



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

(Kirby Muxloe Cricket Club – NWCF 2008)

Geographic Details.

County Cricket Board	Leicestershire and Rutland		
County Sports Partnership	Blaby District		
District Development Group(s)	South West Leicestershire		
Local Education Authority	Leicestershire		
Project Start Date	September 2007		
Project Completion Date	July 2008		
Funding Streams	Various including: Club fundraising – (Business sponsorship, cash donations, events), Parish/District Council, NatWest Community Cash Back, CAFFY, Awards for All, Biffaward, Player /Brewery loans.		
Location (Inner-city/Urban/Rural)	Rural		
IMD Ranking	20 – 100%		
Clubmark Status	Not registered	Registered - yes	Accredited
Author and Title	Nigel Wain – KMCC Cricket Development Officer		
Date	July 2008		

Quantitative and Qualitative Detail.

Background.

Kirby Muxloe CC is a small village club located in the heart of Leicestershire, close to the M1 with good links to major roads in and out of the county.

The club went through many years of under achieving and stagnation both on and off the field but with fresh impetus of one or two new players and backing from our main Sports and Village club we set about improving our 'tired' facilities.

The turning point and real motivation responsible for the size of our NWCF project was through adversity. Our old rotten port-a-cabin pavilion was broken into in September 2007, our new bowling machine was stolen, resulting in an uninsured loss of £2700, which the club could not afford. It was at this stage that the decided to embark on its biggest and most ambitious project – building a new

pavilion with low finances, a small core group of volunteers and no real idea how the project could be achieved.

There was only one solution – register for NatWest CricketForce 2008, sell the concept to the club and set about realising our dream.

Aims and Objectives.

1. Complete overhaul of ground and facilities. Breakdown of activities undertaken between October 2007 – May 2008:

- Build a new pavilion - Initial aim to refurbish our old pavilion was quickly turned into a new pavilion build project.
- Old pavilion demolished, old materials retained for re-use where possible.
- Major preparation of foundations and laying of substantial concrete base.
- Construction of new pavilion in 2 weeks! (Mostly within 2 days on Jan 4-5, 2008 at 'one off' showcase NWCF event.)
- New concrete base floor laid (original uneven), and carpets fitted throughout.
- Internal benches and furniture hand built and fitted.
- 500 sq.ft decking built on front of pavilion.
- Composting area built at far corner of ground.
- All walls, football court fence, picket fences and pavilion prepared and painted white.
- New 'show piece' pavilion clock built and erected at porch way of pavilion.
- Score-box refurbished (re-plastered and painted)
- Brick BBQ built at side of new pavilion
- Stone access road constructed behind pavilion.
- All hedges and overgrown areas around ground strimmed, trimmed and cleared.
- Drainage gully at pavilion end cleared and re-built.
- Existing sightscreens repaired, re-welded and painted.
- Outdoor nets repaired and tidied up.
- 3 wicket covers assembled.
- Storage and equipment shed cleared out and tidied up.

2. Improve facilities for players and supporters of all ages.

3. Galvanise, strengthen and expand playing sides at all age groups.

4. Provide an extended and sustainable coaching and practice night programme to cope with expansion of junior section.

5. Enhance profile of club within local businesses and community groups.

6. Attain ECB Focus Club status and Clubmark Accreditation.

Main achievements to date.

- Very ambitious NWCF project completed to timescale over winter and spring period in often appalling weather conditions.
- Greatly improved facilities and picturesque setting for cricket at our ground.
- Increased number of junior teams by two (new under 11s & 17s) – now five in total.
- Significantly increased membership – both junior and senior.
- Additional volunteers over both cricketforce weekends in January and April – most retained

for further ongoing work!

- New decking and brick BBQ has attracted more parents to watch junior matches – it is hoped that more and more people from the community will come down and watch us at all levels.
- Increased profile locally, regionally and nationally!
- New and active relationship with local schools and parish council.
- Support from District and County Council (hopefully), strong relationships formed with District and County Councillors.
- Award of ECB Focus Club Status
- Increased revenue through junior membership, training and match fees.
- Corporate PLC and other business matches now being played at our ground.
- Five Leicestershire Young Cricketer games being played at our ground this year – none previously!
- Re-engagement with past players, some in their eighties – not seen for decades!
- Pavilion and new facilities 'Opening' successfully completed in June attracting 100+ people.

Main partners involved.

NatWest, ECB, Leicestershire & Rutland Cricket Board, Leicestershire County Cricket Club, Kirby Muxloe Sports & Village Club, Castle Hotel Kirby Muxloe, Kirby Muxloe Parish Council, Blaby District Council, Leicestershire County Council, Bentleys Garden Buildings, ASDA, Wolseley Build Center, Dulux Decorator Centre, Hammonds Hygiene Solutions, Barons Park Care, Rigby Taylor, Everards Brewery, Kenton Doors, Talent Cricket, SLR Cricket, Severn Trent Water, Caterpillar UK, Charles Bentley Brushware, Anstey Skip Hire, KGB Ground Care Services, Noodle Doodle Design Limited, Glenfield Co-operative Store, Harlow Brothers, Daz Pearson, Wayne Robertson, Gary Warren, Goscote Building Supplies, Bardon Cement, A Plant Hire, HSS Hire, Tony Hannay Sales, B J Harrison, Sharp Focus.

Key factors for good practice.

- Early and comprehensive planning
- Create project plan and budget document
- Aim high when setting objectives, be ambitious – you can always down size or re-baseline them.
- Creation of team leader roles and responsibilities, recruit one overall Project Manager.
- Early identification of 'Movers and Shakers'.
- Regular meetings to set, progress and define objectives.
- Communicate via all means – be it email, phone, face to face.
- Never be afraid to ask for something.

- Involve the women and girls within your club
- Delegate and empower people throughout your project.
- Keep the momentum going throughout the project.
- Enrol and involve key local people where possible (Councillors, MPs, school teachers, local businessmen, people with influence and connections.
- Early media coverage (village/local press) to raise the profile early.
- Benchmark against what other clubs have achieved through NWCF – pick up ideas.
- Always say thankyou!
- Use NWCF website for ideas and use/adapt all available resources, posters, cards, business support letters, etc)
- Keep everyone well fed – particularly in adverse weather!
- Ensure ‘Fun and team spirit’ is high on your list of priorities – volunteers will come back for more!

What is still to be achieved?

- New Scoreboard
- Finish off kit storage and umpires changing room
- Railing around decking area
- Disabled access ramps.

What mechanisms are in place to ensure sustainability?

- Early registration and planning of NWCF 2009
- Hold a ‘NWCF Lessons Learnt’ meeting with all members, could be at AGM?
- Align NWCF ‘Aims and Objectives’ to Club Development Plan.
- Ensure NWCF is an agenda point at all Committee Meetings.
- Recruitment of more volunteers (Administration, Coaching, Event Planning, etc)
- Close working links with schools and other groups.
- Controlled expansion of Junior Section.
- Plans to forge close links with Junior Football Club to create more multi-sport facility and funding opportunities.

Headline Figures and Statistics.

1	263 different volunteers attended 2 day NWCF 'One off' Showcase event. Well over 300 people have been involved in our 2008 project.
2	Over 4000 total hours of volunteer contribution. This equates to over £60,000 labour based on £15 per hour rate.
3	£17,000+ worth of materials donated to support pavilion build and other projects.
4	£18,000 fund raised to build pavilion
5	£14,000 worth of Grant Aid awarded to club to purchase new roller, bowling machine, sight screens, coaching kit and mobile cage net.

For further information contact:

Nigel Wain
Kirby Muxloe Cricket Club Development Officer
Mobile: 07974223778
Email: nigelwain@yahoo.co.uk

Leicestershire & Rutland Cricket Board