

NOTE:

The last development plan was completed in 2007.
Since then we have reviewed the document and are working on improving it
towards achieving Club Mark Status in 2010.



**Yeo Memorial Ground
Shurlock Row
RG10 0PL**

www.walthamstlawrencecc.co.uk

DEVELOPMENT PLAN 2007

2nd Draft (07/08/07)

Mission Statement

“To provide a self funding establishment where all club members can enjoy and partake in cricket, and associated activities, to develop their skills and fulfil their potential”

1.Objectives

- ❖ To be an efficient and well- organised club both on and off the field
- ❖ To provide a safe environment which meets the legal requirements for club members and visitors
- ❖ To meet and/or exceed the financial outgoings of the club
- ❖ To maximise the number of games played to the pro- rata playing membership
- ❖ To offer youth coaching and develop a youth side
- ❖ To develop further links with the community
- ❖ To ensure adequate and modern facilities and equipment for the running of the club all year round
- ❖ To provide appropriate training to relevant members in their distinctive roles
- ❖ To achieve facilities within the club which are suitable for rental purposes.

2) Communication and support

The club has a membership of 150 playing and social members.

To communicate with the above we have:

1) A club website with links to the Berkshire Cricket League and other clubs
On the website we communicate:

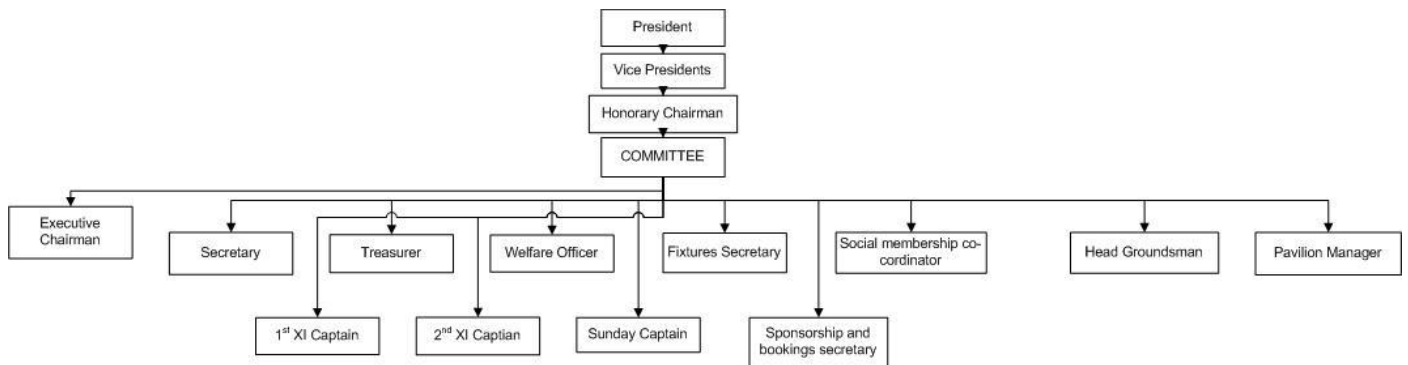
- Clubs officers and contacts
- Fixtures
- Mailing list to all members
- Club information / notice board / calendar
- Social events and bookings
- Match reports and statistics
- Minutes of meetings
- Photos of games and events

2) Newsletters

3) Notice board in the clubhouse

4) Information in the Parish Magazine

3) Club structure



4) Review ????

5) Club History

WALTHAM ST.LAWRENCE has fielded a cricket team for almost two centuries. The club moved to its present ground, Oak Meadow, in the mid- nineteenth century, where cricket was played until the 1920s when the ground was sold and the club moved across the road to the Great Martins estate. The original pavilion, a wooden shed, was replaced in 1937 by a more substantial wooden building. Surrounded by trees and the country house, the ground was regarded as one of the most attractive in the county. In the 1970s, the facilities were further improved by the labour and funds raised by club members which resulted in a brick pavilion.

Traditionally, players came from the village and surrounding area but the new facilities and ground started to tempt players from further a field. Fixtures, which were predominantly friendly, started to include teams from London and Hambledon. The diversity of the club was extended further when in 1973 W.S.L. CC attracted a number of players from the disbanded Chrysalis CC primarily made up of people from the film and music business. Many players travelled up from London every weekend to play their cricket in the glorious surroundings.

In 1984, Great Martins was bought by a Swedish builder, who with no interest in the game of cricket, lost little time in dismissing bat and ball for an ornamental lake! Despite stubborn resistance, the club became homeless in 1985 and without compensation for loss of facilities. Fortunately, a deal was struck with Morlands Brewery (who now owned Oak Meadow) and the club was able to return to its former ground on a ninety-nine year lease. However, this meant the complete redevelopment of the ground. In this interim period, the club survived by playing all its fixtures away and then had the great fortune of being generously given a wooden pavilion by Cuckfield CC who were having a new one built. However, bad luck returned to hinder the club when the almost finished pavilion was struck down by storms. Due to the support of club members, sufficient funds were gathered to rebuild. The pavilion was completed in the spring of 1987 and with a professionally laid square, play was resumed at the club's old home.

By this time, the club had joined the Berkshire League and successfully negotiated its way to the higher divisions with a combination of youth and experience. Before long a move to the more challenging Chiltern League was achieved in the mid 1990s but successes were few and the added commitment of having to field two sides every Saturday proved too onerous. Within a few years the club was back in the Berkshire League albeit in a lower division.

Despite struggles on the pitch, the club moved forward in terms of continued ground improvement. Trees were planted on two sides of the ground, boundaries were fenced and extra land was land for car parking was donated by generous neighbours. The ground was

also purchased by the Yeo Memorial Trust, a charitable trust in memory of a local resident and benefactor.

In 2001 the club revived its playing fortunes after a merger with another local Berkshire League side, Twyford CC. As a result of the arrival of new players and the emergence of promising colts, a 1st XI (Division 1) and 2nd XI (Division 4) were re-established as well as the non league Sunday XI. Three divisional awards were soon achieved. In addition mid week fixtures were established. The club's playing and social membership grew and in 2003 the club completed a major extension to the pavilion.

Waltham St. Lawrence CC is a well established and forward looking club with excellent facilities and a friendly, welcoming membership. If you're not a member already then why not drop down to the ground at Shurlock Row on match days, Friday evening social nights or Thursday practice sessions.

6) Club Facilities

Pavilion with bar area, Newly fitted kitchen, function room, balcony, toilets (male and female), shower area, Home and Away dressing room, Games area with bar billiards, pool table, table tennis, darts, skittle alley

Ground: Oak Meadow, Shurlock Row, Berkshire, RG10 0PL

9 strip square
Two homemade outdoor nets
Tool shed
Storage shed
Ample summer carpark
Padlocked five bar gate

7) Club people – only necessary for focus clubs

8) Club teams

1st XI – Playing in division 1 of Berkshire League

2nd XI – Playing in division 4 of Berkshire League

Sunday XI – Playing a full programme of friendly fixtures

Social team – Playing occasional friendly fixtures

U13s team – Playing friendly fixtures with local clubs but looking to be involved in a league next year 2010

9) Development plan (Key issues)

a) *Playing Area*

i) It will be necessary to acquire the following ground equipment: sorrel roller, spreader, knap-sack sprayer, seed slotter, drag net and aerator. In addition the following existing ground equipment is in need of replacement: roller, strip mower, outfield roller and tractor. All this would necessitate the building of a new storage shed to house this equipment.

ii) To achieve the ground improvement objectives, training for ground staff (x4) will be needed with a view to taking new members into the roles.

iii) Further equipment is needed for the enhancement of playing matches. This would be the replacement of an ageing sightscreen, the removal of a redundant astro-pitch and the

purchase of covers.

iv) To properly develop its training capacity the club would need to create a practice strip, upon which a newly acquired mobile net could be used, refurbish the existing nets and finally acquire a bowling machine for the development of playing skills.

v) The most important development issue on the ground front would be the levelling of the square to improve the playing surface. When this was achieved and brought up to the standard of the rest of the ground, the club could then play host to more high profile games such as benefit games and local competition cup finals.

b) *The Pavilion*

i) To meet the objective of making the club house available for use all year round it would be essential to install heating.

ii) Once more extensive use has been established, there would be a need to reshape the infrastructure of the building i.e. relocate the kitchen to make it larger, improve the toilet facilities, extend the bar and achieve a hard-standing car parking area for the winter months. The alterations would inevitably lead to a change in the size and position of the changing rooms. The long term vision would be to extend the pavilion to encompass a second tier to separate playing and social areas.

iii) In addition, repairs to the veranda flooring and guttering, the floor in the visitors changing room and other general maintenance would be necessary.

iv) To improve the smooth running of social events, the club need to acquire and install a dishwasher and shutters to improve security on the bar.

v) All these developments would necessitate the employment of a part-time Pavilion Manager.

c) *Playing and Coaching*

i) To develop club coaching staff (initially three members) who would attend relevant courses to gain skills and qualifications – including First Aid.

ii) To improve the quality and stock of playing kit for adult and youth players, such as practice matting and bowling machine. More specifically with youth cricket equipment to facilitate "quick – cricket" and outreach these facilities and equipment to local schools for training and fixtures.

d) *Finance*

The key intention is to make the pavilion and ground appealing to hire which would significantly boost income; with better facilities comes greater recognition and the potential for better marketing. This would also enhance our capability of achieving greater sponsorship. Financial structures and procedures are well established but growth is limited by our rather basic facilities. Growth achieved has been through an increase in playing and social membership outlined in section 2 indicating the potential is there.

Achieving the above would lead to an increase in the size of the committee to adapt to the new developments.

10) Club specific requirements - only necessary for focus clubs

11) Headline 5 year Future club objectives - only necessary for focus clubs

12) Estimated club development costs