



Stockholm Cricket Club

Operational Plan 2026

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Our Vision

To be the most sought-after cricket club in Sweden known to produce the best talent to take Swedish Cricket and European Cricket to greater heights by enabling existing and potential players to take their game to the pinnacle of excellence via inclusivity and equal opportunity

Our Values

The values form the foundation of the Stockholm Cricket Club and what we do and how we do it.

We are proud of our history and value it.

Stockholm Cricket Club was formed in 1948, since then we have had many successes on and off the field. For many years we were the only cricket club in Sweden, playing against touring sides or travelling to the continent to play. Since then, cricket has grown and is played all over Sweden.

Our history connects us with the previous generations who introduced cricket to Sweden. To move forward it is important to remember where you come from and what we have achieved together.

We have had many firsts in our club that we are proud of. In the 1960s we were the first club in Sweden to offer youth membership. In the 1990s we were the first club to have a women's section. In 2010s we were the first cricket club to start a Parasports section.

We are open and welcome everyone.

Welcoming everyone to the club irrespective of ability and experience is crucial to grow the game of cricket in Sweden. We will provide an opportunity for everyone to be active and play cricket throughout their life.

From the very start of the Stockholm Cricket Club, we have had members from all around the globe. A diversity of nationalities, cultures, religions, gender and ages in our club makes us a stronger as a whole.

We play with the spirit of cricket in mind.

As said in the preamble to the Laws of Cricket - we play hard but fair, we respect teammates, our opposition, umpires and fans, and we show discipline when things don't go our way. In playing fairly, we also disassociate ourselves with doping, bullying and match fixing.

These attributes make us better people on and off the field.

We place youth at our foundation

Youth cricket is the foundation for the club and the future for cricket in Stockholm. Providing children an opportunity to play cricket and be active builds a healthier society.

We will support children to develop to be the best they can be, in a fun and safe environment.

To provide the opportunity to train and play cricket we need volunteers from parents to be our leaders.

Elite teams are our external face



Even with a broad inclusive approach to recreational cricket our elite teams (Dam & Herr 1st XI) are our face out to the community.

Good, well-trained coaches and leaders are a key component for our Elite cricket teams.

We strongly dissociate ourselves from the use of doping-classified drugs and the abuse of other drugs among both our players and leaders.



Club Development Plan

In 2026, our efforts will align with key objectives to strengthen all areas of the club:

- **Qualify for Allsvenskan:** Our Herr 1XI will aim for promotion through competitive performance.
- **Win the U19 League Title:** A focused development strategy will support our most advanced youth players.
- **Elevate Women's Cricket:** We will grow participation and improve quality through structured training, events, and recruitment.
- **Leadership Education:** Collaborate with RF to provide learning opportunities for our board members, coaches, and team leaders.
- **Expand Long-Form Cricket:** Introduce more red-ball or extended format games, especially for youth development.
- **Foster Fun & Inclusivity:** Continue to provide recreational players a welcoming, enjoyable environment.
- **Increase Member Engagement:** Organize social events that unite families, encourage women and children to try cricket, and strengthen our club culture.
- **Enhance Visibility & Exposure:** Offer players more opportunities through masterclasses, camps, and international tours.
- **Strengthen Partnerships & Sponsorships:** Actively engage sponsors and partners to diversify revenue and support club growth.
- **Digital Growth:** Utilize the skills of our members, especially Gen Z, to boost our social media presence and communication.

The operational plan for 2026 is structured across four strategic pillars: **People, Finance, Marketing, and Management.**

People

Men's Section

- Our Herr 1XI will play in SCF competitions (40-Over, T20 and T10)
- We will enter 5 teams in the SCF T20 competition – Stockholm CC Guld, Stockholm CC Gladiators, Stockholm CC Warriors, Stockholm CC Legends, Stockholm CC Spartans.
- We will organize a T20 tournament – Stockholm T20 Smash
- This year for the 40 over format, we have sent a request to SCF to register four teams from our club in the 40-over format (1 Superattan, 3 Division1). We are awaiting a response from SCF on this one.

Women's Section

- Our Dam 1XI will play in SCF competitions.
- We will promote and recruit players into the women's section.
- We will organise family cricket activities for the women's cricket program, building upon our soft ball cricket program.



Junior Section

- This year we have registered four teams for SCF youth cricket leagues
 - Stockholm CC Avengers (U15)
 - Stockholm CC Fortinters (U15)
 - Stockholm CC Raiders (U19)
 - Stockholm CC Top Guns (U19)
- The club will continue with U8s, U11s, U15s and U19s. Teams will play friendlies and in competitions organised by SCF
- We will balance being a broad participatory club with the need to provide options with those that wish to excel or move towards an elite cricket career.
- Granby BP will be the base for youth cricket in the Northeast
- Skarpnack Sportsfält will be the base for youth cricket in the South East

Veterans Section

- The Old Boys will continue playing friendly matches.
- We will plan to launch Walking Cricket for pensioners and semi-retired.

ParaCricket Section

- This year we would like to identify a volunteer who can drive this initiative
- The ParaCricket section will look to partner with another clubs in order to deliver activities.
- We will participate in parasport dag from Stockholm and jarfalla kommun.

Finance

Membership Fees

- In 2025 the Annual Membership Fee for the club will be 125kr for an individual.
- In 2025 the Annual Membership fee for the club will be 250kr for a family (2 or more people, across all sections)

Activity Fee

There is a motion for 2026 AGM to discuss the increase of activity fee due to significant increase in the practice halls fee and cricket equipment costs e.g. Cricket Bats, Balls, pads, gloves etc.

Current Fee Structure	New Propose Fee Structure
Men's Club Cricket = 1600kr	2000kr
Women's club Cricket = 700kr	900kr
Women's SBC = 700kr	700kr
Youth U19 team = 1300kr	1500kr
Youth U15 Team = 1300kr	1500kr
Youth U13 team = 1300kr	1500kr
Youth U11 team = 800kr	900kr
Youth U8 team = 500kr	500kr
ParaCricket = 400kr	400kr



Discounts on activity fees

- Please refer to the Clubs Discount Policy document

Sponsorship

- We will actively look for sponsorship of the club and teams/sections to broaden the income stream of the club

Merchandise, Clothing & Equipment

- Cricketbutiken continues to be the Team Wear provider, in 2026, as per the agreement between Stockholm CC and Cricketbutiken.
- There is a strategic decision for 2026 AGM to discuss if we should continue with Cricket Butiken as Team Wear provider or shall we look for a new vendor for 2027.

Marketing

- We will continue using Facebook, Instagram and Twitter as the primary social media channels
- We will organise “family cricket” activities to encourage a broader participation within the club
- Promotion of our 1XI teams will be via:
 - Social media profiles prior to each match
 - Live streaming of matches (how and cost will be investigated)

Management

- The Board will meet 12 times per year (monthly)
- We will have the following committees to coordinate and manage areas:
 - Technical Committee - Selection of squads for Mens Club Cricket teams
 - Junior Committee - Coordinate junior cricket and arrange tournaments/Activities
 - Social Committee - Arrange End of year awards parties and club's days
 - Disciplinary committee – Bring back this committee to resolve player grievances or complaints.
- We will work with the SCF's National Club Scorecard to increase understanding within the club of the Swedish “förenings” structure and increase the maturity of the club.

Projects

- Stenhagens BP (Akalla) is closed for renovation. All inventory is moved to a facility arranged in Tumba. We now have to work to arrange some practice session with new paid private facility started in Tumba for weekly practice. It could be little expensive as compared to commune halls, hence we have to make a deal and close on some good quote for our club.
- Work closely with RF to gain more insights into sport development trainings & project grants.