

club development plan – 1st June 2011



Where we are today

Chalfont Softball Club provides rewarding, competitive, participative and social activities to people of all skill levels. We are affiliated with the British Softball Federation and we compete in both the summer and winter months.

We achieved Clubmark Accreditation in August 2010 – becoming the first softball club in the country to do so. In February 2010, we were awarded the BSF's President's Cup for being the most progressive club in the UK in 2009.

We now have three adult teams in the Windsor and Maidenhead District Mixed Softball League who at the time of writing are pushing for the title in each of their respective divisions. We play our home games on common land in the middle of Chalfont St. Peter, with post match social activities taking place across the road in the Village Hall pub. We are currently awaiting a planning decision for a new local housing estate that could see us and a local hockey club move to a new purpose built sports facility just outside the village.

We also participate in many weekend softball tournaments throughout the season and for the first time we are now entering two teams into a number of tournaments due to an increase in members wanting to play at weekends. The higher of these two teams competes competitively at "B" grade with the lower team competing in "C" grade and catering for the less experienced and social side of the club. The 2011 season has also seen us enter a team in the inaugural London Fastpitch League. We have taken a team to "C" Grade Nationals for the last six seasons, with the best finish being in May 2009 when we lost out in the final to finish as runner up. During the winter the club participates in an indoor softball league that is run by the Windsor and Maidenhead District Mixed Softball League. During winter 2011 the club ran a series of successful indoor training sessions that were attended not only by members but by other players from around the league.

We have around 50 active members (up 42% on 2010), aged between 14-50 in a 55%-45% split in favour of women. New members are finding the club via our own website, the league website and by word of mouth. The members have varying experience levels, with, at one end of the scale, a player in the GB Co-ed Adult Slowpitch Development squad and a junior member aged 16 in the GB U19 Mens Fastpitch squad, and at the other end, a sizeable number of complete beginners.

We have two BASU Level 1 qualified umpires (Don Chester and Lester Deeble) and three non-qualified but active umpires (Louie Pereira, Chris Yoxall and Chris Howse). However, opportunities for our umpires to gain experience are limited due to umpiring league games clashing with playing in them and due to league games being taken by more experienced umpires from elsewhere in the league.

This last year has seen us continue to develop the number of qualified coaches we have. We have two BSF Level 2 coaches (Neil Turner and Clare Winter) who are licensed and insured to coach out side of the club. The number of Level 1 coaches has increased from 2 to 5 (Sarah Wood, Sally Maxted, Louie Pereira, Dan Lovelace and Sara Daughtrey) and 3 of these (Louie, Dan and Sara) have already started working towards their Level 2 award. The club is also looking to have Chris Yoxall fast-tracked into Level 2 due to his playing level and coaching experience.

Training sessions are very well attended in the club with average numbers being around 25 players per session. In the run up to the season, we run weekly training sessions on Sunday mornings and this year we have started bi-weekly Monday evening training sessions during the season instead of weekly sessions on Sunday mornings.

The club has three qualified First Aiders; the two Level 2 coaches and a player who has a First Aid qualification through their work.

The committee that run the club is a very healthy one where everyone is happy to take on and complete tasks. This has had a tremendous affect of taking the pressure off the few that used to do the majority of the work running the club. This coming year the committee has identified that it should encourage the junior representatives to take a more active involvement in running the club.

We ran a number of external softball programmes and tasters in 2010. We ran a 7 week programme for a group of 20 young people (9 and 10 year olds) in Ley Hill near Chesham, taster sessions for 120 young people (9 and 10 year olds) at Elangeni School in Chesham Bois and taster sessions for over 50 8 to 18 year olds at Chesham Sports Festival. This year we have already linked up with the local Youth Centre to provide tasters for 15 young people (14 and 15 year olds), we have run taster sessions for 50 boys at Beaconsfield School (14 and 15 year olds) and we have run a taster session for Marlow Ladies Rugby Club. We are looking to push on and generate more links with local schools and organisations now that we have achieved Clubmark Accreditation.

Finally, we have identified that the corporate market could be an additional income stream to support the club in the long term. We have booked our first small corporate event to run in July and will be looking to book more later in the summer.

Plan For Year 1 - To June 2012

Initials used below:

CW – Clare Winter, DC – Development Committee (currently CW, ELA, LP, NT), ELA – Emma Louise Allen, KJ – Karen Jones, LP – Louie Pereira, HT - Helen Turner, NT – Neil Turner, TC – Tournaments Captain, Club Committee (CC)

Area of Activity	Details of Proposed Action	Cost	Responsibility	Completion Date
Membership	Double junior membership from 4 to 8. To be achieved through taster sessions aimed at 14-15 year olds (see below) and marketing.	£0	NT/CW	May 2012
Membership	Introduce a social membership for parents, partners and supporters. Requires a change in the constitution of the club either at EGM or next AGM.	£0	CW	Dec 2011
Membership	Introduce a new membership rate for the unemployed and students. Requires a change in the constitution of the club either at EGM or next AGM.	£0	CW	Dec 2011
Playing	Consolidate the active membership so that we are comfortably putting out our three league teams with as little doubling up as possible.	£0	CC	April 2012
Playing	Enter a mens single sex team into the London Fastpitch Softball League. We are currently just managing to put out a mixed team into the co-ed part of the league but our teams are loaded with men so it should not be such a difficult step.	£100	TC	April 2012
Playing	<p>Create the Chalfont Softball League. The idea behind this will be to dedicate the time we are using for training at the moment for playing inter club softball games. Could be achieved by reducing time given to instruction during the sessions and increasing time given to games.</p> <p>League to start with three teams each made of up from players from all three league teams in the club. This will give the opportunity for players from lower levels to compete with and against players from higher levels in the club with the aim to increasing overall standards. Teams would not be required to play a game on all weeks the league runs. The teams and league could be scaled to handle any increases that we have in membership.</p> <p>Could be marketed to local community to recruit players.</p>	£100	DC	May 2012

Area of Activity	Details of Proposed Action	Cost	Responsibility	Completion Date
Playing	<p>Continue to use the indoor softball league as an opportunity to keep players active over the winter and to introduce potential players to the game.</p> <p>The club should run a series of indoor sessions again during winter 2012. Costs to be recovered from players attending.</p>	<p>£120 league entry</p> <p>£100 hall hire for training</p>	LP/KJ	Jan 2012
Coaching	<p>With the club planning on doing more coaching outside of our normal club activities then we are going to require more Level 2 BSUK Licenced Coaches and Level 1 Assistant Coaches.</p> <p>We currently have:</p> <ul style="list-style-type: none"> • Neil Turner – BSUK Licensed Level 2 • Clare Winter – BSUK Licensed Level 2 • Sarah Wood – BSUK Level 1 • Sally Maxted – BSUK Level 1 • Louie Pereira – BSUK Level 1 • Dan Lovelace – BSUK Level 1 • Sara Daughtrey – BSUK Level 1 <p>In year 1 our target is:</p> <ul style="list-style-type: none"> • Louie Pereira – Finish Level 2 BSUK Award and get licensed • Dan Lovelace – Finish Level 2 BSUK Award and get licensed • Sara Daughtrey – Finish Level 2 BSUK Award and get licensed • Chris Yoxall – Finish Level 2 BSUK Award and get licensed • Emma Louise Allen – Start Level 1 BSUK Award • Lester Deeble – Start Level 1 BSUK Award 	<p>£50 each for Level 1</p> <p>£100 each for Level 2</p>	NT	Mar 2012
Coaching	<p>Start paying coaches for their time when running coaching sessions outside of the club (taster sessions or corporate).</p> <p>Sources of income to pay for this could be:</p>	£20 to £30 per hour	DC	Dec 2011

Area of Activity	Details of Proposed Action	Cost	Responsibility	Completion Date
	<ul style="list-style-type: none"> • Grants • Corporate Events 			
Umpiring	<p>The club has a two BASU Level 1 coaches and three others that are not qualified but are active in umpiring.</p> <p>Umpiring opportunities are limited at the moment in the league that we play in due to more experienced players taking on games and also because there is a clash with our inexperienced umpires wanting to umpire games in the division that they also play in.</p> <p>The creation of the Chalfont Softball League will allow our umpires to gain experience in a friendly and understanding environment.</p> <p>Targets for the year:</p> <ul style="list-style-type: none"> • Louie Pereira – to gain BASU membership • Don Chester – to get more umpiring experience • Lester Deeble – to get more umpiring experience 	£0	DC	May 2012
Fundraising	<p>Set up and initiate the “100 Club” for members. Up to a maximum 100 numbers could be sold to members and a monthly draw would take place where one lucky member will receive a cash prize.</p> <p>100 x 12 months x £5 = £6000 maximum.</p> <p>X% given away as prizes to leave 100-X% in the fundraising pot.</p> <p>The scheme is expected to build up to the 100 maximum over time. However, it is not unreasonable to hope that it will have built up to 40 numbers sold by the end of the period.</p>	£15 for balls for the draw	HT	July 2011 to have the draw up and running
Fundraising	<p>We need to write a business development plan that addresses the develop of the club in the medium term. This plan will help the development committee apply for grants to help with the development of the new ground – see below.</p>	£0	DC	Sept 2011
Fundraising	<p>Create a list of sponsorship packages that could be marketed to local businesses and organisations.</p>	£0	DC	Feb 2012
Corporate Events	<p>The club is running a small corporate event in July which will raise for the club £275. The target for the period is to book one more coporate event to be run in Summer 2011 or Spring 2012.</p>	£0	NT	May 2012

Chalfont Softball Club Development Plan – June 2011

Area of Activity	Details of Proposed Action	Cost	Responsibility	Completion Date
Home Ground	Commence work moving the club to Newlands Park. We are currently involved in a proposal to set up a multi sport club at Newlands Park near Chalfont St. Giles. This will probably involve us having two softball diamonds in a development that also includes a double hockey astro and brand new clubhouse and car park. We need to ensure that softball is suitably included in the plan for pitch and facilities.	£0	NT	Dec 2011
Home Ground	Gain grants from BSUK and other sporting and local authorities to help fund the grounds development at Newlands Park.	£0	NT	Mar 2012
Home Ground	Construction of fencing on pitch one, as per the Fakenham Rugby Club example.	TBC	NT	May 2012
Marketing	Run a larger more co-ordinated recruitment campaign for the 2012 season. Targets should be: <ul style="list-style-type: none"> • New players for our league teams • New players for Chalfont Softball League • Booking of corporate events 	£300	DC	Mar 2012
Youth Programme	Run an 8 week youth programme. Target should be at least 16 youngsters aged between 14 and 18 to participate in at least 5 of the 8 weeks. We can apply to Sport Unlimited for funding to run this kind of project. This can pay for equipment, coaching time and marketing. Programme should be run during the summer school term.	£1500	DC	Mar 2012 for application Jul 2012 for programme to run
Youth Programme	Generate links with two more schools in the area through running taster sessions. This could be funded through a grant from the Mars Refuel Fund, if awarded.	£200	DC	May 2012

Plan For Years 2 and 3 - To August 2014

Initials used below:

CW – Clare Winter, DC – Development Committee (currently CW, ELA, LP, NT), ELA – Emma Louise Allen, LP – Louie Pereira, NT – Neil Turner, TC – Tournaments Captain

Area of Activity	Details of Proposed Action	Cost	Responsibility	Completion Date
Membership	Grow membership from 50 active members in 2011 to 80 active playing members, with a 50/50 male/female split.			
Playing	Have four teams playing in the Windsor and Maidenhead Softball League.			
Playing	Be more competitive in tournaments – winning at least one cup (highest prize within a grade) a season.			
Playing	Have one team in at least NSL2.			
Playing	Host our own adult tournament – a tournament can be run for eight teams on two pitches.			
Home Ground	Our main pitch should be developed so that it has: <ul style="list-style-type: none"> • Infield fence • Dugouts • Full dirt infield • Home run perimeter fence • Permanent batting cage 	£30,000		
Youth Programme	Have a weekly junior training night – attended by minimum of thirty junior members.			
Youth Programme	Host a junior tournament for school teams.			
Corporate Events	Grow the number of events we run so that we are doing at least 5 each summer. The club could raise between £400 and £1000 profit from each of these events.			

Area of Activity	Details of Proposed Action	Cost	Responsibility	Completion Date
Corporate Events	Run a small corporate league involving teams from local companies: <ul style="list-style-type: none">• Four teams on double round robin – 6 games each• Host at Newlands Park Entry fees to go towards paying umpires, paid coaches/mentors, administration, equipment, prizes, end of league party			