

# North West Cricket Union Limited

Strategy 2019-2020



# Strategy 2019-2020

- Considerable change and restructure of the Union in past 3 years
- Strategy aims:
  - A vision for the Union for the next 2 years
  - Direction and guidance for Board, Committees and staff
  - Increase engagement with clubs and stakeholders
- Define our current position and what success means for the Union and clubs to help shape future Strategic Plans
- Alignment with Cricket Ireland Strategic Plan 2016-2020 and new Union lead process from 2020 onwards

# Four strategic pillars

## 1. Club and Community

Strengthening the grassroots game through our clubs, schools and volunteer base by making clubs the heart of our sport

## 2. High Performing Teams

Creating a high performance programme and culture that ensures we maximise playing and coaching potential

## 3. Spreading the Word

Promoting and selling the game as a major sport in our region

## 4. The Business of Cricket

Building a structure and resource to execute a winning plan and build for the future

# 1. Clubs and Community

## Goal - Establish clubs as the heartbeat of our sport

- ▶ Ensure clubs are at the centre of both NWCU and Cricket Ireland plans for grass roots development
- ▶ Create clear links between schools and club with a focus on the transition from playground to long-term club member
- ▶ Establish fun and sustainable Primary and Secondary school competitions
- ▶ Support and equip our Development Officers to ensure clubs grow on and off the pitch
- ▶ Review league and cup competitions at all levels of the club game to provide meaningful playing opportunities for club cricketers

# 1. Clubs and Community

## Goal - Cricket to engage with communities and volunteers

- ▶ Deliver and grow cricket for underrepresented groups and communities
- ▶ Rejuvenate and grow women's and girl's cricket participation, support, and involvement
- ▶ Attract and retain high quality umpire and scorers with appropriate promotion, training and recognition
- ▶ Create coaching structures and opportunities to increase the standard of coaching in our clubs and school

## 2. High Performing Teams

**Goal - Continue to increase the standard of our talent development and high-performance programme**

- ▶ Design, publish and implement the “Warriors Way” player pathways
- ▶ Clear and accountable talent development structure focused on long-term, sustained success driven by process.
- ▶ Increase our training and playing opportunities for Boys, Girls and Emerging Warriors
- ▶ Develop international quality homegrown/Irish qualified talent in partnership with our clubs and Cricket Ireland
- ▶ Increase Irish representation from our Boys and Girls Warriors Programmes

## 2. High Performing Teams

**Goal - Provide an environment that ensures our Warriors teams perform to their best**

- ▶ First class training and playing facilities through the creation of a regional performance hub with outdoor, indoor and sport science facilities
- ▶ Support athlete improvement through physical, mental and lifestyle development
- ▶ Work in collaboration with Cricket Ireland high performance staff to provide specialist coaching and support services in the region
- ▶ Strengthen coaching standards in our Warriors Programmes and clubs to increase the number of highly skilled coaches and players across NWCUC

# 3. Spreading the word

## Goal - Improve the profile of cricket

- ▶ Communicate to stakeholders our status as a mainstream sport - 3<sup>rd</sup> highest participation sport in the region
- ▶ Develop a marketing, PR and branding strategy to raise the profile of cricket in the region
- ▶ Engage with councils, business leaders, governments and community groups to inform, connect and market the sport
- ▶ Increase the visibility of our Warriors brand, teams and players
- ▶ Deliver memorable, well organised events for our Warriors fixtures and domestic cup finals
- ▶ Host high-quality international fixtures for our men's and women's National teams at Bready Cricket Club



# 3. Spreading the word

**Goal - Increase our engagement with clubs, players, parents, volunteers and the community**

- ▶ Invest in digital solutions encompassing an effective website, an enhanced social media profile and improved communications to the cricket community and beyond
- ▶ Grow our live scoring and competition management systems to provide excellent club, player and fan engagement
- ▶ Operate in a transparent way and provide regular updates to clubs and stakeholders on key decisions shaping the sport
- ▶ Create a player, club and volunteer registration and database system

# 4. The Business of Cricket

**Goal - A sound financial base and identifying opportunities for growth**

- ▶ Establish and implement a new financial and budgetary reporting model
- ▶ Define and build appropriate minimum cash reserves
- ▶ Expand our commercial and sponsorship income
- ▶ Increase other self-generated income including grant income, strategic partnerships and events

# 4. The Business of Cricket

**Goal - An organisation that leads with integrity and operates to high standards in all areas**

- ▶ Demonstrate ethical leadership of cricket by the Board and staff at all times
- ▶ Design and implement high quality organisational policies and practices
- ▶ Continual review of best practice and compliance in safeguarding and child protection
- ▶ Provide ongoing education, training, support and advice to ensure best practice at provincial, club and volunteer level