

Club Development Plan Programme overview for interested clubs



What is the Club Development Plan programme?

The Club Development Plan Programme is an exciting new process to support club development and ensure clubs are fit for the future. Clubs will be supported by the Recreational Cricket Board (RCB) to achieve:

- A clear vision & strategic plan for the next 1-3 years
- Action plans in priority areas
- Support and resources to deliver the plans

This is a short term, high impact project in 5 parts (see below)

The RCB team will provide the training, tools and the marketing materials to support your club. Once a club has signed up for the programme, they will follow these 5 steps:



Part 1

Attend the launch workshop hosted by the Recreational Cricket Board where you will learn about the programme – the objectives, benefits to your club and be given the tools and templates to run the process successfully.

Part 2

Bring together a dedicated club project team. Ideally this would be a team of 4 to 6 individuals who represent different perspectives within the club and are a mix of existing and new volunteers/committee members. This is a great opportunity to engage new volunteers as it is a short-term project.

***A guide on how to attract new volunteers and build your team is available from the RCB*

Part 3

As a project team, run Club Workshop 1 where you will work through guided exercises, templates and examples to create your club's vision, purpose, values and define your club's key connections. The workshop will work best if team members have completed some guided pre work to analyse "where our club is at today" e.g. a SWOT analysis.

***all templates and tools provided by the RCB team in advance*

Part 4

As a project team, run Club Workshop 2 where you will agree the priority projects to focus on and ensure you can deliver your club's vision. Projects will be focussed on up to 4 areas – Playing Offer, People, Places and Practices. Action plans will be created with owners, phased timelines and measures of success. Crucially you will identify enablers (support/tools/resources) that your club would require to deliver the projects. Having a robust plan will enable you to unlock the support your club needs.

***all templates and tools provided by the RCB team in advance*

Part 5

Share your new Club Development Plan (max 6 slides) that you will have created in Workshops 1 and 2 with your RCB team. They will set up a review with you and share a tracking document so you can monitor progress and celebrate successes with your members, committee and RCB team on the road to delivering your vision.