

Lead, Influence and Inspire the Quality and Accessibility of cricket

Create a Sustainable future for Recreational Cricket

Deliver a Quality and Professional service to the cricket community

Foster a culture of Continuous Improvement across our game.

## Overarching Strategic Outcomes

Improved Health & Wellbeing

Improved Community Cohesion and Social Interaction

Improved Personal Development

## Intermediate Outcomes

A game that builds lifelong friendships

Increasing levels of external investment into cricket

Participants who enjoy the game

Participants who have maximised personal achievement

New people playing cricket

Enhanced satisfaction for everyone involved in the game

## Service Outcomes

### SCHOOLS

A school environment where children have opportunities to play the game

Schools who can confidently deliver cricket independently of external support

Children with improved leadership skills

### FACILITIES

Club facilities that are 'fit for purpose'

Increased investment into facilities

Facilities that are used effectively by the club and the community

### PLAYING

Current players retained in the game

Current players who play the game more regularly

New players being introduced to the game

### VOLUNTEERS

A larger volunteer workforce supporting the game

A volunteer workforce with the appropriate skills to fulfill its role

A volunteer workforce that is recognised for its contribution

### PATHWAY

High quality players who represent a 1<sup>st</sup> class county or Hertfordshire

An environment that challenges our best players to maximise their potential

Identification of the next generation of pathway coaches

### CLUBS

Clubs who understand and achieve their purpose

Clubs who understand the expectations and needs of their members

A sustainable, thriving club network