



**SURREY  
CRICKET  
FOUNDATION**  
Registered Charity No: 118770

# 5

# YEAR VISION



[Please provide a brief synopsis of your club's 5 year vision]

The future of Hampton Wick Royal Cricket Club is encapsulated in our 5 year strategy 'Future of the Wick':

1. Building Competitiveness
2. Building Community
3. Building Commercialism

(see attached presentation)

Please add in the specific actions you intend to take over the next 12 months in order to work towards your 5-year vision:

|   |  |
|---|--|
| <p style="text-align: center;"><b>PLAYERS</b></p> <p>Following a very successful 2021 season with record league fixtures and participation: consolidate promoted teams in higher divisions (1st XI / 4th XI). Continue with extended league opportunities (Surrey Trust &amp; Surrey Slam). Secure a 5th XI pitch meeting league requirements. Strengthen senior squads with i) pro-active player recruitment (building on 2021 success) ii) overseas player (Covid permitting). Support Lead Coach (Simon Talbot) with 2 external coaches. Introduce junior/senior buddy scheme (cf from 2021). Develop Juniors Player Pathway scheme to increase number of Juniors transitioning to Adult cricket. Continue to support All Stars &amp; Dynamos.</p> | <p style="text-align: center;"><b>PEOPLE</b></p> <p>Community engagement: Community Development Officer appointed. Priorities: i) Launch Community &amp; People Plan. Objective to engage with club members and local community to ensure the Club is seen to provide a welcoming and non-discriminatory environment for all (cf 2021 plan). Initial focus on racism (launch meeting 20/1/22) to be extended to gender, socially disadvantaged, religion, sexual orientation. Develop W&amp;G strategy (cf from 2021). Member feedback survey to be extended to juniors/parents; strengthen links with junior parents, older lapsed members, player partners. Build relationship with local businesses and community groups.</p> |
| <p style="text-align: center;"><b>FACILITIES</b></p> <p>Long term commitment to pavilion redevelopment (as 2021 plan) but this requires significant fundraising and volunteer support. Significant unplanned maintenance in 2021 diverted financial reserves away from development plans. In 2022 i) identify any immediate maintenance requirements ii) complete 1yr internal / external refurbishments (cf 2021 Groundforce plan) iii) upgrade broadband (cf 2021) iv) continue verti-drain programme - all finance permitting. Continue to engage with Landlords - Royal Parks and Richmond council.</p>   | <p style="text-align: center;"><b>OTHER</b></p> <p>Club business model dependent on generating third party income which has been severely depleted by Covid restrictions. Urgent need to strengthen finances and rebuild reserves. Priority i) formalise fund raising / sponsorship roles and launch programme ii) rebuild profitable commercial revenue streams iii) continue to build relationship with Harlequin Amateur Rugby Club and other users iv) strengthen marketing and communications strategies. Review governance / commercial relationship between users (i.e. the sports clubs) and facilities</p>  |

## **Progress**

Item achieved / well within the scope of the 5 year vision to complete.

Item initiated / underway but more work required to ensure it meets the requirements of the 5 year vision

Item not started / limited progress achieved / potential roadblocks to meeting 5 year vision

## **5 year vision:**

The future of Hampton Wick Royal Cricket Club is encapsulated in our 5 year strategy 'Future of the Wick':

1. Building Competitiveness
2. Building Community
3. Building Commercialism (see attached presentation)

## **PLAYERS**

More playing opportunities: 4x Surrey Champs + 5th & 6th Saturday XIs. Sunday XI (friendlies + Bushy Park informal league). Surrey Slam (first year) and Surrey Trust League (first year).

More external coaching resources: Lead Coach (Simon Talbot) + 2 other external coaches = more coaching time for 2nd - 4th XI.

Strengthen 1st XI: overseas player (Covid permitting), domestic coach/player. Build on junior to senior pathway development programme (coaching & senior match play) and introduce buddy scheme. Support All Stars & Dynamos.

## **PEOPLE**

Community engagement: appoint Community Development Officer.

Focus: formalise member feedback; strengthen link between seniors & juniors; accelerate senior recruitment (lapsed players, school & university links & 'mates'); re-engage older lapsed members; day to day contact point with SCF (Chris Morris); build links with other facility users (Harlequin Amateurs, Bedfont Academy, SCC Disability); develop W&G strategy; build relationship with local businesses and community groups. Engage with family members/ player partners to make the Wick more welcoming to non-players. Improve sponsorship engagements

## **FACILITIES**

Pavilion redevelopment: continue to refine 5 year plan for additional changing rooms (inc women), improved disabled access / facilities, equip for 'walk in' business use and extend 1st floor social space)

Formalise fund raising / sponsorship roles and programme. 1yr internal / external infrastructure refurbishments per Groundforce plan. Upgrade broadband. Fund raise for preliminary standalone infrastructure projects. Pitch development: continue verti-draining programme to improve out-fields. Purchase second batting cage. Kings Field (second & junior squares) - evaluate 'quick fix' changing room options.

## **OTHER**

Complete review of club financial / governance structure. Implement recommendations.

Continue to build relationship with Harlequin Amateur Rugby Club (now based at HWRCC)

Continue to engage with Landlords - Royal Parks and Richmond council. Build commercial revenue streams.

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- formalise member feedback
- build relationship with local businesses and community groups.