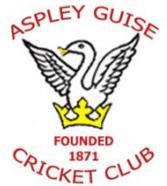


ASPLEY GUISE CRICKET CLUB

Founded 1871



CLUB DEVELOPMENT PLAN: 2015

BACKGROUND

- Aspley Guise Cricket Club is a long established, traditional village club based on the outskirts of Milton Keynes. The Club plays on The Common, land owned by the Parish and administered through the Aspley Guise Sports Trust. The Club was granted the right to play cricket on the ground in perpetuity when the parish acquired the land in 1926.
- For over one hundred years, the Club played only friendly cricket: first entering league cricket in 1993. The Club has developed significantly in recent years in membership and in ambition but not yet in terms of its facilities.
- The current challenge is to fulfil this ambition by:
 - i. Improving the Club's infrastructure to retain & grow its current membership.
 - ii. Continuing to offer the facility for junior cricketers to play the game competitively, to offer a level & standard of coaching more than commensurate with the size of the Club and to grow our junior membership through involvement with the local schools & community.
 - iii. Retaining the interest and involvement of junior cricketers so that they are not lost to the game during the transition to senior cricket.
 - iv. Generating sufficient funds through our own fund raising activities and from available grants to meet our aspirations.

RECENT HISTORY & DEVELOPMENT

- The Club has developed significantly in the past dozen years.
- In 2003, the Club ran one Saturday league side and a Sunday friendly eleven. The junior section was small, with two ECB qualified coaches, and only offered competitive cricket at Under 11 level, which meant that many juniors were lost to the Club & often to cricket. Twenty two home games were scheduled with pitches being prepared by volunteers. On a positive note, the Club installed an artificial turf wicket and purchased its first sight screens.
- By 2013, the Club had two sides on Saturday in the Four Counties Cricket League. On Sunday, a senior Sunday XI and a Development XI (largely Under 17) played in the Bedfordshire League and an occasional Sunday XI, the Gentlemen of Aspley Guise, continued the spirit of friendly village cricket.

The Club had a thriving Junior Section with membership of some seventy boys and girls, coached by three Level Two and eight Level One ECB qualified coaches, with sides at Under 10, 12, 14 & 16, playing in the Bedfordshire Youth League, as well as competing in the ECB National Cup Under 13 & Under 15 competitions.

Fifty seven games (thirty seven adult & twenty junior) were scheduled to be played on The Common, with wickets prepared by a paid groundsman. The artificial wicket was worn out and the sightscreens needed replacing!

THE CLUB IN 2015

- The Club continues to field the same number of senior weekend sides and has added a Midweek XI playing evening cricket in the Bedford Midweek League.
- Currently playing in Division Two of the Four Counties Cricket League and, having missed out narrowly on promotion for the last four seasons, the Club 1st XI is aiming for promotion in 2015. Thereafter, the Club will look to consolidate as a regular Division One member. Any move away from the Four Counties League would be dependent on a reorganisation of the local league structure as the prospect of involvement in other leagues is unattractive because of the amount of travel involved.
- Our junior section continues to flourish at Under 10, 12 & 14 age groups, reflecting the interest generated by our coaching initiatives with Fulbrook School.

Regrettably, there appears to have been a fall in interest & involvement at Under 16 and Development XI levels. The Club has addressed this by organising a joint Under 16 side with Eversholt & Milton Bryan to compete in the Bedfordshire Youth League and a joint Development XI with Eversholt in the Bedfordshire Cricket League. It remains a major challenge to retain the interest of this age group and the Club is considering initiatives to achieve this.

- A new artificial wicket is to be installed in March ready for the new season. This is being financed entirely by the Club at a cost of £6,300 which has proved possible by a combination of fund raising and prudent financial management.
- The Club is acquiring a motor roller for the square, which, after some refurbishment will address, at least in the short term, one of the major items on the Club's wish list.
- The Club has been working towards Club Mark accreditation and aims to have this in place for the 2015 season.

CLUB DEVELOPMENT

- The Club has identified what is required to bring its facilities to an acceptable standard and in line with other Clubs in the area.

These fall into two areas:

- i. Playing equipment: to be financed through the Club's efforts.
- ii. Infrastructure items, namely a new pavilion and a two lane permanent practice facility. The provision of these will require the involvement of the Aspley Guise Sports Trust and, ultimately, the Aspley Guise Parish Council as the landowner.

PLAYING EQUIPMENT

- The immediate requirement for playing equipment includes:
 - i. Replacement of sight screens
 - ii. Electronic scoreboard
 - iii. Bowling machine
 - iv. Boundary ropes & winder
 - v. Pitch covers

The cost of these items is approximately £20,000 (including VAT).

- The cost of replacing the newly acquired second hand roller will need to be budgeted for in the longer term at a cost of approximately £5,000.
- The Club intends to finance these items through a combination of its own fund raising initiatives and grant aid, which we hope will be made more accessible following Club Mark accreditation.

PERMANENT PRACTICE FACILITY

- Club practice currently takes place on the artificial pitch (or occasionally a grass wicket) using a moveable net cage. This is barely satisfactory for senior practice and lacks capacity, particularly for junior coaching sessions.
- The Club, therefore, has a requirement for a permanent practice facility for both adult & junior members to:
 - i. Allow for more structured coaching sessions.
 - ii. Provide a safe & reliable playing surface.
- The provision of such a facility will require the involvement and co-operation of the Sports Trust and Parish Council and at a cost of around £30,000 will be dependent on grant finance, primarily through the ECB and Sports England.

THE PAVILION

- The Pavilion was modernised & expanded in the late 1980's, financed by a bequest from a parishioner who wanted to improve sports facilities for the benefit of the village.
- This bequest led to the establishment of the Aspley Guise Sports Trust, who administer the facilities on The Common for the benefit of participating Clubs, mainly Aspley Guise Cricket Club and Woburn Lionesses Football Club.
- Whilst the new pavilion was a vast improvement on the old, changes in the game over the last twenty five years have meant that the existing facility now has many shortcomings, which may make it unfit for purpose. In particular:
 - i. There are only two dressing rooms, which makes it impossible to cater for mixed sex teams.
 - ii. The dressing rooms are small and cramped, making it difficult to accommodate a team together with the amount of kit that is now common.
 - iii. Showers are within the open dressing room, which can lead to water on the dressing room floors.
 - iv. There is no separate changing accommodation for match officials. This would prevent the Club progressing within the Bedfordshire League or moving to some Saturday competitions.
 - v. There is only one single male and one single female toilet to cater for players, guests and spectators.
 - vi. The kitchen area is small. Dining facilities are sufficient for teams but inadequate for guests and spectators.
 - vii. Viewing opportunities are limited.

- The Cricket Club is conscious that any a new Pavilion or enhancements to the existing facility with require the involvement and support of the Aspley Guise Sports Trust and the Parish Council but is convinced that this is essential to the ongoing well being (or even existence) of the Club.
- The one hundred & fiftieth anniversary of the Club will be in 2021. The Club's aim is to celebrate that anniversary in a new pavilion.

ASPLEY GUISE CC IN 2015 & BEYOND

The challenges for 2015 and beyond are:

- An ongoing programme to upgrade the Club's facilities to retain current members and attract new.
- To finance the Club Development Plan through the Club's own fund raising initiatives and with grants available from the ECB, Sports England and other sources.
- To continue and expand the Club's youth policy by offering competitive cricket and a comprehensive coaching programme.
- To increase our coaching resource by encourage members to become qualified, with the Club making a financial contribution if appropriate.
- To increase our involvement with local schools to promote the game and encourage new junior members to take advantage of the club's facilities.
- To retain the interest and involvement of more of our junior members in the transition to senior cricket.
- To encourage the greater involvement of girls in junior cricket by joining with other local clubs to create the opportunity for competitive cricket.
- To establish and consolidate the Club's position as a regular member of the top division of the Four Counties Cricket League.
- To ensure that succession planning is place for the replacement of the more senior members of the Club's Management Committee.
- To have a new Pavilion in place in time for the Club's one hundred and fiftieth anniversary in 2021.

Original Plan November 2013
 Revised & Updated February 2015