



Bath Cricket Club

FOUNDED 1859

Our Vision 2020

A dynamic community cricket club that increases participation in sport, nurtures talent and enjoys ongoing success through first-class facilities and a warm, welcoming environment.

RESPECTFUL | AMBITIOUS | INCLUSIVE



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OUR GAME

- Deliver an innovative senior and junior cricket strategy that provides an exemplary experience for all ages and abilities
- Maintain playing membership levels, continually identifying and nurturing talent
- Host junior and senior county cricket and cricket board fixtures and training for counties, national and international touring teams
- Develop strong partnerships with the universities of Bath

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OUR FACILITIES

- Provide first-class, year-round changing, practice and playing facilities at our North Parade ground
- Improve the facilities at our Brownsword ground to support our cricket and community objectives
- Embrace innovations in technology to further enhance the cricket experience

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OUR CLUBHOUSE

- Provide a premium experience for our members and our visitors
- Ensure all our venues are kept in optimum condition, supported by continual investment to meet the needs of the club, our players and the wider community
- Become a premier venue in Bath for external conferences and events

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OUR COMMUNITY

- Build a broader, more accessible community outreach programme to increase participation in cricket across Bath and the wider region
- Inspire healthy and active lifestyle choices across all ages
- Support and encourage the growth of disability cricket
- Make the game and clubhouse accessible to non-cricketing spectators

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OUR COMMUNICATION

- Create an engaging communication strategy which will leverage age-appropriate channels and media to inform our audiences, promote our activities and celebrate our successes
- Harness the latest technologies and platforms to promote seamless, two-way engagement with our stakeholders

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ACHIEVING OUR VISION

- Motivated and talented team, supported by approachable leaders
- Robust governance and financial controls
- Effective operational controls, processes and structures – including health and safety and HR – that ensure the smooth running of the club
- Efficient monetisation of car park, cricket and clubhouses to support growth
- Future plans and capital projects robustly selected, effectively managed and honestly appraised

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