



CHICHESTER PRIORY PARK CRICKET CLUB

Strategic Plan – 2025 -2030





OUR VISION

To be a high-performing and sustainable community cricket club.
Offering quality accessible cricket opportunities at all levels of the game.

OUR VALUES – ‘THE CHICHESTER WAY’

One Club	Inclusive, Accessible & Fun	Financially Sustainable	Aspirational & High Performing	Develop our own
<p>We are one Club, united both on and off the field.</p> <p>The long-term strength of the whole club is paramount.</p> <p>We are members of a club, not an individual team. We play for the club, not ourselves.</p> <p>We value and celebrate all members achievements.</p> <p>We succeed through teamwork, mutual respect and act in the ‘spirit of cricket’.</p> <p>We provide a club for life.</p>	<p>We provide a safe, welcoming and enjoyable environment for anybody wishing to play cricket.</p> <p>We do not discriminate, are inclusive, diverse and provide opportunity for all.</p> <p>We are community and family centred.</p> <p>In pursuit of increasing participation, we consider all inequalities and engage well with our members and wider community.</p>	<p>Through responsible governance, long term financial sustainability is embedded in our development.</p> <p>We are stewards of the club for future generations. We aim to safeguard our proud and long history.</p> <p>We develop and sustain positive partnerships and collaborations.</p> <p>We seek funding, sponsorship and income generating opportunities to grow and sustain our club.</p>	<p>We field competitive sides at all levels and are consistently a top performing Club.</p> <p>We aspire to play at the top level of the Sussex Cricket League.</p> <p>We provide a professional approach and infrastructure, within an amateur club setting.</p> <p>We are attractive to new members and are always striving to improve and learn.</p> <p>We aim to be the local club of choice.</p> <p>We play hard, fair cricket and are positive in all we do.</p>	<p>We prioritise and invest in our own players and people, supporting them to become the best they can be.</p> <p>We provide our members with effective leadership and the highest quality facilities, coaching & support.</p> <p>We provide an environment in which everybody can personally develop and excel for our club.</p> <p>We embrace a culture of improvement, working hard and positive mindsets.</p>



SITUATIONAL ANALYSIS

WHERE WE ARE NOW?

SENIOR CRICKET

Strengths	Weaknesses	Opportunities	Threats
<p>Strong core of very good, committed players across all sides.</p> <p>A young and talented player base who will continue to improve.</p> <p>Transition of juniors into senior cricket who then perform at all senior levels.</p> <p>Clear senior pathway and support provided to enable progression from 4th XI to 1st XI.</p> <p>High volume of seniors have graduated from the club's junior system.</p> <p>Tuesday night 1st and 2nd XI performance squad training sessions are well managed, coached and attended.</p> <p>Strong winter training programme and attendance.</p>	<p>1st XI Div 3 league status is below target.</p> <p>Mid season Festival of speed period negatively impacts on consistency of training and subsequently performance drops off.</p> <p>Challenges in recruiting new adult members at higher levels of the club places an unfair and unbalanced reliance on junior players.</p> <p>Limited succession planning in identifying and developing future captains, managers and coaches.</p> <p>Thursday night club training sessions have poor attendance levels with facility set up and co-ordination challenges. This result in poor training quality.</p>	<p>To promote the club's clear vision and strategy to recruit and retain senior players.</p> <p>To expand the coaching team, to allow players increased access to technical advice for batting, bowling, wicket keeping, fielding, fitness.</p> <p>To further develop slam midweek team and Goodwood CC relationship for more casual players and those returning to the sport.</p> <p>To provide a strong, experienced leadership to guide and develop young players to success and to become next generation of leaders.</p> <p>To further engage with the University, to strengthen the link.</p>	<p>Private school and university term times affecting availability of some younger players at start of season.</p> <p>Loss of senior players moving away from area for university, work or taking a break from cricket for family reasons.</p> <p>1st & 2nd XI league placings presents a risk in sustaining existing playing squad for 2025. Risk of player transfers to other clubs.</p> <p>Limited social opportunities to keep all players together and celebrate success across all 4 teams.</p>

WOMEN AND GIRLS CRICKET

Strengths	Weaknesses	Opportunities	Threats
<p>Rapid growth of the section over a very short period. Providing opportunities in softball and hardball competition and winter indoor cricket.</p> <p>Group of highly energetic, friendly and together adult female players.</p> <p>Incredible pace of player development. Continued improvement due to high quality coaching.</p> <p>A welcoming and attractive proposition for adult players of all ages.</p> <p>Fun, inclusive and well managed Dynamos, U11 & 12 girls training and match play opportunities that provide an entry point for young girls into the sport and the club.</p>	<p>Not all club facilities are welcoming for new or existing female players.</p> <p>Limited workforce, reliant on small number of dedicated individuals to manage the section.</p> <p>Limited number of female club coaches, umpires, scorers, team managers and committee members restricts growth opportunities.</p> <p>An incomplete pathway through from girls only junior cricket to adult women's cricket. Current gap in provision between u13 and u16 (adult sessions).</p>	<p>Continued boom in women's and girls cricket creates opportunity for continued growth.</p> <p>To develop junior girls only coaching sessions and teams at every age group, to provide a full pathway to senior women's cricket.</p> <p>To capitalise on current enthusiastic players and supporters to encourage more voluntary support in managing the section.</p> <p>To develop our own team of coaches and officials to enable growth.</p> <p>Priorities of ECB and Sussex Cricket means there is support available to develop the women's game.</p> <p>Progression of softball players to hardball league cricket.</p>	<p>Lack of ability to cater for demand and expansion with current pressures on ground availability, the number of qualified coaches and general volunteer workforce of officials and team managers.</p> <p>Loss of players to other clubs.</p>

JUNIOR CRICKET

Strengths

Scale of junior provision unparalleled locally providing positive opportunities for ages 5 to 19.

All mixed age groups operating at capacity.

A clear pathway from junior to senior cricket at all levels.

Strong co-ordination from an experienced team.

High quality, professional coaching provided at all ages, supported by enthusiastic volunteer coaches and team managers and support from an overseas player annually.

All Stars night on Fridays welcomes a large number of visitors, showcasing the club and Goodwood facilities and generates good income. Supported by vital volunteers on the bar.

Significant number of players who progress on Sussex Junior Pathway.

Weaknesses

Reliance on a small number of dedicated individuals in managing the section, individual teams and coaching.

Limited level of parental involvement in supporting the section through volunteer activity.

Opportunities

Future ECB national programme developments.

To train and develop coaching workforce.

To engage parents to become more involved – Be welcoming and open to support.

To improve links with primary and secondary state schools, to aid inclusion and diversity and provide for our community.

To succession plan, to provide long term stability for the continuity of the section.

Threats

Co-ordination of section reliant on a few, often overburdened individuals, posing a threat of burn out.

Being at capacity presents an inability to grow and cater for any further demand from local population. Could lose talented junior players to other local clubs.

FACILITIES

Strengths

Two of the most picturesque home grounds imaginable at Priory Park and Goodwood.

Excellent match day pitches at Goodwood and Priory Park provided by experienced and committed team of volunteers at Goodwood and professional Council team at Priory.

Recently refurbished kitchen and training net facilities at Goodwood through ECB County Grant.

Recent install of hybrid pitches at Goodwood provide modern, high tech solution to overlay of pitches.

Strong and committed alliance with Goodwood Cricket Club and Goodwood Estate.

Weaknesses

Lack of ownership and control over any facilities. Having to utilise 7 different 'home' venues for matches and training.

Dilapidated Priory Park facilities. A particularly unwelcoming, unfit for purpose pavilion and nets which must be erected before each use. Both negatively impact first impressions and the quality of training.

No practical club 'hub' to hold social events, or for players to practice on an informal basis.

Limited income generating opportunities which prevents spending on anything other than essential operational costs and a reliance on sponsorship to keep membership fees low.

Winter training facilities at Bishop Luffa School provide a poor first impression to new players.

Opportunities

New Clay Lane sports complex could provide a club hub in Chichester for the majority of the clubs activities in partnership with other local sports clubs.

Continued partnership through Goodwood Alliance, to maintain and improve existing high quality Goodwood facilities.

To continue liaison with Chichester District Council on long term strategy for cricket in the district and access to grant funding.

Consideration of environmental factors and energy efficiency in any future projects, to aid environmental and financial sustainability.

Threats

Reliance on small experienced grounds teams at Goodwood and Council for Priory. Risk of pitch quality reduction if any left their roles.

Festival of speed shutdown period, can result in reduction of training quality.

Retention and recruitment of male, female and junior players and supporters due to poor quality facilities in Chichester.

Lack of high quality facilities available to meet growth demands. Especially for women and girls.

Cost of facility development projects (upfront capital costs and ongoing maintenance costs) and challenge of generating funds required.

WORKFORCE

Strengths	Weaknesses	Opportunities	Threats
<p>Committed, tireless and experienced club committee.</p> <p>Network of fantastic existing volunteers who provide support to all sections of the club.</p> <p>Club decision making based on ethos of what's right and wrong and vision to improve.</p>	<p>Lack of succession planning for volunteer and committee roles.</p> <p>Lack of diversity on committee.</p> <p>Internal communication between committee and membership could be improved, with clear messaging on club direction.</p> <p>No social secretary to manage social calendar.</p>	<p>To recruit new volunteers from all sections of the club, increase diversity and generate new ideas.</p> <p>To utilise a membership base of individuals with a wealth of expertise and skills from a variety of backgrounds to help club development.</p> <p>To develop an annual social calendar of events to engage all sections of the club.</p> <p>To develop deputy roles to support committee positions and provide mentoring and support in handover of responsibilities.</p>	<p>Existing volunteer workforce become over worked and retire positions.</p> <p>Lack of diversity and differing views can prevent new ideas and progression.</p>

PARTNERSHIPS & PROMOTION

Strengths	Weaknesses	Opportunities	Threats
<p>Strong Goodwood cricket alliance, built on robust MOU.</p> <p>Long standing sponsors, committed for 3-year period, provide vital financial support to all sections of the club.</p> <p>Fantastic sponsorship relationship management.</p> <p>Social media visibility, with highly engaging content which positively promotes the club – especially women's, girls and junior cricket.</p> <p>Professional website, to compliment play cricket site.</p> <p>Clubmark accreditation evidences best practice.</p> <p>Reasonably priced memberships.</p>	<p>Opportunities to display marketing materials around Goodwood and Priory grounds are limited.</p>	<p>ECB and Sussex Cricket Foundation support ongoing.</p> <p>Better community engagement with major projects to gain local support and broaden club appeal. Opportunity through cricket week lunch and engagement events.</p> <p>Live streaming of matches to compliment live scoring – a training aid, marketing tool and opportunity for sponsorship income.</p> <p>Better engagement with local authority and other bodies. Utilise cricket club's activities which align to wider local strategic priorities.</p> <p>Continue to strengthen our growing social media following and engagement – particularly for senior cricket.</p>	<p>Reduction in sponsorship revenues linked to economic climate and loss of long-standing support.</p> <p>Reliance on small volunteer team to develop opportunities.</p>

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STRATEGIC OBJECTIVES & ACTION PLANS

SENIOR CRICKET

Strategic Objective	How it will be achieved	Timescales
<p>Achieve promotion for 1st XI to Division 2 by 2027 and consolidate in that league.</p> <p><i>Ultimate ambition is to secure and sustain Premier League status. This may be beyond the life of this 5-year plan and is dependent on securing club facilities identified in this strategy and the development of a financial model to sustain that level of play.</i></p>	<ul style="list-style-type: none"> • Create new 'Head of Senior Cricket' role to lead the section and chair the Senior Cricket Sub Committee. They will support captains and develop a positive, winning habit. • Recruit a senior head coach to lead all senior winter and summer coaching & potentially play on Saturdays. To provide technical and tactical coaching to support player development. • Recruitment of a financially viable annual overseas player, focused on a 'club exchange' approach. • Active promotion of the club's high ambitions, to retain current and recruit new senior players. • Providing strong leadership for a young talented squad. Identifying and mentoring future captains, coaches and leadership team of the future. • Improve quality of Thursday night club training sessions with a more structured approach to increase attendance, resulting in performance improvements across the club. • Review and update selection policy and communicate this with the membership. • Secure club hub facilities (see facilities section) 	<p>Ahead of 2025 season.</p> <p>Ahead of 2025 season.</p> <p>Ahead of 2025 season and annually thereafter.</p> <p>Ahead of 2025 season and continuous thereafter.</p>
<p>Achieve promotion for 2nd XI to Division 4 by 2027 and consolidate in that league.</p>		<p>2025 onwards.</p>
<p>Maintain placings of the 3rd XI in division 7 and 4th XI in division 11 as a minimum.</p>		<p>Ahead of 2025 season and annually thereafter.</p> <p>By 2030.</p>
<p>Improve links with University of Chichester, to increase number of university students playing for the club.</p>	<ul style="list-style-type: none"> • Host preseason fixture(s) with the University. • University student subsidised membership. • Club reps attend uni training to meet players and invite to club training. 	<p>2025 onwards.</p> <p>Ongoing annually.</p>
<p>Provide sustainable training offer during Goodwood festival of speed shut down.</p>	<ul style="list-style-type: none"> • Secure use of a suitable venue and training plan for all Tuesday performance squad trainings during July, reducing the number of lost training sessions. 	<p>2025 onwards.</p>
<p>Maintain successful midweek 'Slam' side and provide opportunity for more informal play and cricket at every competitive level.</p>	<ul style="list-style-type: none"> • Promote midweek cricket opportunities to existing members and new. To attract players of all ages and abilities. • Increasing number of team entries into slam and league competition if demand arises. • A decision to reinstate the 5th XI will be reviewed every year. • Encourage members to step forward and manage additional friendly fixtures including biennial MCC match. • Continue to work in partnership with Goodwood CC. Signposting to Goodwood for friendly Sunday cricket opportunity. 	<p>Ongoing annually.</p> <p>Reviewed annually.</p> <p>Reviewed annually.</p> <p>2025 onwards.</p> <p>Ongoing.</p>

WOMEN & GIRLS CRICKET

Strategic Objective	How it will be achieved	Timescales
<p>To become a hub of female cricket by providing girls only teams at every junior age category.</p> <p>Create a sustainable section of the club, with a pathway to adult women's cricket.</p>	<ul style="list-style-type: none"> • Create a women and girls sub committee who will work to provide a sustainable section of the club, through the development of necessary skills to manage and grow the female game. • Training more women's team players, parents and supporters as girl's coaches, umpires, scorers and administrators. • Pay for coaching and officiating courses for members in return for ongoing volunteer support. • Secure additional ground space for training and match play, through liaison with Goodwood, Chichester District Council and Chichester Community Development trust. • Upgrade club facilities which are not currently fit for purpose and accessible (see facilities). • Growth must be sustainable. New age groups only offered once infrastructure is in place. Target one new age group each season. • Engage with Sussex Cricket Foundation and local primary and secondary state schools to support growth plans and meet local demand. 	<p>2025</p> <p>Ongoing to 2030</p> <p>Ongoing to 2030</p> <p>Annual growth.</p> <p>2025</p>
<p>Maintain Women's 1st XI status in Sussex Premier League Division 2 and aim for promotion to Premier Division once full girl's pathway infrastructure in place.</p>	<ul style="list-style-type: none"> • Promotion of the club's values and high ambitions, to retain and recruit senior players. • Embracing a culture of improvement, working hard and positive mindsets. • Continued delivery of high-quality coaching from the club's head junior and women's coach, with support of a wider coaching team 	<p>Ongoing to 2030</p>
<p>Continue to provide a clear pathway for women to take their first steps into the sport through soft ball cricket, through to hard ball league cricket.</p>	<ul style="list-style-type: none"> • Continual social media presence and promotion • Deliver annual taster sessions and festival events to engage adult women in cricket for the first time, working with Sussex Cricket Foundation. • Secure additional ground space for training and match play, through liaison with Goodwood, Chichester District Council and Chichester Community Development trust. 	<p>Ongoing to 2030</p>

JUNIOR CRICKET

Strategic Objective	How it will be achieved	Timescales
Maintain current junior provision, providing opportunity for children age 5-19 to access high quality coaching and match play opportunities and a pathway to senior cricket.	<ul style="list-style-type: none"> • Continue to invest in providing the existing high quality professional coaching and efficient administration of section, following all safeguarding guidance. • Continue to develop junior coaching workforce. Encourage older junior members to commit volunteering coaching hours, to support school and Duke of Edinburgh type schemes. • Pay for coaching and officiating courses for members in return for ongoing volunteering commitment. • Provide in house workshops and mentoring for members and parents in online scoring and in basics of umpiring. • Encourage senior players to be volunteer coaches at junior sessions, or umpire and score junior fixtures. • Engage junior parents in volunteering opportunities. • Assess the potential of a volunteer roster system – All junior parents asked to commit to at least helping once per season on the bar, bbq, scoring, umpiring. If they cannot, their responsibility to find a replacement. 	Ongoing annually
Engage with more state school children, to provide cricket opportunities which may not exist at school.	<ul style="list-style-type: none"> • Engage with Sussex Cricket Foundation and local primary and secondary state schools to support growth plans and meet local demand. • Review and adopt relevant ECB programmes and Strategies. 	Ongoing 2027

CLUB FACILITIES

Strategic Objective	How it will be achieved	Timescales
<p>Secure a permanent club hub in Chichester.</p> <p><i>Provide modern and fit for purpose social, training and match play facilities within Chichester. To cater for club growth and ensure a welcoming environment for members from all sections of the club and our community. Reducing administration challenge and cost of using 7 different home venues.</i></p> <p><i>All local facility options to be appraised. Initial opportunity identified at newly built Clay Lane Sports Complex at Minerva Heights which offers a 9-wicket grass square, artificial wicket, 6 changing rooms, officials changing rooms, clubroom, kitchen, and parking facilities. Cricket nets to be installed as phase 2.</i></p>	<ul style="list-style-type: none"> Engage with Clay Lane management company/developer/CDC to understand opportunity for use & potential level of management responsibilities. Subject to the above, aim to incrementally increase use of the ground over the life of this strategy, beginning with junior training and matches and building to women's and senior league use once the grass wicket is ready and training facilities in place. Work with CDC and developers to expediate the installation of cricket nets to enable ground to be used for all club training sessions. Complete feasibility work to install a second pitch with a junior boundary size and an artificial wicket only to replace the (anticipated to be unused) rugby pitch. Dependant on level of management responsibility and usage levels, working with other site users, secure volunteer and contractor resource to maintain the cricket square and outfield and run a small bar/kitchen. Develop a fundraising strategy to finance ground maintenance machinery, pitch covers, sightscreens and kitting out the ground as required. 	2025 - 2030
<p>Sustain the successful alliance with Goodwood</p>	<ul style="list-style-type: none"> Continue to play 1st and 2nd XI senior cricket at Goodwood. Continue to host Friday night All Stars and U10 cricket at Goodwood to provide an income to the bar and ground account sufficient to cover ground maintenance works. Seek funding opportunities to improve accessibility of the pavilion and opportunities to digitise with effective Wi-Fi and camera streaming systems. Continue to support Goodwood grounds maintenance team by providing training opportunity for club members as required. Offer whole club social events, such as BBQ evenings, at suitable times of the year to support bar income. 	<p>Ongoing</p> <p>Ongoing</p> <p>2026</p> <p>Ongoing</p>
<p>Determine the future of Priory Park cricket ground and level of club use.</p> <p><i>Changing and training facilities are not fit for purpose. Despite club investment in designs for a new pavilion which navigate tricky planning constraints, lease terms offered by the council, the level of use permitted, and the scale of the building would not provide income sufficient to cover operational costs. The capital cost of construction of circa £500k would also need to be sourced. Equally the club do not have priority access to the cricket pitch midweek.</i></p>	<ul style="list-style-type: none"> Seek to understand Chichester District Council's strategy for provision of cricket in the district and particularly for the future of Priory Park. Understand what the plan is for the ongoing maintenance/improvement of the white pavilion and the old brick clubhouse. Understand the future plans for grounds maintenance. Current high quality grounds maintenance level delivered by experienced ground operative whose experience would likely be irreplaceable for the Council when he reaches imminent retirement. 	By 2026

WORKFORCE

Strategic Objective	How it will be achieved	Timescales
To increase the number of volunteers and frequency in which club members and supporters offer their time, to support each section of the club.	<ul style="list-style-type: none"> • Carry out a skills audit of members to gain insight into skill sets and expertise in order to understand where specific help may be available. Ask members to state any skills/expertise they can offer through annual membership registration process to build a directory. • Active succession planning for committee and volunteer roles. Each individual works to identify deputy to aid future handover when those in roles no longer able to commit. • Provide training opportunities, both paid for by club and voluntary , mentoring, shadowing, deputy roles to learn • Active promotion of volunteer opportunities, to outline that support does not need to be technical, specialist, extensive, time consuming or difficult and can fit an individuals availability. • Encourage every member or members parent/carer to pledge to volunteer at least once per season in any capacity to support club. • Workforce across all sections of the club will be predominantly voluntary, unless specialist skills and qualifications are required, in which case remuneration will be offered to provide the highest quality outcomes. • Encourage past players to take active roles in the club. Share vision and ambition to encourage their support. 	2025
Provide a strong, experienced leadership to guide and develop younger generations players to become our next generation of club leaders.	<ul style="list-style-type: none"> • Identifying and mentoring a committee, captains, leaders, and co-ordinators of the future. • Conduct an annual player/member survey, to understand individuals views on success and challenges, what they like and dislike. Display results at club AGM. Use results to guide future decision making and updating of strategic plan. • Develop a code of conduct for players – to Play the Chichester Way – Set out clear expectations with regards to approach and attitudes across the whole club. • Respond to any breaches of the code of conduct in timely, efficient and effective manor. 	2025 onwards 2025 2025 Ongoing
Develop a calander of social events to meet needs of all sections.	<ul style="list-style-type: none"> • Appoint a social secretary, or a group of social secretary's! • Plan an annual programme of small social events that appeal to each section of the club. • To keep members together during the off season and updated and integrated with whole club life through the season. • To culminate at the end of season celebration event in September each year. 	2025

PARTNERSHIPS & PROMOTION

Strategic Objective	How it will be achieved	Timescales
Retain all current sponsors beyond the end of their current agreement term.	<ul style="list-style-type: none">Continued, regular engagement and dialogue with all current sponsors. Managing continued positive relationships.Continued exposure on social media and print media and expand exposure for sponsors through feather flags where possible.Continue fantastic professional reporting and engagement with sponsors, evidencing the positive impact that their support has on the club and the exposure their support receives to members and Chichester community.	Most 3 year deals expire 2025.
Develop new sponsorship and partnership arrangements, specifically linked to major facility development projects such as the Priory Pavilion Project and any new club growth areas.	<ul style="list-style-type: none">Seek professional expertise in return for club membership, and business promotion package.Provide opportunity to advertise members trades and business to membership base.Seek local business sponsorship, public donation and grant funding for the projects, engaging at earliest opportunity. Host consultation events on projects and test feasibility for the return of the cricket week lunch as a fundraising initiative.Seek new sponsorship opportunities, to enable the addition of live streaming of club matches.Strengthen partnership further with Chichester District Council.	2026 2026 2024 onwards
Enhance local marketing and publicity to showcase our fantastic club and people's achievements.	<ul style="list-style-type: none">Ensure match reports from each section are provided to the Chichester Observer on a regular basis.Continuation of social media growth, with highly engaging content. Set annual communications plan, to ensure all sections of club are promoted.Identify a social media manager and team to support.Better internal communications to members, through use of Teamo, social media updates and club newsletters.	2025

REVIEW AND EVALUATION



- This document shall guide the club's development and decision making over the next 5 years.
- The plan will be reviewed and updated annually by the club committee, completing an end of season review and assessing success against the strategic objectives. The action plan will be updated as required each year.