



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

Much Wenlock CC – The Olympian Cricket Club

Geographic Details.

County Cricket Board	Shropshire		
County Sports Partnership	Energize Shropshire		
District Development Group(s)	Bridgnorth		
Local Education Authority	Shropshire		
Project Start Date	January 2008		
Project Completion Date	September 2009		
Funding Streams	South Shropshire Opportunities Fund, Local business donations, Club funds		
Location (Inner-city/Urban/Rural)	Rural, Market Town		
IMD Ranking			
Clubmark Status			Accredited
Author and Title	Mike Grace – Club Vice Chairman		
Date	09 October 2009		

Background.

Much Wenlock CC is a club firmly at the heart of the community of Much Wenlock and has played on the Gaskell Field for an unbroken period of 140 years. The Field is the home of the modern Olympian Movement where William Penny Brookes organised the Wenlock Olympian Games which inspired Baron de Courbetin to establish the Modern Olympic Games. 2009 was the bi-centenary of WPB's birth and the annual Olympian Games saw the inauguration of a youth Kwik Cricket competition.

Over the last two years the Club has sought to build upon this heritage to ensure improvements for the long term and secure the future of its facilities. This has been inspired by the 1st XI's success in winning Shropshire Premier League status and the 2nd XI's successive promotions, which has reinforced our desire to develop a strong youth cricket element in collaboration with local schools and public agencies.

Aims and Objectives.

Our Plan has involved;

1. Bringing forward plans for a new Sports Pavilion for the benefit of both the Club and the wider community
2. Reviewing the quality of the playing surfaces and investing in new equipment
3. Achieving Clubmark accreditation
4. Establishing a youth section, extending coaching into local schools and increasing the number of qualified coaches
5. Starting a 3rd XI so that as many players as possible could enjoy cricket and be a place where young players could develop skills through appropriate competitive cricket
6. A temporary refurbishment of the current Pavilion through a Cricket Force weekend in April 2009

Main Achievements To Date

1. **Bringing forward plans for a new Sports Pavilion for the benefit of both the Club and the wider community**
 - Achieved planning permission for a new pavilion
 - Gaining the agreement of the Town Council (as owners of the Field) for a new facility and a long term arrangement as its principal user/occupier
 - Currently developing business plan for the facility to allow negotiation on lease and support bid for ECB and other funding
2. **Reviewing the quality of the playing surfaces and investing in new equipment**
 - Gradually taken on full responsibility for management of square and outfield over past 2-3 years
 - Undertook playing surfaces review in 2009 through the Shropshire Cricket Board; generally reported in good condition
 - Secured two new sight screens through sponsorship from Wenlock Fencing, valued at £1500 each
 - Wicket covers donated by Bardons, valued at £8000
 - £3,500 secured for new mowing equipment from the English Cricket Board
 - Loaned a wicket mower from a local maintenance company and an outfield mower from The Edge Adventure Centre.



3. Achieving Clubmark accreditation

- The initial discussions on Clubmark saw the club committee begin to consider what it wanted to achieve in the longer term and begin to set out some of its ambitions for engaging more young people in cricket and how best to work with local schools.
- Achieved a bit of a culture change for a small club and the eventual outcome was that we were able to marry the club's traditions of enthusiastic volunteering of time with a more structured and directed approach.
- After a false start when the local advisor moved on and the ECB changed the schemes requirements in mid-stream, achieved accreditation toward end of 2008
- It led to the development of a Junior Cricket committee which gave further strength to increasing the club's capacity to achieve.



4. Establishing a youth section, extending coaching into local schools and increasing the number of qualified coaches

- Increased the number of qualified coaches from 2 to 6, through investment by the Club and drawing funding from local authorities via the Town's 2012 Legacy Group (the Olympian connection, supported by Energize, Shropshire's Sport's Partnership)
- Delivered an outreach programme of coaching sessions in 5 local primary schools and an Inter Cricket programme with William Brookes secondary school, in total involving over 120 young people
- Held regular Sunday morning and mid-week coaching sessions for young players, with attendance by over 30
- August Holiday coaching sessions drew over 20 young people per day over three days
- Increased the number of U18's playing in the 3 club sides to a regular representation of about 9
- Appointed an assistant child welfare officer and committee members attended appropriate training courses, relating to Clubmark requirements
- Appointment of a new scorer
- Olympian Kwik Cricket tournament involving 80 children from 7 schools as part of the annual Olympian Games
- We have been recognised by the Shropshire Cricket Board and been awarded Chance to Shine coaching hours.



- 5. Starting a 3rd XI for 2009 season so that as many players as possible could enjoy cricket and be a place where young players could develop skills through appropriate competitive cricket**
- 3rd XI playing in League 7, fulfilled 90% fixtures
 - Overcame lack of playing space by negotiating with a Telford school regular access to facilities on a temporary basis; hoping to develop longer term relationship with another local club to make a more permanent and convenient arrangement
 - Has a female player involved on a weekly basis.
- 6. A temporary refurbishment of the current Pavilion through a Cricket Force weekend in April 2009**
- Pavilion, which lacked toilets, showers, mains drainage underwent complete internal refurbishment
 - Home and away changing rooms reshaped to include new showers and toilets, new umpires changing room and accessible public toilet
 - New hot water tank and kitchen boiler, with mains drainage connected
 - Repainted and treated timber throughout internally and externally
 - Over 40 volunteers participated during the weekend and many more volunteer hours to complete the works
 - Donations of materials and time from half a dozen local businesses with an estimated total value of some £20K



Main partners involved.

- Local businesses
 - Bardons
 - Wenlock Fencing
 - The Edge Adventure Centre
 - Travis Perkins
 - Rollinson Smith Co.
 - Huws Gray
 - LRS Plumbing Supplies
 - Telford Cooper Cylinders
 - Farr & Harris
 - Cope Electrical
 - Paddy Ryan Butchers
 - Nisa Supermarket
 - The George & Dragon
 - The Talbot Inn
 - Ron Tench Groundworks
 - MJ Furber
 - Holland Broadbridge
 - Green Associates
 - AT Eley
 - Brondorough Paints
 - Pughs Nerwsagents
 - Beaufort Gas
 - Collin Poole
 - Welfix
 - Shrewsbury Slate and Tiling
 - Heart of Stone

- Public Agencies and Local Partners
 - Shropshire Cricket Board
 - Energise, Shropshire Telford & Wrekin
 - Much Wenlock Town Council
 - Much Wenlock 2012 Legacy Group
 - William Brookes School and
 - 8 local primary schools

Key factors for good practice.

- Don't underestimate the time commitment, spread the load across members
- Small actions can have a big impact
- Don't underestimate the potential you may have
- Talking about your plan is important and gets people looking differently at way things are done
- Don't be afraid to ask, 'no' is a good answer, it means you can ask someone else to help
- Advertise, Advertise, Advertise!

What is still to be achieved?

- Continuing development of the youth programme with local schools and organisations
- Encourage more adult support of the youth section and engagement in the club more generally
- Become a 'Chance to Shine' club in 2010
- Consolidate the 3rd XI and its access to playing areas
- Complete the pavilion development process, which may be complicated
- Establish a long term budget to underpin club development
- Develop fundraising approach for the new pavilion

What mechanisms are in place to ensure sustainability?

The Club's investment in its Junior Section, growing coaching capacity and establishing strong relations with local schools are designed to maintain and develop the foundations of the membership of the club. In

a similar vein the commitment to improving the quality of playing facilities, equipment and a new pavilion demonstrates a long term view. By growing these two elements in tandem the Club hopes to establish virtuous circles of actions which support each other.

Monitoring and Evaluation process.

Our success will be measured through the completion of our actions, through annual reviews of the development plan and Clubmark actions and our playing successes, especially the growth in the Junior Section.

Headline Figures and Statistics.

1	£20k of Improvements to club facilities in one year
2	Over 200 hours of skilled labour donated by volunteers
3	Over 100 young people attended formal coaching sessions
4	Four new Coaches available to provide support for and deliver Development Plan objectives
5	4 club members recognised through the Shropshire CB Osca's in 2008