



England and Wales Cricket Board - Case Study

Demonstrating Best Practice and Impact within Community Cricket Development

Ashington Cricket Club, Northumberland

Geographic Details

County Cricket Board	Northumberland
County Sports Partnership	Northumberland
District Development Group(s)	Blyth Valley & Wansbeck
Local Education Authority	Northumberland
Project Start Date	02/11/2005
Project Completion Date	07/04/2006 and ongoing
Funding Streams	PESSCL, Lord's Taverners Equipment Fund, Ashington SSCO Partnership, Wansbeck Council
Location	Semi Urban
IMD Ranking	20 – 100%
Clubmark Status	Accredited
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Date	05/05/2006

Quantitative and Qualitative Detail

Background

Ashington Cricket Club was founded in 1892 and boasts current England International Stephen Harmison as a former junior member. Playing at the Langwell Crescent Ground, the Club runs three teams at senior level playing in the Fosters Northumberland and Tyneside Senior leagues as well as in numerous cup competitions.

The Club has a thriving junior section. There are teams at under 11, 13, 15 and 18 age groups playing league and cup cricket with developing under 9 and girls coaching sections.

The Club is an ECB Focus Club delivering the Chance To Shine initiative in 2006, having attained ECB Clubmark accreditation.

Aims and Objectives

- To develop a long term partnership with Wansbeck Primary School in order to increase the number of boys and girls playing cricket in school and ultimately in the club's under 9 section.
- Enjoy quality cricket coaching, based on Long Term Athlete Development principles; increasing the number of children attending coaching sessions at Ashington Cricket Club.

Main achievements to date

An after school programme was developed with Wansbeck Primary School at Ashington Leisure Centre. The 24 available places were taken up immediately, with a second programme arranged to satisfy demand.

The two after school coaching programmes attracted 48 children every week (30 boys, 18 girls) all working towards Kwik Cricket skills awards.

As a result of the after school programme 22 children transferred to winter club 'beginner' sessions at Ashington Leisure Centre. The first outdoor session at Ashington Cricket Club was attended by 20 of the players involved in the winter sessions with more expected over the summer.

Main partners involved

- Ashington Cricket Club
- Wansbeck Primary School
- Wansbeck District Council
- Ashington School Sport Partnership
- Northumberland Cricket Board

Key factors for good practice

- Quality coaches delivering fun sessions
- Good indoor facilities, allowing sessions to be organised during winter months
- Volunteers from Ashington CC
- Flexibility to deliver club lead programme and achieve set objectives

What is still to be achieved?

- Continue to develop a quality sustainable programme for children of all abilities to enjoy participating in cricket
- Development of girls section with current membership and additional players from Club Links and Chance to Shine initiatives
- Support and mentoring of newly qualified coaches funded as part of the scheme

What mechanisms are in place to ensure sustainability?

- As an ECB Clubmark Accredited club, mechanisms are in place to continue the involvement of junior players.
- Suitable junior programme with teams competing in appropriate competitions.
- Continued monitoring and evaluation of volunteers and coaches to assist with programme.
- Support partnerships with School Sport Coordinator Initiatives.

Monitoring and Evaluation process

- Extensive database of players will monitor continued involvement and provide information on club activities in the future.
- Evaluation and feedback from participants / parents and teachers who have been involved in programme and develop for future.

Headline Figures and Statistics

- 1 17 After school sessions with 403 attendees (269 boys / 134 girls) at Ashington Leisure Centre.
- 2 10 Club beginner sessions with 207 attendees (162 boys / 45 girls)
- 3 All the children involved worked to earn ECB cricket awards, including bronze, silver and gold. A presentation was held at Wansbeck School to present the certificates.
- 4 20 players who were involved in the winter programme attended first club outdoor session, with a total of 120 junior members attending the first Saturday morning at Ashington Cricket Club.
- 5 2 UKCC Level 2 and 1 UKCC Level 1 coaches qualified to support the junior development programme.

For further information contact:

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