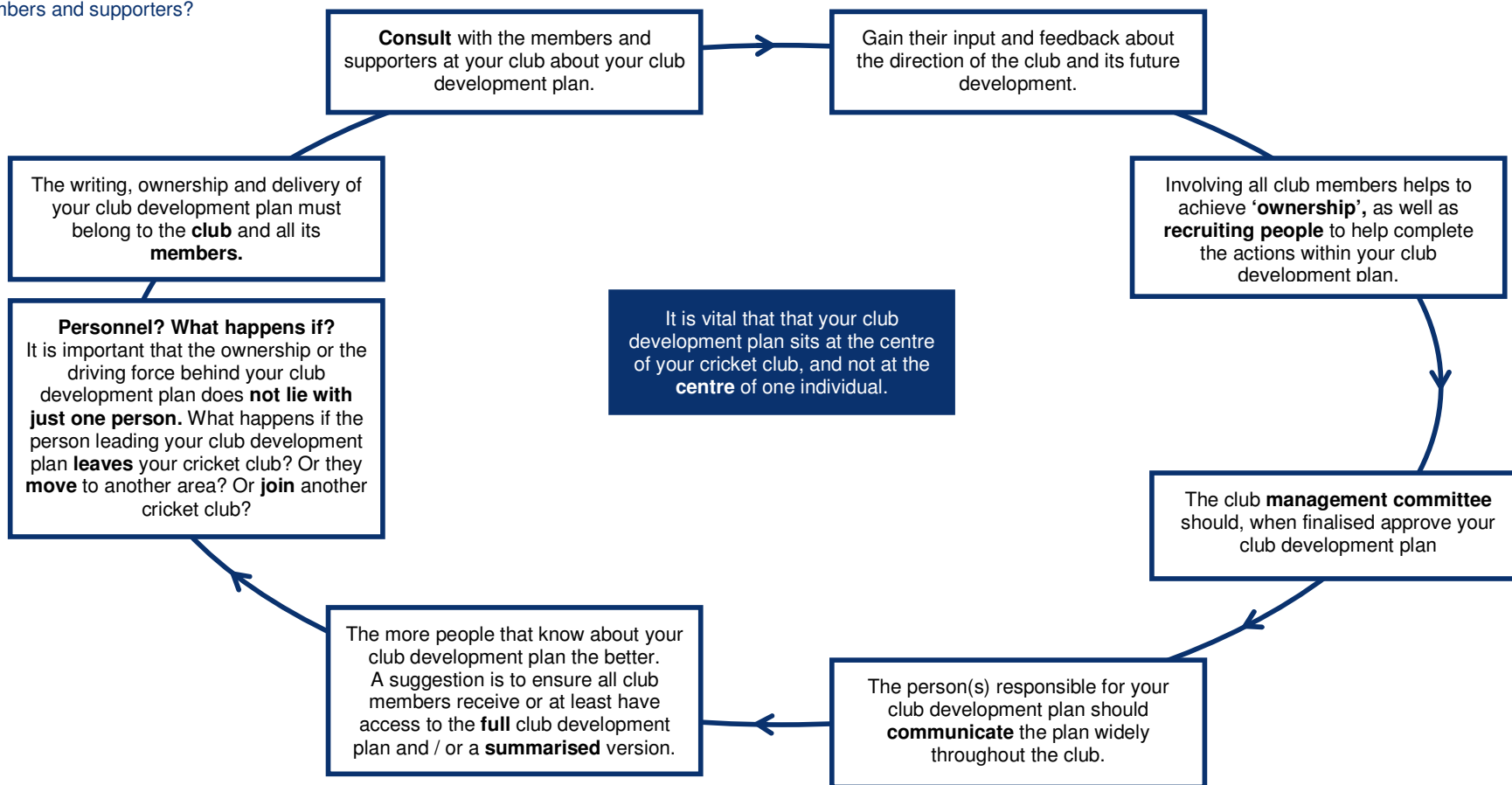
# Section 2. Communication and Support.



## Part 1. Communication

### Internal Communication and Ownership

How do you communicate with your club members and supporters?



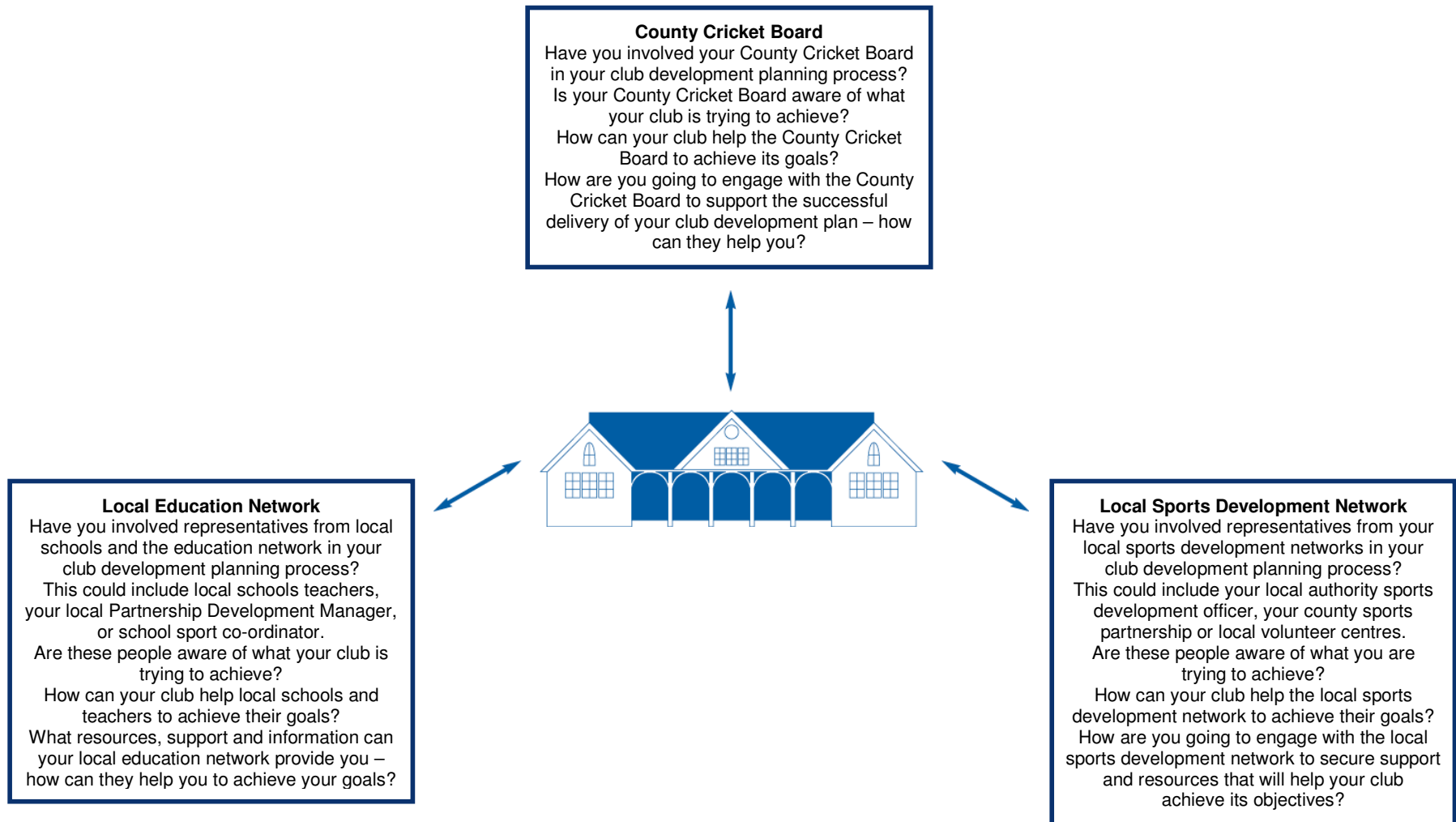
**To support the cycle above we suggest you appoint a Club Development Manager.**

You can access a job description for a Club Development Manager by going to <http://static.ecb.co.uk/files/cricket-club-development-manager-job-description-425.doc>



## External Communication and Ownership

Local sports development network





Instructions: In the box below, briefly document how you will manage and ensure ownership of the club development planning process?

How will you communicate and engage club members, supporters and external people and organisations to support the delivery of your club development plan?

This should include who and how you communicate with **currently**, and who and how you **plan** to communicate with in the future.

**Internal Communication and Ownership:**

Club Development Manager with support from the Club Management Committee manage composition of the development plan

Club Development Manager is responsible for consulting club members and other key individuals/partners on the contents of the plan

The final draft of the plan is agreed by the Club Management Committee

A summary of the plan is posted on the club website and communicated to all members via Willowtalk (the club's quarterly newsletter)

Each member of the Club Management Committee, club captain and team captains, and chair of the Social Committee is provided with full copies of the plan by the Club Development Manager

The Youth Coordinator makes a copy of the summary plan available to all parents/carers and youth members

A copy of the full plan is provided on request to any member or supporter

**External Communication and Ownership:**

We communicate the plan to our partners inc. head teachers and major sponsors

Club Development Manager or Club Secretary communicates our plan through regular cricket development group meetings

Our Cricket Development Manager conveys the support and resources available to us through the Somerset County Cricket Board and the English Cricket Board

Liaison with Bath & North East Somerset Council Sports Development Officer

Working with School Sports Partnership on C2S



## Part 2. Support

Cricket clubs can be supported through the club development planning process in a variety of different ways.

### Cricket Development Groups.

Regular attendance at your local cricket development group will give your cricket club the opportunity to **share best practice** and gain **vital knowledge** and understanding from other cricket clubs going through the club development planning process.

You may stumble upon **challenges** that are similar to other cricket clubs, and the opportunity to use the cricket development group as a sounding block and share your thoughts is vital support.

Your County Cricket Development Manager will be accessible through your local cricket development group. Contact your County Cricket Development Manager to find out the details of your local cricket development group. It is vital that the information gained at cricket development group meetings is communicated back and filtered to the whole club membership after each meeting.



### Self Help.

Identify within your club the people that have right **'skills'** to contribute to the club development planning process.

Approach these people to **get involved** and contribute the expertise they have.

Looking **'in house'** is an excellent base to begin your club development planning process.

Such skills may include:

- Analytical / business planning skills
- Report writing skills
- An understanding of information communication technology
- Financial / accounting skills
- Performance review skills

### One to One club meetings.

A raft of clubs will receive dedicated **one to one** meetings with Cricket Development Managers and local sports development professionals, directly supporting the writing and delivery of their club development plan.

One to one meetings are an excellent opportunity to discuss in detail the objectives of your club and gain **invaluable advice** and **support** from local knowledgeable professionals.

Contact your County Cricket Development Manager to find out more.



Instructions: In the box below outline the methods of support you are engaging to support the delivery of your club development plan.

Identify who, what, why and when.

This should include support you **currently** receive, and support you **plan** to pursue in the future.

**Self Help:**

The Club Development Manager and Club Management Committee hold sufficient knowledge and experience to compose the plan

The Club Development Manager role is that recommended by the ECB

We seek through e-mail and verbal communication to establish a record of skills held by club members and supporters which might be used in any self help projects

**Cricket Development Groups:**

The Club Secretary or Club Development Manager attends quarterly cricket development group meetings

These meetings provide access to our County Cricket Development Manager

The contents of these meetings are communicated to the next meeting of the Club Management Committee and to other key club personnel as appropriate

**One to One club meetings:**

We have regular contact with the County Cricket Development Manager around Clubmark and other key club development issues

We will be seeking advice and support from the CCDM on sources of funding to develop a new ground and club facility as and when suitable land becomes available



## Section checklist

Ask yourself the following questions...

- Is the content of this section **accurate** and **realistic**?
- Have you **cross referenced** other sections of the club development plan that impact on this section?
- Have you **scheduled** activity in a **logical** and **phased** pattern over a period of time during this section?
- Do you have the **capacity** and **resources** to deliver this section?
- Have you demonstrated **ownership** of this section?
- How will you **communicate** the actions in this section?