



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

### Chipping Sodbury Cricket Club – Gloucestershire

#### Geographic Details

County Cricket Board	Gloucestershire
County Sports Partnership	Sports West Partnership
District Development Group(s)	Bristol & District
Local Education Authority	South Gloucestershire
Project Start Date	31st March 2007
Project Completion Date	14th April 2007
Location	Urban
IMD Ranking	20-100%
Clubmark Status	Registered
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Date	11 April 2007

#### Quantitative and Qualitative Detail

##### Background

Chipping Sodbury is a large club and is one of the oldest and most established in the Bristol area having been around since 1860. The club runs 4 senior league sides on Saturdays and 2 senior league sides on Sundays, with good youth integration. The youth setup which has developed greatly in the last 5 years was set up in the 1980s and now contains 3 x Under 9 sides, 2 x Under 11, 2 x Under 13, 1 x Under 15 and 1 x Under 17 side. There is also a youth academy which focuses more advanced coaching for the club's more talented young players. Within the last few years the club has also established a women's team who have been keen to get involved with a huge array of activities at the club.

NatWest CricketForce has helped the club to identify weaknesses. Even though over the years the club has had a good volunteer based approach to its running it has consistently faltered in its efforts to attract people to help prepare the club for the season ahead and then again to batten down the hatches come the end of the season. It's a time of the year where Chipping Sodbury Cricket Club has traditionally failed. Sadly the usual faces are the ones that always turn up and there aren't many of them. In 2006 NatWest CricketForce started to change that and after NatWest CricketForce 2007 numbers have improved and new faces have appeared. It gives us enormous enthusiasm for NatWest CricketForce 2008. One of our main aims is to use NatWest CricketForce to open the eyes of our membership and to start to breed more volunteers.

##### Aims and Objectives

- To convert existing home changing room seating into seating/storage for youth team kit and coaching kit

- To strip and paint sightscreens which we acquired from another club so that they're ready for our new second pitch. Also to erect current sightscreens for main pitch
- To cut up telegraph pole wood into aesthetically pleasing ball stop fencing that will sit in front of the hedge near the boundary edge
- Erect mobile and main practices nets
- To strip and paint fence posts and flag pole
- To tidy exterior of club and paint appropriate areas of interior

##### Main achievements to date

- The seating in the home changing room has now been converted into storage (by our wood work teacher/club secretary!) which will mean the majority of club youth kit is under lock and key at the club instead of clogging up the homes of our managers/coaches
- Our 'old' new sightscreens have been renovated. They were meticulously stripped by a keen band of men, women, boys and girls during the weekend. They were then painted ready to have white plywood sheets attached
- At the same time one of our members got a welder friend of his to come up with his big white van and other top notch equipment. He strengthened one of our sightscreens that every year blows over and consequentially bends badly (no matter how much we try and stop it!). Now hopefully it should retain its shape during any gales we have in the summer! The welder also added certain parts to the new sightscreen's frames which will enable us to attach some white plywood to. He did a great job
- The fence posts lining the club's drive were removed, stripped and painted
- Our groundsman had sourced some telegraph poles and with many of our members over the weekend he cut up the wood and started to fix it up to form ball stop fencing to sit behind the boundary at certain points on the ground. Our groundsman went to the Bristol Rovers cup final match on the Sunday of NatWest CricketForce and wasn't impressed when he returned and all the chopped wood which was still to be used in the fence construction had gone presumed stolen. However after a bit of investigating he realised that our 3rd team captain had taken it all away because his neighbour loves doing things like that. A week later the completed fence was up at the club! A very neat job
- Although it wasn't a planned part of our NatWest CricketForce 2007 event, some other much needed tasks took place. Firstly the cesspit that the cricket club uses had become very easily accessible and as a result there were important safety issues to resolve. Our groundsman sourced telegraph poles and fencing and one of our players largely on his own did some sterling work to erect some very sturdy fencing
- One of our members who is an electrician took it upon himself to construct some adequate lighting outside the pavilion to make it safer for people when leaving at night. A very good effort which resulted in a job well done

## Main partners involved

- B&Q: An application for funding some materials over the weekend was made to B&Q but unfortunately they didn't produce anything by the weekend, the grant did however materialise and £300 worth of goods were collected for projects which we were still to do. They also supplied a kitchen bin to keep smells in a bit better during the long hot summer! All materials will be very helpful in the near future
- Andy Wicks, Welder and Fabricator: A friend of a member of the club, Andy came up and did a lot of welding for us on our sightcreens
- Kellaway Building Supplies: They gave us a very good discount when we purchased all of the wood, hasps, staples, hinges etc from them for the changing room storage
- T&G Batteries: Provided services free of charge to construct extra lighting

## Key factors for good practice

- Awareness of NatWest CricketForce has increased at our club but the awareness needs to be apparent throughout the entire club, not just in the weeks or months leading up to the event, but all year round. In 2007/2008 we will improve this with continued reference to NatWest CricketForce via our website, newsletters and word of mouth throughout the year – building towards an even better event next year
- This year we made sure that we approached people face to face to see if they could help out. Merely asking people via email, posters etc wouldn't have helped on their own. In 2008 we will probably change tack slightly and ask what they are going to do to help out
- A definite good bit of practice is to keep the troops fed, provide enough food that they'll all want to stay up there all day! Well most of them!
- What you don't ask for you won't get. Identify 1 or 2 people ideally with a sales background (or at least confident!) to source materials from local companies, someone who's not afraid of rejection. Let the firms know what they will get in return for a discount or whatever, eg. advertising on your website or in your fixture card or reward them with an invite to your annual dinner if you have the room! Publicise their generosity to your clubs members and the local community so that they might want to do it again!!
- Plan, plan, plan, plan and plan. Don't expect to see results unless you've planned well and you're organised. Each year our club's planning improves and the results of NatWest CricketForce 2006, 2007 have always been a true reflection of the level of planning which has taken place. There are quite a few points at which we can improve, so we'll need to concentrate on planning even more for 2008. We're aiming to start in Sept/Oct 2007
- Plan NatWest CricketForce as a true team. A team with passion always helps!

## What is still to be achieved?

- We managed to complete a lot of the things that we set out to and some more on top. There were some tasks which were not addressed, but which were completed in the following weeks. A recurrence of this will hopefully be prevented next year with better planning. Tasks not completed included erecting the netting for the outdoor artificial nets (slightly important!!) and finishing the stripping of the flagpole and repainting

## What mechanisms are in place to ensure sustainability?

- As part of our evaluation of this year's event and looking to 2008 we have decided to integrate the organisation and implementation of NatWest CricketForce even more with our ground rota teams (these teams are made up of our members – the teams look after the ground and bar during the summer). These teams will be continuing post season in the run up to NatWest CricketForce 2008 with it in mind to maintain our 2007 projects and plan and create for next year's NatWest CricketForce
- Over the last 2 years the club has been building a database to record the occupations of its members and youth parents. It's our intention to focus on this, improve and develop it so that we have a good idea of possible resources in the future

## Monitoring and Evaluation process

- Our management committee has already discussed the outcomes of NatWest CricketForce 2007 and although it was another great success, there is so much more we can do to fully integrate all of the club. Although it was our intention to fully involve the parents and families of our youth teams, it didn't really happen. Solutions to this would involve much earlier preparation with a strong, stable and reliable team that starts its planning soon after the 2007 season along with more awareness and promotion of NatWest CricketForce within the club
- After seeing the possibilities of NatWest CricketForce in 2006, our committee was very keen on repeating it in 2007. Now that this has taken place there is a collective enthusiasm to put everything behind the 2008 event and improve it no end. The management committee will be regularly monitoring the progress as the winter moves on
- The best practices that NatWest CricketForce has already instilled in our club has been one of the big hits of the initiative. If we continue the way we're going, this improvement will be visible for many years to come at Chipping Sodbury Cricket Club

## Headline Figures and Statistics

- 1 Since NatWest CricketForce 2006, organisation within Chipping Sodbury CC has improved massively
- 2 At least 4 major projects completed on the ground which wouldn't have taken place without NatWest CricketForce
- 3 30 volunteers got involved over the weekend to prepare the club for the season ahead
- 4 NatWest CricketForce has opened Chipping Sodbury CC's eyes to just what our members and supporters can make possible

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