



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

*Farsley Cricket Club – NatWest CricketForce 2008*

**Geographic Details.**

<b>County Cricket Board</b>	Yorkshire		
<b>County Sports Partnership</b>	N/A		
<b>District Development Group(s)</b>	West Leeds		
<b>Local Education Authority</b>	Leeds		
<b>Project Start Date</b>	1 March 2008		
<b>Project Completion Date</b>	31 March 2009		
<b>Funding Streams</b>	Internal fundraising Leeds City Council (£1000) Voluntary sector Local business sponsorship in kind and product		
<b>Location (Inner-city/Urban/Rural)</b>	Urban		
<b>IMD Ranking</b>			
<b>Clubmark Status</b>	<b>Not registered</b>	<b>Registered</b>	<b>Accredited X</b>
<b>Author and Title</b>	<b>Ashley Metcalfe – Club Chairman</b>		
<b>Date</b>	<b>14 August 2008</b>		

**Quantitative and Qualitative Detail.**

**Background.**

Farsley Cricket Club was formed in 1864 and has been a member of the Bradford League since 1912. Over the years Farsley have produced a host of talented cricketers, the most famous being Raymond Illingworth CBE, who came up through Farsley's junior ranks. Raymond captained Yorkshire, Leicestershire and England and while he was captain of the national team he brought the Ashes back home to England in 1971. He led England to victory 25 times in 31 games, and subsequently went on to become the England team manager.

Other notable players, include Stephen Rhodes, Graham Roope, Tim Boon, Phil Carrick, Ashley Metcalfe, Neil Mallender, David Ripley, Duncan Fearnley, Chris Taylor, Ian Fisher, Craig White, Nathan Astle and James Anyon.

As a Club that is increasingly attracting more new and younger members, we realise that to

maintain their interest in the sport and keep them coming back, let alone if we are going to survive as a Club, a major refurbishment of the Pavilion and Clubhouse is required. The Club has a great tradition in encouraging young players to move through their ranks and fulfil their ambitions and potential in the game – it has an enviable record of producing more players than any other club in the area that have gone on to gain First Class and even International honours. If this is going to continue the Club now recognises major work to upgrade the facilities is essential.

The original building was erected in 1972 and the current flat roof was now in a state of disrepair. It has been a continual and expensive battle to "patch up" a series of holes and leaks over the past two or three years – a battle sadly we are losing as water is still entering the building.

Although the square and the outfield look the part, the buildings were tired and needed time investing in improvements to make the clubhouse and changing areas more appealing. By registering with the ECB's initiative NatWest CricketForce in 2008 we envisaged bringing the club slowly back into a fit and attractive state of being – mainly through self-help and sponsorship. When we were selected to be the ECB's Showcase Club in Yorkshire we decided to accelerate our plans.

### **Aims and Objectives.**

The main aim was to radically upgrade the clubhouse and facilities, including laying a new artificial pitch and mobile nets.

The biggest aim is to add a new pitched roof to the clubhouse, which will replace the existing and worn flat roof. New UPVc windows will also be needed and be installed to replace the existing rotten wooden frames. Like the roof, the Club house in general is tired and needs upgrading. However until the roof is completely watertight, it is pointless investing other monies on interior decorations. Importantly we need to upgrade the bar area – including re-tiling the floor and walls. Further decorating is then required.

On top of this we desperately need to upgrade areas of the changing facilities, in particular replacing the boiler that is responsible for providing water to the showers, whilst improving the actual shower area.

Although this area has been looked at in the past it is still tired and requires a number of modern shower units and re-tiling.

Other areas we are currently looking at are replacing four dressing room doors – intending to make them more secure.

Other projects which require addressing include:

- Painting the boundary wall
- Repair dry stone boundary wall
- Build decking area outside clubhouse
- Undercoat & Gloss sightscreens x 2
- Build new mobile nets
- Ensure new artificial pitch laid and fit for start of season
- Paint and maintain present score box as temporary measure before rebuilding new electronic scoreboard later in the year.
- Paint dressing rooms, replace old benches with new purpose built benches
- Re-tile shower room and replace showers
- Paint inside of Umpires room
- Repair seats and paint
- Re-tile kitchen and bar areas
- Install new drainage around clubhouse
- Lay new patio outside changing rooms

By improving the facilities we aimed to attract a continued stream of young players, parents and

supporters to ensure a robust and successful future for the Club.

**Main achievements to date.**

1. Changing rooms re-decorated, with new benches and flooring. New windows installed.
2. Shower room re-tiled and new units installed
3. Extensive brickwork and strengthening of existing structure of the Clubhouse, ensuring it is ready to have the roof added immediately the season finishes
4. All plans developed and planning permissions granted.
5. Large new decking and patio added to the exterior of the clubhouse
6. New artificial pitch laid
7. New mobile nets erected
8. All exterior walls painted
9. Two site screens re-painted
10. All seating repaired and re-painted – new seating sourced and awaiting delivery following redevelopment of Headingley Stadium.
11. Kitchen and bar area re-tiled and decorated.
12. New drainage laid to exterior of the Clubhouse – again ready to help new roof.
13. Negotiation of sponsored new windows and doors for whole of clubhouse – awaiting installation September
14. Sourcing of complimentary roofing materials, scaffolding and furniture.
15. Increased profile and media coverage
16. Increased interest in the Club and improved performances from players (First team on course from promotion and win 2<sup>nd</sup> Division, other senior and junior teams performing better than 2007.

**Main partners involved.**

APB Scaffolding  
Asda Walmart  
BKM Carpet Centre Ltd  
Burdens  
Burmatex Ltd  
B W Skips  
CPD Distribution  
Connoughts  
Councillor - Andrew Carter  
Councillor - Frank Robinson  
Crown Decorator Centre  
Daktronics Uk Ltd  
Dulux Decorator Centres  
ECB  
Farmac Timber & Building Supplies  
Getty Images  
Greenfield Bacon Ltd  
Howden Joinery  
Katherine Brunt  
Keencost Kitchens  
Leeds City Council  
Leeds College of Building  
Local Building Supplies  
Lords Taverners  
Morfit's Building Services  
Mr Mike Gatting  
Mr Paul Trusswell MP  
Mr Stuart Regan  
NatWest  
Philip Guest Esq  
Pro Plumb  
Quay Plastics  
Romana Tiles

Mr & Mrs D Sharp  
 S. K. Storr  
 Sarah Taylor  
 Shires Timber Group  
 St John Ambulance  
 Stocks Blocks  
 Taylors Of Harrogate  
 W. Madden  
 Watershed (Roofing) Ltd  
 Wickes Building Supplies Ltd  
 Wolseleys - Build Center  
 Yorkshire County Cricket Club

All the Members of Farsley Cricket Club

**Key factors for good practice.**

1. Engage local community and membership.
2. Attract extensive media interest.
3. Delegation of individual projects and tasks.
4. Appointment of a full-time project manager and supporting team with loads of enthusiasm.
5. Communication both internally and externally.
6. Acknowledgement of help and sponsorship at every opportunity.
7. Development of team spirit and new enthusiasm throughout the Club
8. Engagement and encouragement of voluntary sector

**What is still to be achieved?**

1. Fit pitched roof on clubhouse
2. Redecorate internal lounge areas.
3. Develop and build new scoreboard.
4. Replace all old windows

**What mechanisms are in place to ensure sustainability?**

1. Strong membership and youth numbers.
2. Cricket ground is a far more pleasant environment to bring people to.
3. Closer ties with local and national bodies (including politicians) through NWCF showcase status.
4. Strong and on-going relationship with local companies.
5. Excellent infrastructure surrounding the ground in terms of facilities, access and security.

**Monitoring and Evaluation process.**

The Club will continue in its aims to completely re-vamp the whole Clubhouse and facilities. Currently there are weekly meetings to evaluate progress and plan the next projects. This will continue until completion.

**Headline Figures and Statistics.**

<b>1</b>	By the time of completion approximately £150,000 worth of development will have been achieved for an outlay of less than £20,000.
<b>2</b>	Redevelopment of Clubhouse, including new pitched roof, new drainage, new PVCu windows and doors, internal redecoration of all rooms including changing facilities. New artificial pitch and mobile nets in operation. All external areas redecorated and new decking and patio areas added.
<b>3</b>	Increase of enthusiasm throughout club both on and off the field
<b>4</b>	Creating a legacy of increased participation in cricket at youth and adult levels