

Durham City CC Development Plan 2017-2022

Durham City Cricket Club

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Durham City Cricket Club, Green Lane, Old Elvet, Durham, DH1 3JU  
Phone: 0191 3869959 E-Mail: [secretary@durhamcitycricketclub](mailto:secretary@durhamcitycricketclub).

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## Introduction

Durham City Cricket Club (DCCC) is a local cricket club based at Green Lane in the City of Durham presently playing in the Durham Cricket League.

The Club has a long history dating back to 1829 when, as reported in the local newspaper, the *Advertiser*, “the gentlemen of the Durham and Sunderland cricket clubs have agreed to play a friendly game of cricket for a dinner and a bottle of wine each on August 10th 1829.”

Subsequently, the Club played in the Durham Senior League with distinction and many City players represented Durham County Cricket Club in its minor county days, including Brian Lander, who captained the County side and took 5-15 when defeating Yorkshire in the Gillette Cup in 1973.

In recent years the Club has enjoyed less success on the field and has also, like many clubs, faced both financial challenges and, increasingly, the pressures of competing demands on players’ and volunteers’ time.

However, the Club continues to have a strong community base and a robust junior set-up, and its 1st XI recently won promotion to the first division of the Durham Cricket League, the third tier of the North East pyramid. The Club also has a current England Women’s international – Danielle Hazell – who in November 2016 captained her country for the first time in an ODI against India.

This development plan is intended to be a short and accessible document that sets out the Club’s strategy, primarily for the short to medium term but also including longer-term objectives. Further details where appropriate are set out in appendices.

A site plan showing the Club’s location in relation to the city and district of Durham is attached as Appendix 1.

Aerial photographs of the ground and surrounding area are attached as Appendix 2.

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## Our Vision and Values

2029 will be the Club's 200th anniversary. We therefore want to celebrate that anniversary in style and lay solid foundations for future generations to enjoy playing at Green Lane.

Throughout 2017 we carried out an engagement exercise with our members and supporters to find out what they thought about the Club, how it can improve, what the Club's values and objectives are and how and in what direction the Club wants to develop.

We sent out a questionnaire to all members and held an engagement evening with an expert external facilitator, Jonathan Lamb of SPURR, who led a presentation and discussion. The evening discussion was wide-ranging but focused and produced many helpful comments as regards the values of the Club and its aspirations. Jonathan subsequently produced a draft document summarising the outcome of the engagement exercise. The Club's Executive Committee considered that draft, made minor amendments, and re-consulted with the membership. The Club's Values and Visions statement was subsequently adopted by the Executive Committee at its meeting in October 2017.

A full copy of the adopted Values and Visions document is attached as Appendix 3.

The key values that have emerged from this process include:

- **Exciting/progressive.** Look to innovate and develop new opportunities for players, wider membership and supporters whilst respecting the traditions of cricket and the club.
  - **Creative.** Look for innovative ways to develop the Club and no longer simply do things "because that's the way we've always done them".
  - **Professional.** On the field, be well drilled, well prepared and focused during matches. Off the field, administration needs to be first class and facilities and events run efficiently and effectively.
  - **Ambitious.** Excel on the field of play helping all cricketers fulfil their potential. Encourage boys and girls and seniors to enjoy cricket and perform at their best. Retain junior members within our structure. Be a destination event for Durham and the surrounding area.
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- **Open/engaging.** Ensure people of all ages, genders and backgrounds are welcome. Share experiences with other clubs locally and further afield. Open communication and involvement for all the membership. Speedy communication of match progress, results and team news. Listen to the views of the members on the development of the Club.

The Club has accordingly adopted the following vision and mission statements.

***Vision:*** *Durham City Cricket Club will be known as a highly professional cricket organisation, helping all players at junior and senior levels fulfil their cricketing potential and developing the Club as a welcoming and accessible community facility.*

***Mission:*** *To provide a great cricket experience where high-quality coaching, management and facilities deliver excellence and fulfilment of potential at all levels together with a welcoming social experience in our Clubhouse in a beautiful location by the riverside in the City of Durham.*

Our objectives are therefore to give all people in Durham and the surrounding area the opportunity to play and enjoy cricket. Club membership is open to all. We will seek to attract players of all ages and abilities in order to share enjoyment of cricket, encourage and nurture new talent and engender a sense of team spirit and community.

Our immediate key objectives are therefore to:

- provide a friendly and supportive atmosphere in which everyone is welcome to play cricket in the true spirit of the game
- continually improve facilities, standards and opportunities for all from introductory level, through junior cricket to senior levels
- challenge and enable the 1st XI to play at the highest level possible.

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## Club Structure and Teams

An Executive Committee elected by the members runs the Club. Officials include a Chairman, Secretary, Fixture Secretary, Treasurer, Junior Manager, Women's Manager and Child Welfare Officer, among others. The Club's President has a non-executive function.

Our constitution conforms to the standard template from the England & Wales Cricket Board and clearly states that our objective is to ensure the local community has access to participate in and enjoy the game of cricket. The Club has achieved club mark accreditation through the ECB.

As regards the day-to-day running of the Club, we are effectively running a small business and, as reflected in our engagement feedback, we need to do that more professionally. We are in the process of updating our membership database in advance of 2018's new data protection legislation. We are changing the way the bar is run and have introduced new financial management processes. We are also looking to make the management structure of the Club more accessible and responsive.

The Executive Committee has overall responsibility for running the Club and meets on the first Monday of each month. In 2017 we established sub-groups focusing on Junior Cricket and the Clubhouse respectively. Over the winter of 2017-18 we also intend to establish a Senior Cricket/Ground sub-group and a Fundraising/Strategy sub-group.

The Club has an active junior section with junior groups ranging from Under 8 up to 18 years of age, including girls at all age groups.

The Club's "Introduction to Cricket" sessions on Sunday mornings for ages 5 and upward have been run for over 30 years and are popular and successful.

In 2017 the Club fully embraced the ECB's All Stars initiative and also rebranded the Club's 9-11 year old training offer as the "Comets". We were blessed with good weather on Sunday mornings and it was terrific to see the excellent attendances for both All Stars and Comets. With U11s games also on some Sunday mornings we have had close to 100 boys and girls on the ground.

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The opening day of All Stars saw special guest appearances from the All Stars mascot and Chester the Lion. We have had some very positive and kind words from parents such as: “We love it down at Durham City and are keen to learn and progress with the Club.”

The Club has also fielded a women’s team in recent years, but latterly this has been in the doldrums. There is strong interest in the Club and community to maintain a women’s team, but finding a significant number of fixtures remains a challenge. An open invitation is currently advertised around the area encouraging further interest in women’s cricket. The Club is committed to working with the Durham Cricket Board to promote girls’ and women’s cricket.

The Club fields 1st, 2nd and 3rd teams in the Durham Cricket League and also fields an occasional friendly team, the “Sanctuary Knockers”.

The Club also hosts representative games, for example, Durham County women’s team, and games between Durham University colleges, as part of its partnership arrangement with the University.

## The Club’s Key Development Areas

This document sets out the Club’s key development areas under the following headings:

- 1st XI / Senior Cricket
- Junior Cricket
- Women’s Cricket
- Fabric and facilities
  - Clubhouse
  - Ground
- Community links
- Lease and car parking
- Long-term future.

It is recognised that to achieve our objectives will require hard work and commitment both on and off the field.

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## **1st XI / Senior Cricket**

In order to meet the Club's objectives of continually improving facilities, standards and opportunities for all, from introductory level through junior cricket to senior levels, and challenging and enabling the 1st XI to play at the highest level possible, it is essential that the Club both provides a pathway from junior cricket through to the senior teams and also supports and facilitates the best possible performance of the 1st XI within the pyramid structure.

In terms of the Club's development plan this is both a statement of intent and an acknowledgement that all the improvements we seek – both short and longer term – can lead to improved performance on the field at all levels including 1st XI.

We also intend to develop clear pathways from both 2nd XI cricket and potentially a 3rd XI / Development Team on Sundays for junior players through the squad to reach 1st XI standard.

## **Junior Cricket**

The Club has an excellent track record in junior cricket in recent years.

The Club seeks to maintain its successful junior cricket programme by:

- rebranding its Sunday morning "Introduction to Cricket" offering
- ensuring there is coaching and administrative support to run a fully operational junior section.

The Club has run its successful "Introduction to Cricket" on Sunday mornings for over 30 years, and more recently, All Stars and Comets. These sessions are aimed to give young children from ages 5 upwards their first taste of cricket. The sessions are closely supervised and the emphasis is on fun and enjoyment within a safe and supportive atmosphere initially using soft balls and gradually building up to pairs or small-scale team games.

A number of players who have gone on to play First Class cricket have started at our Sunday mornings. However, even if children decide cricket is not for them it provides physical exercise in a sociable setting.

We have successfully freshened up the offer and rebranded Sunday mornings in conjunction with the ECB All Stars initiative and our own Comets initiative.

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We have established a Junior sub-group that has responsibility to undertake a marketing campaign through local schools and the local press to encourage increased participation at the 5-8 age group.

Furthermore, we have over the summer of 2017 established a Coaching Structure and appointed Geoff Cook as our Lead Coach.

The key elements of our approach to coaching include:

- **Coaching Support Workers.** We will facilitate training for any Club member who wishes to obtain a CSW coaching qualification.
- **Level 2 Coaching qualification.** We will support all players and Club members in obtaining Level 2 qualifications, including financial support.
- **Coaching Calendar.** We will create a coaching calendar throughout the year (September to September).
- **Coaching Programme.** We will produce a 12-month coaching programme appropriate to each age group.
- **Club Professional.** We will include a junior coaching requirement in the contract of any future professional.
- **Club Night.** We will re-introduce our Club Night during the season. Club Nights are dedicated to junior practice when there are no other commitments/matches taking place on the ground.

We are delighted that former Director of Cricket at Durham County Cricket Club Geoff Cook has agreed to join us as Lead Coach from next season.

Geoff had a very distinguished playing career as an opening bat for both Northamptonshire and England, but is perhaps even better known for his coaching and administrative work. He has been Secretary and Chairman of the Professional Cricketer's Association and in 1991 returned to his native North East as Director of Cricket for Durham County CC. Geoff was appointed coach of the County in 2007 and guided it to its first silverware, the Friends Provident Trophy. With Geoff as coach Durham went on to win the County Championship for the first time in 2008 and again in 2009 and 2013.

Geoff now has a youth development role at the County. His primary role at Durham City will be to oversee our emerging coaching strategy.

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In order to deliver our coaching structure we need to ensure we have enough qualified coaches and junior playing equipment for the number of juniors at the club. We will therefore place considerable emphasis on encouraging and facilitating players and parents to take coaching courses to qualify as Level 2 ECB qualified cricket coaches or Coach Support Workers.

We therefore seek to:

- purchase junior equipment including coaching aids and playing equipment
- improve junior practice and coaching to junior members
- ensure that further 3-5 adults obtain basic level coaching qualifications to compliment the current coaching team by start of season 2018
- enable a further 2 adults to obtain the Level 2 coaching qualification by start of season 2018.

A copy of the Club's Coaching Strategy is attached as Appendix 4.

### **Women's Cricket**

All our teams are open to both men and women. We also run a women's team. Notwithstanding the higher profile that women's cricket has recently attained at regional and international level, the structure of the game at club level requires strengthening. Finding a significant number of fixtures remains a challenge. An open invitation is currently advertised around the area encouraging further interest in women's cricket.

The Club is fully committed to encouraging girls to join in our Sunday morning sessions and to providing access and opportunities to play at all levels. We also look to work with the Durham Cricket Board and ECB to promote women's cricket.

### **Fabric and facilities – Clubhouse**

The Club owns its clubhouse and leases the ground from the University of Durham. The clubhouse contains changing rooms, showers, men's and women's toilets, kitchen, bar and social area. Recent improvements include a full upgrade to the showers and men's toilet facilities adjacent to the changing rooms, and renovation of the kitchen. However, the clubhouse is beginning to show signs of old age and looks tired in many respects.

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It is essential that the clubhouse facilities are of a modern standard throughout to enable full use of the clubhouse in order to generate funds via social and fundraising events. A modern, usable clubhouse is crucial to the long-term sustainability of the Club.

The Club also has an ongoing problem with security. Its location along Green Lane with little natural surveillance by neighbouring properties has made it a target for burglary and vandalism.

The Club has identified the need for immediate improvement works to the following:

- renovation of the ladies toilets
- repair of the roof
- repair of outside walls
- enhancement of security measures, including scoreboard shutters
- public address system for use at events.

Further details and estimated costs will be inserted into this Plan as they are worked up.

### **Fabric and facilities – Ground**

The Club's ground at Green Lane adjacent to the River Wear is one of the most attractive cricket grounds in the county. There is a difference in levels across the site with the Green Lane access being raised some 10-15 m above the playing area, which thereby allows a good, natural viewing prospect across the ground. In addition, from the far side of the ground adjacent to the river there is a long-distance view of the city and cathedral.

Through the hard work and dedication of our groundsman and Club members, the playing surface has been ranked in the top 5 of the Durham Cricket League. We are keen that these standards should be maintained.

The ground has the following facilities:

- a wide square allowing 18 wickets to be cut
  - a 4-lane artificial practice net
  - grass practice area including 2 grass nets
  - traditional scoreboard
  - mobile batting cage
  - 2 sight screens
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- roll on, roll off covers
- groundsman's shed
- ground machinery including relatively new roller

However, many of the above facilities are in need of repair, refurbishment, improvement or replacement.

- The artificial nets surface is increasingly worn and is in need of part refurbishment and part replacement within the next year or so (and at least by the start of the 2018 season).
- In order to maintain the playing area to the required standard, more modern and reliable equipment, especially a modern roller and cutter/lawnmower, is required.
- The Groundsman's shed has been the subject of several attempted break-ins and requires improved security.
- The hardstanding area adjacent to the main door to the Club is in a poor state and presents a poor image of the Club to visitors. It requires new surfacing to make it both functional and attractive.
- Thanks to a grant from The Banks Foundation, the scoreboard was repaired and improved with a new score display facility in 2017. The scoreboard is on the far side of the ground opposite the clubhouse and is one key part of the playing and viewing experience. We remain concerned about security, however, and are taking steps to install shutters to prevent graffiti and vandalism of the scoreboard.

Further details and estimated costs will be added to this document as they are worked up.

### **Community links**

The Club presently has good links with the University and local schools and businesses, but we seek to further improve these in order to help raise the profile of the Club and make our facilities more accessible to the local community.

By the start of season 2018, we seek to establish direct contact with named key contact individuals comprising or representing:

- Durham University (already established)
  - Durham County Council/Councillors
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- Local MP
- Local secondary schools
- Local primary schools
- Key local businesses
- Other sports clubs in the city.

We enjoy a good relationship with the University with whom we have a Sporting Partnership. College games are played on our ground and in return the University waives payment under the lease and assists with ground maintenance. In addition, many University students and staff have played for the Club. The Club is committed to working in partnership with the University and maximising the benefits to both parties.

Contact with local schools will be pursued in conjunction with our promotion of junior cricket. We will maintain the qualifications and training of our Club Welfare Officer.

We wish to improve contacts with sports and social groups within the city and wider area and to encourage increased use of our facilities. However, it is acknowledged that daytime parking remains an issue.

We are particularly grateful to our sponsors: Atom Bank, Kromek, English Tea Shop and The Oak Man; and also to grant funding bodies such as the England and Wales Cricket Trust, The Banks Foundation and The James Knott Trust.

### **Lease and car parking**

The Club has a lease of the ground from Durham University for a period of 21 years from 22 March 2006. In order to satisfy League requirements and potential grant funders as to security of tenure it will be necessary to renegotiate an extension of the lease in 2017-18.

In conjunction with the lease, the Club also has a licence to use adjacent land for car parking. It is important that the Club maintains the ability for members and visiting teams to park adjacent to the ground.

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## **Long-term future**

The Club will celebrate its 200th anniversary in 2029. If the Club is to reach that anniversary in good shape and continue to thrive into its third century it needs to plan ahead.

Given the ever increasing development and traffic pressures in the City of Durham and most specifically the University's masterplan the Club needs to ensure that its needs are recognised and incorporated in development proposals.

Moreover, such potential development also provides opportunities, and it is essential that the Club engages with all relevant bodies, particularly the University and County Council, wherever possible to improve its own facilities.

Among the potential ground improvements that the Club will consider and investigate with an eye on 2029 and beyond are:

- New clubhouse – either rebuilt on current site or new build in south-east corner of the ground
  - Maintaining and, if practicable, improving car parking provision and access to ground
  - Lease of bowling green adjacent to nets area. The bowling green is no longer used by Durham Bowling Club.
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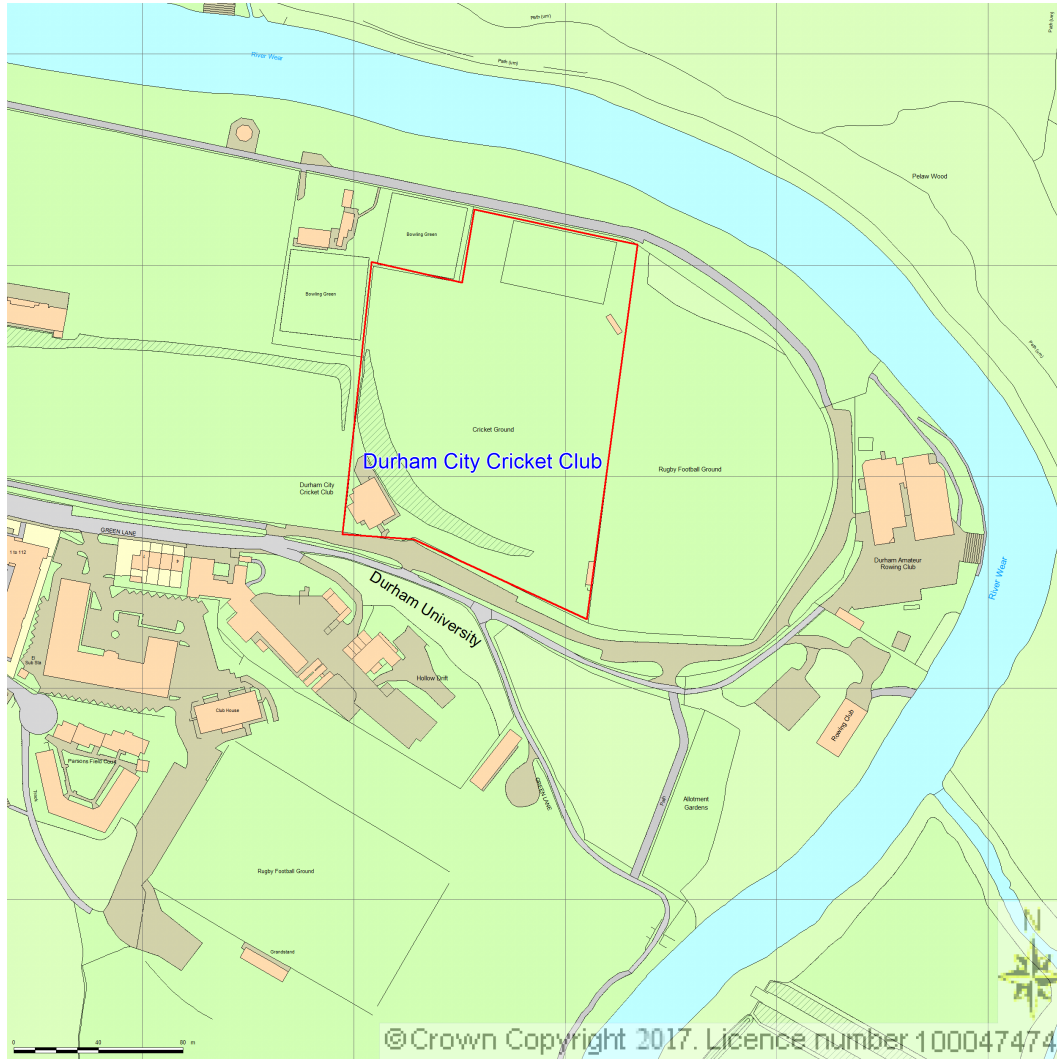
## Conclusions

Durham City Cricket Club faces a challenging time in its history. It has had a long and distinguished past record of on-field success in local cricket. In a sense, it has punched above its weight because it is not an especially wealthy club. Like many clubs, it is dependent upon countless hours of voluntary effort from members and faces ever more demanding financial pressures.

The Club is looking to establish a truly sustainable structure that will provide the young cricketers of the future with the opportunity to play at the special location that is Green Lane. This development plan represents a first step on that path.

## Appendices

### Appendix 1 – Site Plan



## Appendix 2 – Aerial Photos





### Appendix 3 – Values, Vision and Mission Statement

Value	Which means	Key activities
<b>Exciting / progressive</b>	<ul style="list-style-type: none"> <li>Look to innovate and develop new opportunities for players, wider membership and supporters whilst respecting the traditions of cricket and the club</li> </ul>	<ul style="list-style-type: none"> <li>New Clubhouse</li> <li>Junior cricket development for boys and girls</li> <li>Competitive 1st XI</li> <li>Development Plan</li> <li>200th anniversary</li> </ul>
<b>Creative</b>	<ul style="list-style-type: none"> <li>Look for innovative ways to develop the Club and no longer simply do things “because that’s the way we’ve always done them”.</li> </ul>	<ul style="list-style-type: none"> <li>Open up the Clubhouse to increased commercial use.</li> <li>Use the Clubhouse facility for more community events i.e. yoga, fitness classes, children’s events.</li> <li>Creating club and team spirit, e.g. identities for the junior sections e.g. Comets</li> </ul>
<b>Professional</b>	<ul style="list-style-type: none"> <li>On the field, be well drilled, well prepared and focused during matches</li> <li>Off the field, administration needs to be first class and facilities and events run efficiently and effectively</li> </ul>	<ul style="list-style-type: none"> <li>Improved governance and management</li> <li>Improved coaching structure</li> <li>Devolved decision-making in key areas: marketing, fixtures, events etc.</li> <li>More consistent Clubhouse and bar opening times</li> <li>Quality of the food and drink</li> </ul>
<b>Ambitious</b>	<ul style="list-style-type: none"> <li>Excel on the field of play helping all cricketers fulfil their potential</li> <li>Encourage boys and girls and seniors to enjoy cricket and perform at their best</li> <li>Retain junior members within our structure</li> <li>Be a destination event for Durham and the surrounding area</li> </ul>	<ul style="list-style-type: none"> <li>Top coaching derived from an improved structure</li> <li>Family membership</li> <li>A winning attitude</li> <li>New cricket and social facilities</li> </ul>

<b>Value</b>	<b>Which means</b>	<b>Key activities</b>
<b>Open / engaging</b>	<ul style="list-style-type: none"> <li>• Ensure people of all ages, genders and backgrounds are welcome</li> <li>• Share experiences with other clubs locally and further afield</li> <li>• Open communication and involvement for all the membership</li> <li>• Speedy communication of match progress, results and team news</li> <li>• Listen to the views of the members on the development of the club</li> </ul>	<ul style="list-style-type: none"> <li>• Better social media coverage of the matches, results and events</li> <li>• Improved website</li> <li>• Improved social scene at the Club</li> <li>• Maintaining contact with older members and former players</li> <li>• Hold events that engage with and have the support of members</li> </ul>

## **Vision**

Durham City Cricket Club will be known as a highly professional cricket organisation, helping all players at junior and senior levels fulfil their cricketing potential and developing the Club as a welcoming and accessible community facility.

## **Mission**

To provide a great cricket experience where high quality coaching, management and facilities deliver excellence and fulfilment of potential at all levels together with a welcoming social experience in our Clubhouse in a beautiful location by the riverside in the City of Durham.

Adopted by Durham City Cricket Club October 2017

	<div style="display: flex; justify-content: space-around; text-align: center;"> <div style="background-color: #0056b3; color: white; padding: 5px; border-radius: 5px;">Exciting/progressive</div> <div style="background-color: #0056b3; color: white; padding: 5px; border-radius: 5px;">Ambitious</div> <div style="background-color: #0056b3; color: white; padding: 5px; border-radius: 5px;">Open/engaging</div> <div style="background-color: #0056b3; color: white; padding: 5px; border-radius: 5px;">Creative</div> <div style="background-color: #0056b3; color: white; padding: 5px; border-radius: 5px;">Professional</div> </div>
<p><b>Values</b></p>	<p>DCCC will be known as a highly professional cricket organisation, helping all players at junior and senior levels fulfil their cricketing potential and developing the Club as a welcoming and accessible community facility.</p>
<p><b>Vision</b></p>	<p>To provide a great cricket experience where high-quality coaching, management and facilities deliver excellence and fulfilment of potential at all levels, together with a welcoming social experience in our Clubhouse in a beautiful location by the riverside in the City of Durham.</p>
<p><b>Mission</b></p>	<div style="background-color: #ffff00; padding: 10px; border-radius: 10px; text-align: center;"> <div style="display: flex; justify-content: space-around; margin-bottom: 10px;"> <div style="background-color: white; padding: 5px; border-radius: 5px;">Cricket Performance</div> <div style="background-color: white; padding: 5px; border-radius: 5px;">Increase revenue</div> <div style="background-color: white; padding: 5px; border-radius: 5px;">Reduce operating costs</div> <div style="background-color: white; padding: 5px; border-radius: 5px;">Increase surplus profitability</div> </div> </div>
<p><b>Financial – Impact</b></p> <ul style="list-style-type: none"> <li>Cricket impact</li> <li>Increase revenue</li> <li>Better surpluses</li> <li>Work smarter</li> </ul>	<div style="background-color: #00ff00; padding: 10px; border-radius: 10px; text-align: center;"> <div style="display: flex; justify-content: space-around; margin-bottom: 10px;"> <div style="background-color: white; padding: 5px; border-radius: 5px;">Social media savvy</div> <div style="background-color: white; padding: 5px; border-radius: 5px;">Member relations</div> <div style="background-color: white; padding: 5px; border-radius: 5px;">Community focus</div> <div style="background-color: white; padding: 5px; border-radius: 5px;">Coaching excellence</div> </div> </div>
<p><b>Stakeholders – creating a cricket experience</b></p> <ul style="list-style-type: none"> <li>Great cricket</li> <li>Great facilities</li> <li>One club</li> </ul>	<div style="background-color: #0000ff; padding: 10px; border-radius: 10px; text-align: center;"> <div style="display: flex; justify-content: space-around; margin-bottom: 10px;"> <div style="background-color: white; padding: 5px; border-radius: 5px;">Match organisation</div> <div style="background-color: white; padding: 5px; border-radius: 5px;">Event management</div> <div style="background-color: white; padding: 5px; border-radius: 5px;">Club/facilities</div> <div style="background-color: white; padding: 5px; border-radius: 5px;">Other key admin processes</div> </div> </div>
<p><b>Processes</b></p> <ul style="list-style-type: none"> <li>Professional club</li> </ul>	<div style="background-color: #ff00ff; padding: 10px; border-radius: 10px; text-align: center;"> <div style="display: flex; justify-content: space-around; margin-bottom: 10px;"> <div style="background-color: white; padding: 5px; border-radius: 5px;">Retain key exec members</div> <div style="background-color: white; padding: 5px; border-radius: 5px;">Engaged/committed members</div> <div style="background-color: white; padding: 5px; border-radius: 5px;">Highly networked</div> <div style="background-color: white; padding: 5px; border-radius: 5px;">Tech savvy</div> <div style="background-color: white; padding: 5px; border-radius: 5px;">Responsive organisation</div> </div> </div>
<p><b>People</b></p> <ul style="list-style-type: none"> <li>High calibre volunteers</li> <li>Great cricketing talent</li> <li>Agile club</li> </ul>	

## Appendix 4 – Durham City Cricket Club Coaching Structure (Adopted October 2017)

### Introduction

As a Club we have strengths and weaknesses. Our 1st XI is performing well in the League and the 2nd XI won its league last year but has been less successful this season. We have had a successful All Stars and Comets Sunday morning season and are strong at U11 level. However, the Club presently faces challenges at U15 level and has been unable to field an U18 team this year for want of players. In addition, our Women's team is presently in the doldrums.

We are not alone among cricket clubs in facing the challenge of building up a robust Club from our youngest members through to senior level. We start from a solid base in terms of facilities. We believe that investing in coaching across the board, but especially for our junior teams, is crucial in establishing a sustainable framework for a strong Club from top to bottom. We therefore need to focus upon increasing our coaching capacity. That requires commitment across the Club and a different way of doing things.

### Objectives

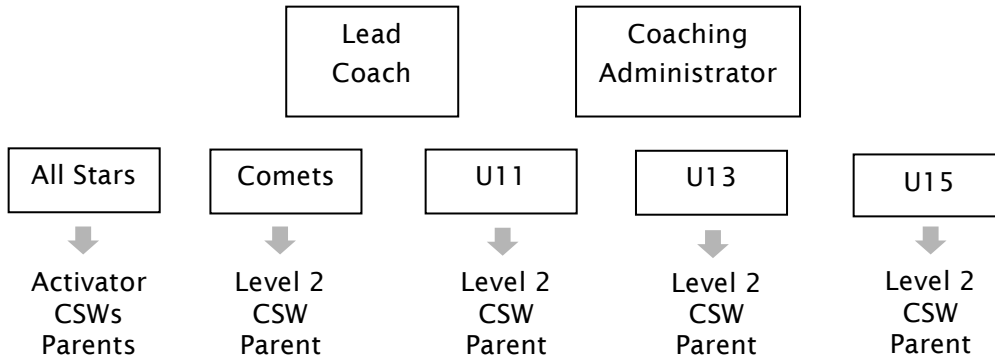
Our coaching objectives are to provide a friendly and supportive atmosphere in which:

- all boys and girls have the opportunity to play cricket and make the most of their abilities
- all young cricketers are supported along a pathway to senior cricket, both recreational and representative
- all cricketers at the Club are supported at whatever level they play
- the 1st XI is challenged and supported to play at the highest level.

The following proposal therefore is intended to represent an inclusive but aspirational coaching structure that is accessible to all and provides a pathway for all our junior cricketers – boys and girls – through to the senior game and also provides support and benefit at senior level.

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### Proposed Junior Coaching Structure



*Level 2 = Level 2 coach (split between Children and Young People and Adults).  
CSW = Coach Support Worker.*

In addition, coaching will be provided for Women's and Senior teams.

### Lead Coach and Coaching Administrator

We will appoint a Lead Coach and a Coaching Administrator. We are currently working on appropriate appointments.

### Pool of coaches

We must ensure that we have a large enough pool of coaches to enable us to deliver our objectives. This is our top priority.

The All Stars initiative has proved an excellent starting point for the youngest children to get involved with cricket. The All Stars programme is also aimed at encouraging parent participation. For activators and those assisting, it does not require formal cricket coaching skills as such. As we move up the age groups however more formal coaching skills are needed. This means increasing those Club members with either a Level 2 coaching or CSW (Coaching Support Worker) qualification.

Ideally each age group should have a Level 2 coach as follows:

- Comets - Level 2 Child coach
- U11 - Level 2 Child coach
- U13 - Level 2 YPA coach
- U15 - Level 2 YPA coach
- U18 - Level 2 YPA coach

This means we need *at least* 5 new Level 2 coaches. We therefore need to identify players/parents to undertake the ECB Level 2 coaching course.

### **What this means in practice**

**Coaching Support Workers.** We will facilitate training for any Club member who wishes to obtain a CSW coaching qualification. Hopefully, if numbers justify it, this will mean running a CSW course for Durham City CC with the help of Gary Hulme, former Durham City player and now County Coaching Co-ordinator. To run such a course we need at least 8 participants. This course requires two 3-hour face-to-face modules. There is no exam or formal assessment. It is ideal for enthusiastic parents/young players (over 16 years of age).

**Level 2 Coaching qualification.** We will support all players and Club members in obtaining Level 2 qualifications including financial support. We see this as investment in the Club's future. These courses typically comprise eight 3-hour sessions with e-learning and sessions of supported practice.

**Coaching Calendar.** We will create a coaching calendar (September to September) to include information on winter coaching, summer coaching and holiday camps and circulate details to members and the wider community.

**Coaching Programme.** Our Lead Coach (in conjunction with age group coaches/parents) will produce a 12-month coaching programme appropriate to each age group. During the winter there will be more emphasis on group coaching when technique can be worked on (with less time spent in the nets) and more game-based coaching in the summer.

**Club Professional.** We will include a junior coaching requirement in the contract of any future professional.

**Club Night.** We will re-introduce our Club Night during the season. Club Nights are dedicated to junior practice when there are no other commitments/matches taking place on the ground. Coaches and Senior players will be available to coach.

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## Appendix 5 – Specifications and Costs of Ground and Clubhouse Improvements

Appendix 5 to be a living document to be updated periodically to reflect specifications and costs of Ground and Clubhouse improvement projects

As at 23 October 2017

### Ground

Shutters for the scoreboard to address issues with vandalism and graffiti

Single sheet cover (22 yards) for junior wicket

Germination Sheet

Two stroke grass cutter

Steel Container for storage of equipment

Installation of water connection to square for sprinkler

Improved seating

New fence adjacent to bowling green

### Clubhouse

Roof – needs urgent attention and major refurbishment

Flooring – two stage improvement needed. Behind bar requires replacement as matter of urgency. Front of bar in due course when funding allows.

Locks – need new locks to front door, bar door, partition door between lounge and players area.

Area to rear of Clubhouse - to be improved to include shelter for storage of waste bins and parking space.

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