Stockholm Cricket Club

Operational Plan 2023

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# Our Vision

**To be the leading Cricket Club in Sweden**

# Our Values

The values form the foundation of the Stockholm Cricket Club and what we do and how we do it.

**We are proud of our history and value it.**

Stockholm Cricket Club was formed in 1948, since then we have had many successes on and off the field. For many years we were the only cricket club in Sweden, playing against touring sides or travelling to the continent to play. Since then cricket has grown and is played all over Sweden.

Our history connects us with the previous generations who introduced cricket to Sweden. To move forward it is important to remember where you come from and what we have achieved together.

We have had many first’s in our club that we are proud of. In the 1960s we were the first club in Sweden to offer youth membership. In the 1990s we were the first club to have a women’s section. In 2010s we were the first cricket club to start a Parasports section.

**We are open and welcome everyone.**

Welcoming everyone to the club irrespective of ability and experience is crucial to grow the game of cricket in Sweden. We will provide an opportunity for everyone to be active and play cricket throughout their life.

From the very start of the Stockholm Cricket Club we have had members from all around the globe. A diversity of nationalities, cultures, religions, gender and ages in our club makes us a stronger as a whole.

**We play with the spirit of cricket in mind.**

As said in the preamble to the Laws of Cricket - we play hard but fair, we respect team mates, our opposition, umpires and fans, and we show discipline when things don’t go out way. In playing fairly, we also disassociate ourselves with doping, bullying and match fixing.

These attributes make us better people on and off the field.

**We place youth at our foundation**

Youth cricket is the foundation for the club and the future for cricket in Stockholm. Providing children an opportunity to play cricket and be active builds a healthier society.

We will support children to develop to be the best they can be, in a fun and safe environment.

To provide the opportunity to train and play cricket we need volunteers from parents to be our leaders.

**Elite teams are our external face**

Even with a broad inclusive approach to recreational cricket our elite teams (Dam & Herr 1st XI) are our face out to the community.

Good, well-trained coaches and leaders are a key component for our Elite cricket teams.

We strongly dissociate ourselves from the use of doping-classified drugs and the abuse of other drugs among both our players and leaders.

# Club Development Plan

During 2023 an overriding theme is Women’s Cricket and Families. Where we as a club want to grow our womens section, making them an integral and equal part of the club. We want families to be a key part of the club, where many generations can be involved and active in the club.

The club will celebrate its 75th anniversary in 2023.

The operational plan for 2023 is divided into the four pillars of our development plan - People, Finance, Marketing and Management.

# People

## Men’s Section

* Our Herr 1XI will play in SCF competitions (40-Over, T20 and T10)
* Our Herr 1XI home matches will be a focal point for promotion of the club.
* We will enter 3 teams in the SCF T20 competition – Warriors, Gladiators, and Challengers.
* We will enter a “vänskaps” team in the SCF T20 compeition - Legends
* We will run a T20 tournament – Stockholm T20 Smash

## Women’s Section

* Our Dam 1XI will play in SCF competitions.
* We will promote and recruit players into the women’s section.
* We will organise family cricket activities for the women’s cricket program, building upon our soft ball cricket program.

## Junior Section

* The club will continue with U8s, u11s, U13s, U15s and U19s. To provide an opportunity for everyone, team sizes will be limited to 18 people. Teams will play friendlies and in competitions organised by SCF
* We will balance being a broad participatory club with the need to provide options with those that wish to excel or move towards an elite cricket career.
* Granby BP and Stenhagens BP will be the base for your cricket in the North East
* Skarpnack Sportsfält will be the base for youth cricket in the South East

## Veterans Section

* The Old Boys will play continue playing friendly matches.
* We will plan to launch Walking Cricket for pensioners and semi-retired.

## ParaCricket Section

* The ParaCricket section will look to partner with another clubs in order to deliver activities.

# Finance

## Membership Fees

* In 2022 the Annual Membership Fee for the club will be 125kr for an individual.
* In 2022 the Annual Membership fee for the club will be 250kr for a family (2 or more people, across all sections)

## Activity Fee

* Mens Club Cricket = 1600kr
* Womens club Cricket = 700kr
* Womens SBC = 700 kr
* Youth U19 team = 1300kr
* Youth U15 Team = 1300kr
* Youth U13 team = 1300kr
* Youth U11 team = 800kr
* Youth U8 team = 500kr
* ParaCricket = 400kr
* Old Boys = 100kr per match

### Discounts on activity fees

* There will be a student discount of 300kr for Mens Club Cricket
* To encourage volunteers within the club, discounts will be applied on activity fees for volunteers (coaches and team leadership) within the club. Where, for example, children of coaches will receive a discount on their children’s activity fee based on their level of registered attendance.

## Sponsorship

* We will actively look for sponsorship of the club and teams/sections to broaden the income stream of the club

## Merchandise, Clothing & Equipment

* We will continue to have a webshop at Spreadshirt to raise money for the Berkley Caesar Memorial Fund

# Marketing

* We will continue using Facebook, Instagram and Twitter as the primary social media channels
* We will publish a newsletter. Each team management (coaches, mangers, captain) will publish news items for their team
* We will organise “family cricket” activities to encourage a broader participation within the club
* Promotion of our 1XI teams will be via:
  + Social media profiles prior to each match
  + Live streaming of matches (how and cost will be investigated)

# Management

* The Board will meet 12 times per year (monthly)
* We will have the following committees to coordinate and manage areas:
  + Technical Committee - Selection of squads for Mens Club Cricket teams
  + Junior Committee - Coordinate junior cricket and arrange tournaments/Activities
  + Social Committee - Arrange End of year awards parties and clubs days
* We will work with the SCF’s National Club Scorecard to increase understanding within the club of the Swedish “förenings” structure and increase the maturity of the club.

# Projects

* Development of Stenhagens BP (Akalla) for Junior & Paracricket