



# Section 11. Headline 5 Year Future Club Objectives.

You have now gone through the process of club development planning addressing your current and planned activity for the next 12 months. However, it is important to look further into the future, setting realistic objectives for the **medium to long term**.

As a club you have a mission statement and short term objectives – you know ‘What you have got now’ and ‘What you want’ in the next 12 months, but in **5 years** time **‘Where do you want to be?’**

Instructions: Summarise your Club Development Plan and set clear goals for the medium to long term future  
Against each theme in Table 1 below, summarise ‘What have we got now?’ and ‘Where do we want to be’ in 5 years time?  
Remember: this information should directly correlate to and summarise the detail you have completed in every section of your Club Development Plan.

Remember: Be ‘SMART’ – the objectives you identify should follow these five simple well known rules...

S	Specific	Only include specific statements or actions within your objectives, by doing this the club are more likely to achieve its goals.
M	Measurable	The objectives you identify must be measurable, this way you can identify clearly what you have or haven’t achieved.
A	Agreed	Your objectives must be agreed by all, without this agreement, delivering the objectives may be difficult or left to just one person or a few key people.
R	Realistic	Your objectives must be realistic. If your objectives are too adventurous or require time and resources beyond the clubs capacity, future development may be difficult.
T	Timescale	Identify when each action should be completed by; this will help the club celebrate its achievements and target future ‘yet to achieve’ actions.



Table 1:

Theme	What have we got now?	In 5 years time... 'Where do we want to be?'
Cricket Participation (Playing members)	<ul style="list-style-type: none"> <li>▪ 35 Adult Playing Members</li> <li>▪ 90 Junior Members plus</li> <li>▪ 25 Female Juniors</li> <li>▪</li> <li>▪</li> </ul>	<ul style="list-style-type: none"> <li>▪ 50 Adult Playing Members</li> <li>▪ 110 Junior Players plus</li> <li>▪ 35 Female Juniors</li> <li>▪</li> <li>▪</li> </ul>
Clubmark Accreditation (Cricket Clubmark)	<ul style="list-style-type: none"> <li>▪ We are Clubmark Accredited</li> <li>▪</li> <li>▪</li> <li>▪</li> <li>▪</li> </ul>	<ul style="list-style-type: none"> <li>▪ To maintain our Accreditation</li> <li>▪</li> <li>▪</li> <li>▪</li> <li>▪</li> </ul>
Club Coaching Roles	<ul style="list-style-type: none"> <li>▪ 15 qualified coaching volunteers</li> <li>▪ 3 Coach Award</li> <li>▪ 8 Level 1</li> <li>▪ 4 Level 2</li> <li>▪ 1 Level 3</li> </ul>	<ul style="list-style-type: none"> <li>▪ 20 volunteers</li> <li>▪ 4 Coach Award</li> <li>▪ 10 Level 1</li> <li>▪ 5 Level 2</li> <li>▪ 1 Level 3</li> </ul>
Club Volunteering Roles	<ul style="list-style-type: none"> <li>▪ See Section 7</li> <li>▪</li> <li>▪</li> <li>▪</li> <li>▪</li> </ul>	<ul style="list-style-type: none"> <li>▪ To expand fundraising by 50%</li> <li>▪</li> <li>▪</li> <li>▪</li> <li>▪</li> </ul>



Club Membership (whole club membership)	<ul style="list-style-type: none"><li>▪ 135 Members</li><li>▪</li><li>▪</li><li>▪</li><li>▪</li></ul>	<ul style="list-style-type: none"><li>▪ 160 Members</li><li>▪</li><li>▪</li><li>▪</li><li>▪</li></ul>
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## Section checklist

Ask yourself the following questions...

- Is the content of this section **accurate** and **realistic**?
- Have you **cross referenced** other sections of the club development plan that impact on this section?
- Have you **scheduled** activity in a **logical** and **phased** pattern over a period of time during this section?
- Do you have the **capacity** and **resources** to deliver this section?
- Have you demonstrated **ownership** of this section?
- How will you **communicate** the actions in this section?