



## England and Wales Cricket Board - Case Study - NatWest CricketForce Demonstrating Best Practice and Impact within Community Cricket Development

### Bells Yew Green Cricket Club, Sussex

#### Geographic Details

County Cricket Board	Sussex
County Sports Partnership	Sussex Sports Partnerships
District Development Group(s)	Tunbridge Wells District
Local Education Authority	Sussex
Project Start Date	31.03.07
Project Completion Date	01.04.07
Location	Rural
Clubmark Status	Registered
Author and Title	Alex Grevett 2007 CricketForce Co-ordinator
Date	26.04.07

#### Quantitative and Qualitative Detail

##### Background

The tiny village of Bells Yew Green just inside the East Sussex border houses one of the busiest cricket clubs in the county, though this has not always been the case. Less than 15 years ago, Bells Yew Green Cricket Club (BYGCC) had just two sides, neither of which played league cricket. Now we have three senior teams in the East Sussex Cricket League and up to two friendly sides on Sundays. More impressively, we now have a junior section of over 200 boys and girls playing league and friendly cricket and while our U16 boys were Sussex Festival champions this year, we pride ourselves on helping young people of all abilities develop their cricketing skills.

When we set up the junior section, we had no idea how popular it would become. Hence numbers have grown rather faster than our facilities can keep up with. A small ground with a portakabin for a pavilion (no electricity, hot running water or toilets) was not in keeping with the ever improving standard of cricket being played. A huge fundraising effort has seen BYGCC gather enough money to buy a 125 year lease on the ground, which meant building could start on a new pavilion. Two and a half years later and we are on the brink of moving in to a two story building, complete with a kitchen, flushing toilets, showers and a storage area big enough to house all the kit, tools and a tractor. The Portakabin was demolished and 15 yards extra boundary space was claimed. We were looking to NatWest CricketForce 2007 to provide the final push to get our new facility up and running and push the club on to another level.

##### Aims and Objectives

We had a range of objectives for this year, all over the ground and inside and outside the pavilion. These included:

- Finish painting the interior and exterior of the pavilion
- Tiling the toilet and shower areas
- Landscaping the new pitch area in front of the pavilion, and the bank behind the pavilion
- Clearing the boundaries of undergrowth, mole hills etc and erecting fencing where required
- Clearing, rolling, repairing and then hanging the nets ready for the season
- Rolling and marking out the square
- Preparing practice wicket areas in the field behind the ground, which we use for junior games
- Repairing the gate to the ground (hit by a delivery lorry)

##### Main achievements to date

- The pavilion is almost ready, just the electrics to sign off and we can move in! The work done over the NatWest CricketForce weekend has brought this date forward significantly
- The ground now looks like a cricket pitch again, rather than a building site. Following the landscaping done over NWCF weekend the grass is sown and shooting up. We expect to be able to play by the first week of June. Once again this has been made possible by the volunteer effort
- Outdoor nets are in full swing and the facilities are in use just about every day. People are coming from miles away to use our nets

As well as the volunteer effort, the NatWest CricketForce 2007 weekend was invaluable for attracting donations to the club. These included:

- All the paint for the pavilion interior from Brooks Decorations (London)
- £1000 worth of interior tiles from Topps Tiles
- Another £500 of interior tiles through H&R Johnsons
- High quality stone tiles for the kitchen from The Good Flooring Co
- Total Turf Solutions presented us with a £1,000 state of the art cover for the square
- Business Essentials donated first aid kits for the junior teams and clubhouse
- Advanced Mains Drainage paid for us to have a digger and driver for the day
- Skeltons Plant Supplies loaned us a roller, a digger and a skip!

## Main partners involved

All those who so kindly donated materials/equipment to the day as listed already, as well as:

- Richard & Philippa Hews who let us use their field for junior coaching.
- The Brecknock Arms
- Sussex Cricket Board
- ECB
- NatWest
- The Forge Garage
- Meridian TV
- Kent & Sussex Courier (Tunbridge Wells Edition)
- Sussex CCC

## Key factors for good practice

- Planning is the key. Work out what you want to achieve, how you're going to do it and what you will need to achieve it
- Delegate – The more people you can involve in the planning and managing of projects the better. You're also more likely to get them involved in running other things that way
- If you need something, ask people face to face. It's too easy to ignore a phone call or a letter
- Cast the net wide when advertising your event. Several of our donations came unexpectedly. The Good Flooring Co had our local flyer through their door and promptly donated the floor tiling for the pavilion kitchen. Someone else overheard our conversation in the pub and donated a digger for the day!
- Be prepared to improvise – especially when an overnight downpour ruins your car park and the ECB's transit sinks in up to its ankles!

## What is still to be achieved?

- The finishing touches to the pavilion – exterior paint job, putting in the showers
- Car parking area – hardcore needs to be put down to create solid parking area
- The bank at the rear of the pavilion still needs to be planted out

## What mechanisms are in place to ensure sustainability?

- We've recorded everyone who participated in the day, and kept their contact details so that we can inform them of everything that goes on at the club, and hopefully get them involved in subsequent activities
- We've conducted our own NatWest CricketForce weekend review, highlighting areas which went well and what could be improved for next year. We're hoping to do something on a similar scale next year

## Monitoring and Evaluation process

- We are working to our development plan as part of our ECB Clubmark application.

## Headline Figures and Statistics

- 1 A total of 270 volunteers came up and helped us during the NatWest CricketForce weekend.
- 2 Over £5,000 of materials and equipment donated to the club in the run up to NatWest CricketForce.
- 3 Over the weekend around 1200 hours or £18,000 of volunteer time was donated.

## For further information contact:

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