

WHITKIRK CRICKET CLUB

DEVELOPMENT PLAN

Introduction

1. Purpose

The purpose of Whitkirk Cricket Club (WCC) is to foster and promote participation in the amateur sport of cricket within the community, providing facilities for playing cricket, opportunities for recreation, coaching and competition.

WCC will achieve this purpose by:

- attracting and retaining new and existing members, particularly playing members.
- promoting personal development through participation in cricket.
- facilitate the continued use and improvement of facilities at Whitkirk Cricket Club.
- ensuring WCC provides a safe environment and effective activities for the enjoyment of cricket.

2. Current status

WCC already has a strong foundation. In summary, WCC has:

- strong financial management and a robust administrative structure.
- strong playing membership, providing playing opportunities to members from aged seven, with a long established and well coached junior section.
- adequate playing and training facilities.

WCC considers that it does not need to make major changes to the way it is run.

3. Structure of the Development Plan

WCC has established 'key areas' where it must concentrate its efforts and within these key areas has set a number of clear and achievable objectives. These key areas are Club Management, Sponsor Relationships, Senior Cricket, Junior Cricket, Club Officials and Ground and Facilities.

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