



England and Wales Cricket Board – Case Study
Demonstrating Best Practice and Impact within Community Cricket
Development.

TAVISTOCK CRICKET CLUB

Geographic Details.

County Cricket Board	Devon		
County Sports Partnership	Devon (Active Devon)		
District Development Group(s)	West Devon Development Group		
Local Education Authority	West Devon Borough Council		
Project Start Date	19 th April 2008		
Project Completion Date	Ongoing		
Funding Streams	Club resources		
Location (Inner-city/Urban/Rural)	Rural		
IMD Ranking	20 – 100%		
Clubmark Status	Not registered	Registered	Accredited X
Author and Title	Stuart Munday President & Development officer		
Date	27/06/2008		

Quantitative and Qualitative Detail.

Background.

Established in 1849, Tavistock is the 2nd oldest club in Devon, and was one of the founder members of the Devon League in 1972. The club has existed mainly between the Premier and First divisions and its members include ex international umpire David Shepherd and ex Gloucester opening bowler Jack Davey. Tavistock has to be one of the most picturesque grounds in the West Country, situated high on Dartmoor. Due to our rural location we have always been looking to increase our junior, family & social membership and have used NatWest CricketForce to help this.

Aims and Objectives.

To continue to develop the growth of the club, which at the moment has 3 adult teams and 3 colts teams. To increase the involvement with the local community and to increase the junior, family & social membership. Projects undertaken to assist this aim were:

- Clean & Refurbish Club House, Changing rooms & Tractor Shed

- Erect Nets for season
- Tidy Coaching Equipment Shed
- Paint Sight Screens
- Replace broken fence rails
- Clean kitchen and replace fridge
- Clean score box and repaint where black paint has peeled.
- Roll the square
- Cut long grass around boundary markers

Main achievements to date.

The clubhouse is now fully decorated and functional. The Kitchen no longer smells of damp because we have a new fridge. The general look of the club is better and more attractive to new members. The colt's section has increased from 46 to 58. All of the projects we set out to achieve were completed which was wonderful. Unfortunately grass always needs cutting!!!!

Main partners involved.

The main club sponsors were: Redrow Homes and Kaminski Property Rentals, with contributions also given by Biffa and West Devon Borough Council. We now have a machinery grant from the ECB and Powerroll will be able to give us a discount due to our involvement on NatWest CricketForce.

Key factors for good practice.

A newsletter was sent out to all members, including the parents of the colts and social members with an invitation to visit an open day at the club, with a notice also placed in the local paper to that effect. More than 60 people arrived on the day and were provided with drinks and nibbles and shown around the club and ground. Some good contacts were made and 4 volunteers accepted. More than 45 people were involved in the projects undertaken all day and having potential members coming to see how much goes on made a big impression.

What is still to be achieved?

The intention is to have a 4th colt side in 2009. There are also plans to extend the dressing rooms and install new showers. The club also intends to develop more coaches in order to ensure that NatWest CricketForce has a legacy all year round.

What mechanisms are in place to ensure sustainability?

There is a 5 year plan of sponsorship to fund the colts. This season has seen the club responsible for coaching in 5 primary schools and one senior school, and with 3 new coaches to be trained during the winter, the plans are to double this in 2009. With new people coming to the club we hope to gain further volunteers and sponsors!

Monitoring and Evaluation process.

The club runs a very tight budget and holds regular meetings between the chairman, the treasurer and the assistant treasurer. NatWest CricketForce is on the agenda at monthly meetings to discuss new ideas and objectives, which are then monitored by the development officer.

Headline Figures and Statistics.

1	Approximately 60 people attended the NatWest CricketForce open day at Tavistock Cricket Club. The attendance was not helped by poor weather.
2	Almost £3,000 was guaranteed by local businesses in cash and materials and voluntary hours were approximately worth £2,500 (45 people @ £10 hour for 5 hours each!)
3	Many visitors showed interest in becoming members and providing help for the club.
4	This years colts membership has increased by 26%
5	The 3 rd XI has improved from being a struggling side to becoming well established in its' league.

For further information contact:

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