



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

Macknade Cricket Club - Kent

Geographic Details

County Cricket Board	Kent
County Sports Partnership	Kent
District Development Group(s)	Swale
Local Education Authority	Kent
Project Start Date	31 January 2007
Project Completion Date	21 April 2007
Funding Streams	Donations of materials/labour, sales of donated refreshments, cash donations from local organisations and Vice-Presidents
Location (Inner-city/Urban/Rural)	Rural
IMD Ranking	20 – 100%
Clubmark Status	Accredited
Author and Title	Mr Trevor Martin
Date	29 April 2007

Quantitative and Qualitative Detail.

Background

Macknade CC is located on the edge of Faversham, Kent, alongside the A2. Formed in 1935 as a farm workers' club it is now a Community Amateur Sports Club (CASC) but still accessed through the farm, which rents its land and buildings from The Duchy of Cornwall.

There are three buildings used by the club, a club house, changing rooms/toilet block and storage sheds, all based on 1942 Army Huts. The Club has junior sides for under 9, under 11, under 13, under 15 age groups and runs a popular training course for under 11's on Saturday mornings which attracts around 75 children a week, two adult sides play Saturday and Sunday. Macknade CC also runs a weekly whist drive which has proved popular with older members of the community.

Macknade CC joined in with NatWest CricketForce in 2005 when a skip was donated for the weekend and one box of chalk. That year the club had a good tidy up and did some exterior painting.

2006 saw the club house repainted and a barbeque area put in, materials were discounted by a number of suppliers to achieve this and again a skip obtained free of charge.

Aims and Objectives

- To extend the boundary nearest Reads restaurant, provide a 2 lane fixed net using Flicx pitches from the club store and landscape
- To renovate the changing rooms and showers
- To replace condemned Heating Oil tank
- To repair access road (fill potholes)
- To create soak away behind score hut
- To improve community knowledge of and involvement with Macknade CC
- To improve/repair cricket equipment (sight screens & covers)
- To repair storage hut doors and roof

Main achievements to date

- Former horse paddock rolled, cut and levelled
- Two lane net created from old portable net frame
- Soak away created
- Roadway potholes filled and access to grounds equipment container tarmaced
- Direction sign erected at access road entrance
- Changing room ceilings replaced, "home" dressing room all joists replaced new lighting fitted
- Showers - all tiles removed walls prepared
- Storage sheds tidied
- Hog Roast with 2 pigs provided free by different sponsors all takings given to club
- Bar and barrels of beer provided free, all profits to club
- Heating Oil tank provided and fitted
- Local community leaders present and saw what could be achieved, Local MP, both Borough and Town Mayors and Local Ward Councillor all attended
- Club sponsors and President & Vice Presidents all at event and renewed interest in the club
- 150 children used the ECB Cricket Factory and NatWest Road Show
- Second hand covers that were obtained at the end of last season refurbished

Main partners involved

- Moons of Selling
- Lodge of Harmony
- Shepherd Neame
- Jewsons
- TJF Building Services
- The Aroma Deli
- Reads Restaurant
- A.J.Barkaway and Sons
- Luddenham Court Farm
- Mark Smith PA Systems
- Abbey Print
- NatWest
- Faversham Rotary Club
- The Chimney Boy
- Faversham Tool Hire
- ECB
- Tildenet
- Dukes Roasters
- Best in Tents
- M & J supplies
- M.Cook Garden Services
- Athelston Lodge
- 1st Choice Skips
- Ardennes Restaurant
- City Electrical Factors
- McDonalds
- Davis and Eason
- JSP Building Services
- DoraBridge Design and Build
- Abacus Sports and Toys
- Simon Smith Plumbing and Heating
- Kent Cricket Board

Key factors for good practice

- Use the name of NatWest and ECB to secure one or more quick major donors to prove to all that it will work
- Meet regularly and communicate daily
- Remember that as well as the work materials you can free up members from having to sort out food by asking companies if they can supply it
- Use a PA system as a motivational tool. Use more than one CD on it though
- Make plans and then adapt them, nothing is set in stone
- Aim big, you can always reduce what you're doing at short notice; you can't add many projects on the day!
- Nothing is impossible, with time effort and a little forward thinking, anything is possible
- Make people feel valued. Say thank you, arrange for a "goody bag" as a thank you. It's amazing how this small gesture can make a difference to how people feel. Don't be scared to work with the club down the road, if they find something you need they'll give it to you and vice versa
- Play to peoples strengthss
- Never look a gift horse in the mouth. It may not be useful to you, but it maybe to someone else
- Produce a programme, it's a great way to say thank you to business
- Don't just ask businesses ask community groups and other sports clubs

What is still to be achieved?

One project to improve our stores by replacing doors and corrugated roof panels was shelved as materials and specialist labour were not available and resources were needed to complete changing room project.

Finishing those jobs that proved too big to complete over the weekend or for which materials arrived after - tile shower area and replace shower system, finish decoration in dressing room block, renewing sight screens took until 29th April to do.

To work towards making the best out of a major opportunity which might provide for a new ground considerably larger than our existing. Obtain terms and conditions on the way forward from HRH the Prince of Wales.

What mechanisms are in place to ensure sustainability?

- Use of the improved facilities. The club continues to use the close liaison with the ECB and Kent Cricket Board and is developing the relationships with our MP, local councillors and other major sources of outside support and help, including the local press
- Internally we seek to further strengthen our existing executive management

Monitoring and Evaluation process

- We will invite comments from teams that have played at Macknade CC in the past to evaluate the changes made
- We will monitor the ground drainage, sewer network and guttering. No floods will equal a considerable success over last year!
- Increase in membership will be monitored for both Adults and Colts
- The number of matches that are played should increase due to new covers
- Playing performance for adults should improve with a mid table rather than low to mid table finish in both Saturday adult leagues, which will prove that the new nets are doing that which was intended
- We plan to ask the AGM to appoint a membership secretary with the aim of developing a sophisticated and helpful data base of all members and supporters to aid future communications and the staging of events
- Regular reviews of our development plan with recording on the ECB County Board Management System (CBMS)
- Regular liaison with our County Development Manager

Headline Figures and Statistics

- 1 Original budget set by club £0 all costs incurred covered by profits from sale of donated food beer and raffle tickets.
- 2 £15,000 worth of materials, improvements and specialist help.
- 3 70 Volunteers took part over the weekend
- 4 70 persons partook of the Celebration Meal
- 5 148 Children used the ECB Cricket Factory of which 100 were boys and 48 girls

For further information contact:

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