



# Stockholm Cricket Club

## Operational Plan 2022

### Innehåll

Our Vision.....	2
Our Values.....	2
Club Development Plan.....	4
People .....	4
Mens Section.....	4
Womens Section .....	4
Junior Section.....	4
Veterans Section .....	4
ParaCricket Section .....	4
Finance.....	5
Membership Fees .....	5
Activity Fee.....	5
Sponsorship.....	5
Merchandise, Clothing & Equipment.....	5
Marketing.....	6
Management.....	6
Projects .....	6



## 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 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 our 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 1<sup>st</sup> 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

The operational plan for 2022 are divided into the four pillars of our development plan - People, Finance, Marketing and Management.

## People

### Men's Section

- Our 1XI will play in SCF competitions (40-Over, T20 and T10)
- Our 1XI home matches will
  - Be live streamed (on Youtube)
  - Have our Junior Section will attend 1XI games working as ball-boys etc, building a connection to the club.
- We will enter 3 teams in the SCF T20 competition – Warriors, Gladiators, and Challengers.
- We will run a T20 tournament – Stockholm T20 Smash
- We will start a Soft Ball cricket activity where people can drop in and play

### Women's Section

- Our Dam 1XI will play in SCF competitions in collaboration with another club.
- We will organise family cricket activities for the womens cricket program, building upon our soft ball cricket program.

### Junior Section

- The club will continue with U8s, 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
- The club will organise a cricket festival for U13 and U15 age groups
- We will develop our partnership with schools to feed the club with players and integrate with the community.
- Granby BP and Stenhagens BP will be the base for your cricket in the North East
- Skarnack Sportsfält will be the base for youth cricket in the South East

### Veterans Section

- The Old Boys will play continue playing friendly matches and will enter one team into the SCF T20 Competition.
- We will launch Walking Cricket for pensioners and semi-retired.

### ParaCricket Section

- The ParaCricket section is in a start up phase. And will be looking to build and engagement within the community .



- Stenhagens BP will be the base for ParaCricket.

## Finance

### Membership Fees

- In 2021 the Annual Membership Fee for the club will remain at 100kr.
- To encourage prompt payment:
  - All who pay their invoice on time will retain their playing number within the club.
  - All people who pay on time their invoice will be eligible to receive a club branded product. This will mean everyone in the club will have something showing their affiliation to the club. If the item is not collected by the club member before 01-June then it will be forfeited.

### Activity Fee

- Mens SCF Leagues = 1200kr
- Womens SBC = 0 kr (promotion to encourage participation)
- Youth U19 team = 1000kr
- Youth U15 Team = 900kr
- Youth U13 team = 700 kr
- Youth U8 team = 500kr
- ParaCricket = 400kr
- Old Boys = 100kr per match

### Discounts on activity fees

- There will be a student discount of 200kr for Mens SCF leagues
- There will be a 100% discount for women (or 0kr), to encourage the start-up of the womens team
- To encourage families within the club, there will be a family discount for activities fees of 100kr per child where there are 2 or more children from the family in the club.
- 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.

### Sponsorship

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

### Merchandise, Clothing & Equipment

- Uniforms will be purchased via Den Svenska Cricketbutiken



- To purchase equipment for teams, each team will be given an instore voucher and then responsible for their own purchase of equipment for training. Club will provide ground equipment for matches.
- 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, managers, captain) will publish news items for their team
- We will organise “family cricket” activities to encourage a broader participation within the club
- Tournaments and Events we host will have a unique brand we can leverage:
  - Stockholm Ungdoms Cricket Festival (U13s and U15s)
  - Stockholm T20 Smash (Men)
  - Street Cricket (Summer program)
  - Women’s cricket tournament (softball)
- Promotion of our 1XI team 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 implement a Junior Cricket Committee to coordinate junior cricket within the club
- We will implement a Social Committee to arrange a Family Day and the end of season awards celebrations
- We will adjust the Technical Committee so that it aligns the development plans of all teams within the club and is not just focused on selecting players to the mens teams.
- We will apply to become a member of HIF Alliansförening (AGM motion pending)
- 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 & Para cricket