



NatWest CricketForce – Bigger and Better in 2007

Over 630 ECB affiliated community cricket clubs have registered to take part to date.

30th March – 1st April 2007

This weekend will be the largest cricket club volunteering event ever and will help you to:

- Improve your club facilities
- Increase membership
- Increase community involvement
- Increase interest within your club
- Help recruit key volunteers

THE 2007 THEME IS ALL ABOUT RECRUITMENT AND REWARDING VOLUNTEERS

How Can NatWest CricketForce 2007 Help?

1. Read all about the event by logging on to the following website where you can access lots of useful information -
www.ecb.co.uk/natwestcricketforce

If you are not technology minded, then ask one of your junior members to assist

2. Plan properly – give yourself plenty of time. To help, we have produced a step-by-step guide which you can download from the above website.
3. We have provided sample letters and other useful information, including a press release in the *Vital Materials* section – all you need to do is adapt these samples to suit your club circumstances.
4. To inspire and motivate your club members and the community, set up an evening to show the 2006 DVD (ideally on a large screen). If you do not have a copy of this DVD then contact your County Cricket Development Manager in the first instance or e-mail the help desk on natwestcricketforce@ecb.co.uk.

If you have any problems or queries, please e-mail the help desk on natwestcricketforce@ecb.co.uk

What Other Benefits Are There?

You can access business support within your immediate community using the resources we have produced for you on www.ecb.co.uk/natwestcricketforce - this is best achieved by asking for materials, ex-display stock, vouchers, discounts, prizes, staff time and/or expertise but **not cash**.

You can also access all of the arrangements put in place on a national basis by contacting the following 'official supporters' of NatWest CricketForce 2007 for the best available deals:-

1. If you need an **electronic scoreboard** then contact **Daktronics UK Ltd** on 01454 413066 and ask for David Neale – their website address is www.daktronics.co.uk
2. If you need **tiles, adhesives or tiling products** for any purpose, inside or out, then contact **H & R Johnson Limited** on 01782 524040 explaining that your club is registered for NatWest CricketForce 2007 and that Andrew Adam (Marketing Services Manager) and Ian Crowther (Sales Director) were instrumental in setting up this offer. Their website is www.johnson-tiles.com
3. If you need a **new or re-conditioned roller** then contact **Autoguide Equipment Ltd** on 01380 850885 and ask for Clare Alliston. Their website address is www.autoguide.co.uk
4. If you need a new **flat sheet cover** for your cricket square then contact **Climate Cover Limited** on 01604 750555 and ask for David Bates. Their website address is www.totalturfsolutions.co.uk

In addition, there are other 'official supporters' who offer products and support in other ways, e.g.

5. **Community RePaint** – give your pavilion a revamp by using left over and donated paint, available by contacting the local scheme manager.

In 2006 Community RePaint distributed thousands of litres of paint either free of charge or for a small donation.

Contact details can be found on their website www.communityrepaint.org.uk or your Cricket Development Manager.

6. **Electrical Goods** (Cheshire and Shropshire, though not exclusively) – contact John Drake on 01948 860480 or malpas@barlows-electrical.co.uk

As the NatWest CricketForce programme grows so more 'official supporters' will be attracted to join us. In January 2007 we are looking to have a fencing company, an aerator and top dressing company and a galvanized steel company providing kitchens, seating etc.

A full list of all 'official supporters' can be found at www.ecb.co.uk/natwestcricketforce

If you know of a local business who could be interested in offering their goods either locally or nationally, then please e-mail the help desk natwestcricketforce@ecb.co.uk

By registering and participating in NatWest CricketForce you are beginning to bring the business world into the community cricket club world.

Posters and Postcards

Please contact your Cricket Development Manager who has a supply of FREE OF CHARGE and very useful posters and postcards for you to distribute/use in your community.

Registration and Event Plan

When you registered you were asked to complete a brief event plan online at www.ecb.co.uk/natwestcricketforce. By keeping your details up-to-date, this provides us with vital information and helps us to direct resources and support to your projects.

Self Help

NatWest CricketForce is a great opportunity to grow the pot of support from local businesses and funding agencies. By demonstrating your commitment and passion for your cricket club, funding agencies are more likely (but not guaranteed) to look more favorably at your club for future funding of projects.

If you are awaiting a grant, you may be one of the lucky few to meet all the criteria and receive the requested funding. However, by working pro-actively within your community to build a strong self-help ethic within your club you will benefit from the advantages of a tight-knit, well run club, where young members can learn the invaluable skills of working as part of a team and to take pride in their achievements. Helping both the community as well as the club.



Happy New Year from NatWest

What a great start to the New Year with so many clubs already registered to participate in the bigger and better NatWest CricketForce 2007.

Over the coming weeks we will bring you details of how NatWest and it's staff will be going all out to support this year's events.

Watch this space for further details.....