

Sandyford Cricket Club, Marlay Park
Email: sandyfordcricket@gmail.com
Twitter: <https://www.twitter.com/cricketatmarlay>
Facebook: <https://www.facebook.com/SandyfordCricketClub/>
Instagram: <https://www.instagram.com/sandyfordccmarlaypark>



EST. 1984

SANDYFORD CC: VISION 2025

Sandyford CC: a plan for the next 3 years

SEPTEMBER 2, 2022
SANDYFORD CRICKET CLUB
Marlay Park, Co. Dublin



Table of Contents

Purpose and Brief History	2
Document purpose.....	2
A brief history.....	2
Sandyford CC revival: 2020 – 2022	3
Everyone a stakeholder.....	3
Financial wellbeing of the club.....	3
Emphasis on training and fitness	3
Transparency.....	3
Increased interest.....	3
A sense of belonging	3
Summary of the club ethos and culture	4
Challenges Sandyford CC faces over the next 3 years	5
Ground	5
Youth section.....	5
Facilities.....	5
Umpires	5
Financial	5
Overcoming the challenges	6
Ground	6
Youth section.....	6
Facilities.....	6
Umpires	7
Financial	7
Vision 2025: Summary	8
Support needed	9
Support needed: within Sandyford CC	9
Support needed: external	9
Dún Laoghaire–Rathdown County Council.....	9
Politicians [TDs, ministers, and councillors]	9
Cricket Leinster.....	10
Document control.....	11
Version Control	11
List of reviewers and approvers	11



Purpose and Brief History

Document purpose

This document briefly describes where Sandyford Cricket Club aims to get to in the next 3 years. This document also lists the support the club will need from Cricket Leinster, local politicians, and Dún Laoghaire–Rathdown County Council.

A brief history

Sandyford CC was founded in 1984. A detailed history of how Sandyford CC came about and how we ended up playing in Marlay Park is chronicled in the now defunct, but archived website¹.

A more recent history of Sandyford CC is as follows. Sandyford CC, which once boasted 4 senior teams, a youth team, and even a women's team, has seen several ups and downs. The founding members of the cricket club retired, local interest in the cricket club dwindled, the youth section was closed due to lack of participation, several long-standing members left the club to join other clubs and by the end of 2019, the club reached a state where the club has less than 20 active members.

Thanks to the relentless efforts of several cricket enthusiasts in the club, the last 2 years have seen a revival of the club.

- The club membership is now close to 60, aiming to cross 70 in the year 2023.
- The club now fields 3 senior teams and will aim to field a 4th team starting 2023.
- There is a renewed interest from several parents asking about a youth section in the club.

¹ Archived Sandyford CC website:
<https://web.archive.org/web/20180903145045/http://sandyfordcc.org/history>. We aspire to set a new website up soon.



Sandyford CC revival: 2020 – 2022

This revival of the club over the last 2 years can be attributed to the several factors. A conscious shift in club culture was implemented. We list below the most important factors and changes that have contributed to the club's revival.

Everyone a stakeholder

Annual general meetings and extra ordinary general meetings are held in a more organized fashion. Every club member knows that they are an equal stakeholder in the club and has ample opportunities to recommend and implement improvements in the club.

Financial wellbeing of the club

Collection of subscription fees is rigorously implemented. With every member recognizing that they are a stakeholder in the club's wellbeing, collection of subscription fees has faced little resistance.

Emphasis on training and fitness

There is a greater emphasis on training and fitness. Players are picked to play based on the coach and captain's assessment of the players' performance in training, their fitness levels and current form. This has generally improved the quality of cricket, which is evident in the number of wins registered by the teams.

Transparency

All aspects of running the club are transparent. The club finances, decisions taken in committee meetings, plans for the club are all published without delay to all members for review and feedback. A selection committee oversees the selection for each game and ensures that the selection policies are implemented. If anyone is left out of a team, the person benched is told very clearly why they were benched and what they need to achieve to find their way back into the team.

Increased interest

Due to the changing demographics of the area, and an influx of expats, there is a greater interest in joining the club. Also, with an ever-growing interest in cricket within Ireland, the number of queries about a youth section in Sandyford CC is growing year on year.

A sense of belonging

A result of all the above factors is a sense of belonging. This results in the support that each team receives from players of other teams, the players' partners, and families. This can be seen in the amount of support that the Sandyford CC teams received in every knockout game they reached in 2021 and 2022. The photos below from the Sandyford CC 1 win in 2022 YMCA Salver and the Sandyford 3 win in Adamstown Cup from say it all.



Figure 1 Sandyford family after YMCA Salver win



Figure 2 Sandyford family after Adamstown Cup win

Summary of the club ethos and culture

As a result of all the above, the club culture and ethos can be summarized as follows

1. Train hard and stay fit.
2. Play hard, play fair.
3. Respect the game, the opposition, and the umpires.
4. We firmly believe in something Rudyard Kipling immortalized in the Jungle Book: *“the strength of the pack is the wolf, and the strength of the wolf is the pack”*.



Challenges Sandyford CC faces over the next 3 years

As we look towards the next 3 years of developing Sandyford CC further, we are faced with the following challenges.

Ground

The current location of the Sandyford CC is not optimal. The annual Longitude Festival is held in Marlay Park causing cricket to stop in Marlay Park for at least 4 weeks each year. In July 2022, the Sandyford CC home ground was so badly damaged that no cricket was possible in Marlay Park since 15 June 2022. This is addressed in a separate proposal for moving the Sandyford CC home ground [see document "Sandyford CC: Home Ground" provided separately].

Youth section

The only way to ensure that the Sandyford CC senior teams have a steady supply of players is to have youth sections: and, Sandyford CC do not have a youth section now. Having a youth section also ensures:

1. That Sandyford CC serves the local community, and the needs of several parents looking for a youth section in a cricket club is met.
2. That family culture is cultivated and remains in the club.
3. Encouragement for youth to participate in sports which can do wonders for their physical health and wellbeing.

Additionally, from talking to other clubs with youth sections, we know that the parents start looking for a qualified youth coach a year or two after the youth section is started.

Facilities

As the Sandyford CC first team prepares to move up from division 6 to division 5 in the Cricket Leinster Open Competitions, the current facilities for training are not adequate. Also, as we look to start a youth section, not having a toilet close by becomes a challenge.

Umpires

From 2023, Cricket Leinster requires that each club provides as many umpiring appointments as the number of games it plays. Failing which, each team in Sandyford CC is penalized. Sandyford CC is not in a position now to provide the required number of umpiring appointments – we do not enough qualified umpires at Sandyford CC.

Financial

As of 2022, our subscription fees are at EUR 220.00 per year, which is higher than several other clubs. There is a need to reduce the subscription fees. At the same time, improving the club requires investment into infrastructure.



Overcoming the challenges

Each of the challenges listed above will be dealt with as described below.

Ground

A proposal has been set forth with the Dún Laoghaire–Rathdown County Council to move the Sandyford CC home ground to the target location described in the Marlay Park Master Plan [refer: https://dlrcoco.citizenspace.com/parks/marlay-park-master-plan-have-your-say/supporting_documents/Marlay%20Park%20Masterplan.pdf]. Please read the document titled “Sandyford CC: Home Ground” provided separately. The engagement is ongoing, and the aim is to start the season 2023 in the new location.

Youth section

Sandyford CC, subject to ground and facilities being ready, will open a youth section in the year 2023. As preparation,

The following has been done in 2022 in preparation for opening a youth section:

1. 8 club members have completed child safeguarding courses.
2. 12 committed volunteers to run the youth section next year identified.
3. Attended the Youth Cricket: Smash-It & It’s Wicket Programmes run by cricket Leinster in preparation for starting the youth section.
4. We also put together a kids’ team of six players to play at a blitz held at YMCA, Claremont Road earlier this month.
5. We have spoken to Taney National School and Cricket Leinster to gauge the interest we are likely to get once we start a youth section. We are assured that there will at least be 20 kids from day 1 after starting the youth section.

While the financial situation of Sandyford CC will not allow us to hire a professional coach for the youth section from 2023, by 2025, we aim to be able to either qualify two of our players as certified coaches or hire a professional coach for the youth section. Starting 2023, Sandyford CC will be hiring Ireland players like Kevin O’Brien to run a limited time clinic for the youth section. This will ensure that the youth section remains motivated.

Facilities

Please read the document titled “Sandyford CC: Home Ground” provided separately. Should the proposed plan for the new facilities come to pass, the new ground will have

- 2 nets bays,
- A team room with changing facilities and electricity, and,
- Toilets much closer than they are today.

Should the new ground be ready for the season of 2023, Sandyford CC plans to accumulate enough money by 2025 to be able to hire a groundsman to make grass pitches adjacent to the mat. Grass pitches will further encourage better cricket and hopefully the first team’s entry into division 4 or higher.



Umpires

As of September 2022, Sandyford CC has 6 qualified umpires. The plan is to send 6 more players to umpires' training at the end of the year 2022. By March 2023, Sandyford CC will have 10-12 qualified umpires.

Since Sandyford CC will most likely have 4 teams in 2023, these 10-12 umpires will provide a total of 80 umpiring fixtures to Cricket Leinster competitions.

Financial

A combination of increased adult membership [target: 80] and youth membership [target: 30] should allow the club to be able to reduce the subscription fees and at the same time, have more money to invest into the club infrastructure.

Other avenues for fund raising that will be pursued are

1. With the youth section in place and a dedicated ground allocated, sponsors who were not interested so far might be interested in sponsoring the club.
2. We will check with the Ballinteer St. John's GAA club and see if we can offer to provide volunteer stewards to Longitude Festival in return for a modest donation by MCD.



Vision 2025: Summary

Based on the prior 2 chapters of this vision document, the Sandyford CC vision for 2025 is summarized here. By the end of the 2025 season – that is by 30 September 2025 – the vision is to accomplish the following.

1. Sandyford CC should have a total of 4 teams in the open competitions:
 - a. First team in division 5 or 4.
 - b. Second team in division 10 or 11.
 - c. Third team in division 16 or 17.
 - d. A fourth team either in division 18 or in the division 20 development league [depending on the demography of the youth section].

NOTE: in the long run, it is necessary that the difference between any 2 teams in the club is not more than 4 divisions. We call this the delta-4 configuration. Such a result is not achievable in 3 years. But all the decisions made over the next 3 years will be aimed at achieving such a delta-4 configuration.

2. The Sandyford CC youth section should have completed the 3rd year of running with the following success criteria applied
 - a. Should have no less than 30 kids registered and training.
 - b. Should have organized Easter cricket clinics and summer camps for youth.
 - c. Youth should be playing blitz games in July and August each year.
 - d. A qualified coach [either from within the club or external hire] should be appointed for the youth section no later than 30 June 2025.
3. Sandyford CC home ground should be well settled in the new location [in the Northwest field] in Marlay Park with 3 seasons having been played in the new location. Success criteria applicable:
 - a. The Sandyford CC home ground with a mat should be assessed by Cricket Leinster and cleared for games up to Division 4 no later than April 2024.
4. Sandyford CC should have purchased a roller and hired a groundsman who can start preparing a square with 3 grass pitches in the autumn of 2025 so that come May 2026, Sandyford CC can host the games for the first team on a grass pitch. Success criteria applicable:
 - a. The Sandyford CC home ground with a mat and 3 grass pitches should be assessed by Cricket Leinster and cleared for games up to Division 4 no later than April 2026.
5. Sandyford CC should not have incurred any penalty points due to not providing enough umpiring appointments.



Support needed

The following support [within and without the club] will be needed to meet the vision for 2025.

Support needed: within Sandyford CC

The following support will need to be built through 2023 – 25 for the club to achieve Vision 2025.

1. At least 8 volunteers with Garda clearance and child safeguarding certificates.
2. At least 12 volunteers who can run mid-week youth training, weekend youth training and weekend blitz games.
3. At least 10 qualified umpires within the club who can provide on an average 8 umpiring appointments in each season.
4. A committee of 8 who will continue to maintain the club culture and ethos that we have built over the last 2 years.

Support needed: external

The following external support will be needed.

Dún Laoghaire–Rathdown County Council

Sandyford CC will need a significant amount of help and support from the Dún Laoghaire–Rathdown County Council so that the Sandyford CC cricket ground can be moved from its current location to the Northwest field. This move will require Dún Laoghaire–Rathdown County Council to

1. Clear about 16,800 square yards [14,050 square metres / 3.5 acres / 1.4 hectares] of area,
2. Level the area, seed grass suitable for cricket,
3. Install a new mat for a cricket pitch,
4. Install protective nets on the northern boundary of the cricket field,
5. Install 2 nets bays for practice,
6. Either move the existing tearoom and the change room or install a new one that acts as the club house and tearoom.

All this requires a significant amount of work to be done in a very limited time.

Politicians [TDs, ministers, and councillors]

Considering the amount of work to be done to set up the new home for Sandyford CC, without some significant help and support from politicians, the progress will be slow, and Sandyford CC will not meet Vision 2025.

The Sandyford CC committee members will make the best of efforts to engage with politicians, explain to them how

- Sandyford CC provides a place to play cricket for 80 odd adults and a place of recreation for their families,
- Sandyford CC will start a youth section in 2023 and serve the community,

And this, will garner support for moving the Sandyford CC ground to the new location with better facilities.

The help needed from the politicians will be to help ensure



1. That the right people from Dún Laoghaire–Rathdown County Council engage with Sandyford CC,
2. That the Dún Laoghaire–Rathdown County Council agrees to a solution that is a permanent fix to the Sandyford CC ground and facilities challenges,
3. That once the course of the action is agreed, the work is commenced, proceeds, and completed in a timely manner, with periodic inspections,
4. That Dún Laoghaire–Rathdown County Council seeks advice from Cricket Leinster or Sandyford CC in any cricket specific matter where the council might not have expertise², and
5. That Sandyford CC has a home ground at least by the start of the season in 2023.

Cricket Leinster

Cricket Leinster, as the governing body for all cricket in Leinster have an interest in the health and wellbeing of all cricket clubs registered with Cricket Leinster. Sandyford CC committee will make sure that we engage with Cricket Leinster all through the process of moving to the new location and setting up the new ground.

The help needed from Cricket Leinster will be to

1. Help ensure that the right people from Dún Laoghaire–Rathdown County Council engage with Sandyford CC, and that the work to move Sandyford CC to its new home in the Northwest field in Marlay Park commences at the earliest and that Sandyford CC has a home ground by the start of the season 2023, and,
2. Provide advice and guidance on setting up the facilities in the new location for Sandyford CC in an appropriate manner.

² This is to ensure that the facilities are fit for purpose. For example, the Marlay Park Master Plan originally had allocated a cricket field with 30-yard boundaries. This is approximately 3000 square yards [0.25 hectares]. There was no consideration made for nets bays or a change room. The actual boundary requirements of the smallest cricket grounds need 70 yards straight and 120 yards square. This yields an area of 13,200 square yards [1.1 hectares]. Once the nets bays and tearoom are considered, the actual area needed increases to approximately 16,800 square yards [1.4 hectares]. Had the council proceeded with their original idea without checking with the club or Cricket Leinster, we would have a cricket ground that is not fit for purpose. We want to avoid scenarios like this one.



Document control

Version Control

Date	Changed by	Version	Details
02 Sept 2022	Kiran Hegde	0.2	Created and sent for review
03 Sept 2022	Kiran Hegde	0.3	Modified due to review comments by Bilal Gondal.
07 Sept 2022	Kiran Hegde	0.4	Modified due to review comments by Aaditya Shah

List of reviewers and approvers

Name	Role	Date of review and approval
Kiran Hegde	President	
Kiran Hegde	Honorary Secretary	
Vaibhav Kotnala	Club Captain	
Gaurav P Natarajan	2 nd team captain	
Aaditya Shah	3 rd team captain	
Rajesh Manirajan	Treasurer	
Vinay Iqbal	Club Coach	
Satyaki Ganguly	Committee Member	
Abhishek Pandey	Committee Member	
Amandeep Sahota	Committee Member	