## ICC Shirt

**Ickenham Cricket Club**

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

**Club Development Plan**

**Updated: October 2020**

## 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 the November 2020 Club Committee meeting, on Wednesday, 20th November 2019.

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 | Christine Lewis | 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:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **2018 Year End** |  | **2019 Year End** |  | **2020 Year End** |
| **Category** |  | **Male** | **Female** | **Total** |  | **Male** | **Female** | **Total** |  | **Male** | **Female** | **Total** |
| **Adult** |  | 147 | 39 | **186** |  | 138 | 38 | **176** |  | 154 | 43 | **197** |
| **Colt** |  | 124 | 10 | **134** |  | 128 | 13 | **141** |  | 114 | 15 | **129** |
| **Total** |  | **271** | **49** | **320** |  | **266** | **51** | **317** |  | **268** | **58** | **326** |

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.

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| --- | --- | --- | --- |
| **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 2019/20 financial year, on 30th September 2020 at £61,470.

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.

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|  | **1st pitchMain 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 4 |
| Men’s Saturday 3rd XI | Morrant Thames Valley Cricket League – Division 5 |
| Men’s Saturday 4th XI | Morrant Thames Valley Cricket League Division 9 |
| Men’s Saturday 5th XI | Morrant Thames Valley Cricket League Division 9 |
| Under 21 Development XI | Middlesex Development League |
| Women’s XI | Women's Cricket Southern League - Championship |

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

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| --- | --- |
| 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  | Middlesex West Area League Division 1 |
| Under 12 | Middlesex West Area League  |
| Under 11A | Middlesex West Area League Division 1 |
| Under 11B | 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:

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| --- | --- |
| **Borough Cricket** | **Total playing** |
| **2019** | **2020** |
| **Under 14** | 2 | 0 |
| **Under 12** | 3 | 3 |
| **Under 10** | 3 | 3 |

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| **Middlesex County Cricket** | **Total playing** |
| **2019** | **2020** |
| **Men** | 0 | 1 |
| **Under 17 boys** | 1 | 0 |
| **Under 15 boys** | 0 | 0 |
| **Under 15 girls** | 1 | 1 |
| **Under 13 girls** | 0 | 0 |
| **Under 12 boys** | 1 | 2 |
| **Under 11 boys** | 0 | 0 |
| **Disability** | 2 | 1 |
| **Women** | 3 | 2 |

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| **Other County Cricket** | **Total playing** |
| **2019** | **2020** |
| **Under 15 boys** | 0 | 0 |
| **Under 15 girls** | 0 | 0 |
| **Women** | 2 | 2 |
| **Men** | 1 | 0 |

## Planned Developments

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| **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 SecretaryClub Committee | Ongoing | None |
| **Additional notes** |  |

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| **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 ChairmenWomen’s XI captain/RepresentativeOther captains | Ongoing | Costs are absorbed into normal Club activities.Funding for winter net practice programme |
| **Additional notes** | Due to the Covid-19 outbreak and the additional availability of players, we entered a 5th XI into the shortened Thames Valley league this year. The Saturday 4th XI and 5th XI are primarily to enable younger developing colts to start their transition into senior cricket. Additionally, we had a Saturday 6th XI and two Sunday teams in which our colts took an active part. |

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| **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 tournament (iv) Greater involvement in women coaching both boys and the younger girls (and vice versa)(v) Encourage attendance at Cricket Committee and social/general club activities | Women’s Cricket Southern LeagueUKCC Level 2 coaches  | Cricket Chairman Women’s Cricket Captain/Representative Colts Chairman | Ongoing | Costs are absorbed into normal Club activitiesFunding for 2020/2021 winter net practice programme |
| **Additional notes** | Due to the Covid-19 outbreak, the Women did not play in a competitive league this year Girls at the club played in the Women’s matches and/or in colts league matches. |

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| **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 ChairmanColts 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. |

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| **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 communityContact local schools and develop strong working relationships. Leverage Social-MediaHillingdon Youth Cricket Alliance  | Social MediaHillingdon Youth Cricket AllianceLocal schools | Club ChairmanCricket ChairmanColt’s ChairmanColt’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 2020 cricket season we again recruited several new very young colts to the club. |

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| **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 mediaICC WebsiteICC NewslettersICC Annual Survey | n/a | Club ChairmanMembership SecretaryWeb AdministratorCricket Chairman | On going | n/a |
| **Additional notes** | The Club has an up to date website and is active on social media. |

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| **Development** | Improvement of Net Practice Facilities – Phase 1 |
| **Aim** | Replace existing practice nets surface. |
| **Objective** | **Process** | **Key partner** | **Lead person** | **Timescale** | **Cost** |
| Improve practice net facilities for all playing members. | Consult and plan | Specialist groundworks company | Club ChairmanGround ChairmanCricket Chairman | Completed September 2020 | c. £15,000 |
| **Additional notes** |  |

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| **Development** | Improvement of Net Practice Facilities – Phase 2 |
| **Aim** | Re-furbish/Replace existing netting. |
| **Objective** | **Process** | **Key partner** | **Lead person** | **Timescale** | **Cost** |
| Improve practice net facilities for all playing members. | Consult and plan | Fund raise, seek grants and sponsorship to fund the projectSpecialist partner to complete the ground works | Club ChairmanGround ChairmanCricket ChairmanChairman – Social and Fund RaisingChairman – External Grants & Sponsorship | 2021/2022 | tbc |
| **Additional notes** | New netting has been obtained and will be installed for 2021 season if the funds are not available for a complete new netting system (poles, wires, nets). |

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| **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 ChairmanGround ChairmanCricket ChairmanExternal Sponsorship and Grants Chairman | 2020/22 | c. £30,000 |
| **Additional notes** | The Club spent £2,000 increasing the height of one boundary fence to six metres, in 2018. |

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| **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 ChairmanCricket ChairmanExternal Sponsorship and Grants Chairman | 2020/22 | c. £40,000 - £50,000 |
| **Additional notes** | The Club needs a volunteer for the vacant External Grants & Sponsorship Chair |

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| **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 | 2020 | c. £400 |
| **Additional notes** |  |  |  |  |  |

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| **Development** | Repair the surface of part of the Car Park and Path  |
| **Aim** | Make safe to avoid any possible accidents |
| **Objective** | **Process** | **Key partner** | **Lead persons** | **Timescale** | **Cost** |
| Resurfacing to make safe | Review options with potential suppliers.Complete while Club is shut due to Covid-19 outbreak | Club membersLocal contractor | Hon. TreasurerClub Committee Officers | Completed June 2020 |  c. £7,000 |
| **Additional notes** |  |

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| **Development** | Redecoration of Main Clubhouse & Changing Rooms |
| **Aim** | Maintain and approved decoration and cleanliness of Clubhouse and Changing Rooms |
| **Objective** | **Process** | **Key partner** | **Lead persons** | **Timescale** | **Cost** |
| Maintain and improve clubhouse decoration | Annual review of work required to be done to maintain facilities.Approval of proposed expenditure by Club Committee. | Members | Club Chairmen | Review annually during January/February. Obtain budget approval. Complete approved works before cricket resumes each season. | Annual expenditure approved by the Club Committee. |
| **Additional notes** |  |

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| **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 ChairmanGround Chairman | 2021 |  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 ChairmanGround ChairmanCricket ChairmanChairman – Social and Fund RaisingChairman – External Grants & Sponsorship | 2021/2023 | tbc |
| **Additional notes** | Needed to increase size of playing area |