



LOW MOOR HOLY TRINITY CRICKET CLUB

MEMBERS OF THE SPENSER WILSON HALIFAX CRICKET LEAGUE
MEMBERS OF THE BRAMLEYS HALIFAX JUNIOR CRICKET LEAGUE

Registered Community Amateur Sports Club (CASC 00606)



SWOT ANALYSIS

STRENGTHS

CASC Registration
Community Engagement
Self-funded
Limited liability
Strength in Management Committee
Strength of the Halifax League
Age profile of senior players

WEAKNESSES

Hidden location
Funding
Gaps in age profile (Juniors)
Number of volunteers
Income generation
Facilities for youth development

OPPORTUNITIES

Marketing & Advertising
School Engagement
All Stars Cricket
ECB Coaching
Festivals
Links with Bankfoot & Woodlands
Sedbergh Rugby Club collaboration
All weather facilities

THREATS

Security
Land tenure
Commercialisation
Equipment failure
Lack of financial backing
Ground staff contingencies
Ground work knowledge
Anti-social behaviour
Theft and vandalism (local concerns)
Player poaching/retention

