



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

Tamworth CC – Let's Give it a Go!

Geographic Details.

County Cricket Board	Staffordshire	
County Sports Partnership	Staffordshire	
District Development Group(s)	Lichfield and Tamworth CDG	
Local Education Authority	Staffordshire	
Project Start Date	January 2008	
Project Completion Date	December 2008	
Funding Streams	Go Green Fund, Local business donations, Club reserves	
Location (Inner-city/Urban/Rural)	Urban	
IMD Ranking		
Clubmark Status		Accredited
Author and Title	Mike Nield – Club Development Officer	
Date	16 December 2008	

Quantitative and Qualitative Detail.

Background.

Tamworth Cricket club has a long heritage as a club which has progressed and developed within its means. Occupying an excellent ground in a pleasant part of South Staffordshire, it has prided itself on its facilities and the development of home grown players. Fifteen years ago one of the members took it upon himself to establish a junior section at the club and through his persistence and commitment to excellence the club has produced a first eleven which contains 8 players who have been coached and mentored by John Manuel. This foundation has been instrumental in providing the platform for what has been a remarkable year in the club's history.

Having occupied the ground for 30 years, following relocation from the centre of Tamworth to make way for a retail development, the club has developed its facilities. On the face of it everything was fine but when we decided to take a closer look, prompted by our initial foray into NatWest CricketForce in 2007, there were a number of projects which we felt would add to our club. There was no pressing need but we decided that we could use the opportunity to engage our junior parents and bring them into the club. As with all clubs, volunteers were at a premium and one or two of the old brigade were a little careworn and in need of support.

Having read the case studies and exploits of other clubs we started with a plan! This was hatched after a particularly forgettable committee meeting by three people with a piece of paper and a pen. What could we do with doing?

Aims and Objectives.

The aims and objectives of our project were centred around our commitment to become Clubmark accredited within the year. We linked this to the CricketForce concept and the idea worked really well for us; having developed a plan of things to do, we set about doing the most important and simplest thing.

WE TOLD PEOPLE WE HAD A PLAN.

- For the first time we asked people what they could do to contribute and the response was phenomenal. With major contributions from businesses and individuals

- **Dressing Room Refurbishment**
 - o Using one of our longstanding contacts we obtained all the materials to replace the dressing room ceilings
 - Players and parents had a great time removing the old ceiling and replacing it before a skilled member donated his time to plastering the ceilings and providing a top class finish.
 - o A local window blind company came up trumps, donating new blinds for the dressing room windows and for the kitchen
 - o The local branch of The Dulux Decorators Centre went the extra mile and donated paint and materials which allowed us to repaint the dressing rooms and each other on CricketForce day. A local garage provided floor paint to enable us to repaint the dressing room floors.

- **Car Park Fence**
 - o The Tamworth Old Players Society (a group of former players who hold a series of fund raising events to put a little back in to the club) donated the funds to enable us to purchase the materials to construct a fence between the car park and the ground. The fence was constructed by a member of our Hockey section who provided his services free of charge.

- **The Patio**
 - o We didn't plan to extend the patio and build a wall around it but the true power of asking for help was shown in this project.
 - o By talking to pals about CricketForce one of members was particularly persuasive and received donations of building materials from two local builders' merchants. With Lorries arriving laden with bricks and other materials.
 - o Having received the donations we needed to do something with them! The patio project was born and became the focal point of our CricketForce effort.
 - o Bricks without a builder are useless and again the power of communication came to the fore with a junior section parent, with no previous volunteering commitment, donating a full week of his time to design and build our feature patio and wall. He was supported by volunteers who laboured and made tea.
 - o Our brewery donated a huge Beck's parasol to complete what is a fantastic showpiece which was finished off with a donation of shrubs from the local garden centre.

- **Floor Tiling, an unexpected bonus!**
 - o Having caught the CricketForce bug, we were keeping a close eye on the communications from the ECB and entered a competition which was sponsored by HR Johnson Tiles. Happy Days! We won the competition and had to decide what to do with the tiles!
 - o No problem, the entrance hall to our club was drab and grey, new floor tiles would make a massive difference and what about getting the toilets tiled at the same time?
 - o HR Johnson were fantastic and provide all the materials for the job as part of their CricketForce commitment.

- Surprise, surprise, we needed a tiler! A simple email to our newly created members and community partners email list and within 24 hours another member responds to the call and offers to do the job for nothing. This could never have happened without our CricketForce energy.

- **Go Green Fund**

- News travels fast and when you are active and looking for opportunities it is amazing what you find. Having completed our Clubmark accreditation by August we looked into the ECB 'Go Green' club Fund.
- Our pavilion is a 1960's prefab with a 1970's oil fired boiler. In the winter it is often warmer outside than it is in. By constructing a cavity insulated outer skin to the building we could massively improve the energy efficiency of the pavilion and coupled with a modern energy efficient boiler, do our bit for the environment and upgrade our facilities.
- A simple application to the ECB gained the response we could not have dreamed of when our application met with approval. What a way to end a truly fantastic year. We are now busily getting ready for our new heating system and by the start of the 2009 season, a pavilion which is not only massively more energy efficient but looks the part as well.

- **CricketForce Day**

- So what about the day itself. The weather was kind! It was just above freezing with a typical Hints Lane breeze and we were joined by our local MP, Brian Jenkins for the morning. We had over 50 players and parents assisting in a variety of tasks and our junior section raised over £350 by undertaking a sponsored run.
- Catering was provided by a host of mum's and the clubhouse was alive with chat and banter as the Grand National got underway!
- The day will go down as the day in which our club reinvented itself, the 2009 Cricketforce event is eagerly anticipated and our plans are well and truly in place for another great year.

Main achievements to date.

CricketForce was a catalyst for so many good things, we have increased the engagement with our junior parents beyond belief, with seven committed volunteers emerging from the activities of the year. More volunteers means that things are easier to do.

We didn't start CricketForce 2008 with a master plan, we just knew that we needed something to focus on and create a reason to talk to the parents of our 60 strong junior section. We knew we had some great parents but like so many things, people were waiting to be asked. CricketForce provided a platform from which we could ask. The improvement in facilities is fantastic but the people legacy is far and away the biggest achievement to date.

Main partners involved.

- Our local business Network
 - FGF Roofing
 - AW Lumb (Midlands) Ltd
 - Buildbase Ltd
 - Dulux Decorators centre
 - HR Johnson Tiles
 - Florascape Garden centre
 - Colliers Jaguar
 - CW Fasteners
 - Tomson's Garage
- ECB
 - Staffordshire Cricket Board
 - Go Green Fund Administration

Key factors for good practice.

- There doesn't have to be a big idea
- Think beyond the project and focus on activities which bring people together in the club
- Everyone says it; but talking about your plan works and is essential
- Don't be afraid to ask, 'no' is a good answer, it means you can ask someone else to help.
- There is no end to the project CricketForce lasts all year every year.

What is still to be achieved?

With the increase in volunteers and the resources in the club to support additional activities, we have been able to join the Chance to Shine programme and have signed a partnership agreement with the local sports college to extend the work we were already doing in local schools. Our existing net facilities require replacement and we are seeking to renew these in 2009. The pavilion redevelopment continues and we will be seeking local business support to replace the existing kitchen with a new practical alternative.

So not much on the go!

What mechanisms are in place to ensure sustainability?

The Club has established a Junior Section Development Group with the specific objective of maintaining and developing the foundations of the club. We have invested and will continue to invest heavily, in providing coach education for players moving out of the junior section into senior cricket. This year alone we have supported 4 of our 18 to 21 year old players in achieving the Coach Award to enable us to take part in the C2S programme.

Our objective is to ensure sustainability through the development of young cricketers and by providing an opportunity for players to move immediately into coaching roles within the club we believe we are creating a solid foundation.

Monitoring and Evaluation process.

Our success will be measured through the Chance to Shine programme and a record of active volunteers in the club. We will evaluate our progress annually in September when we will review the growth in the Junior section, players joining the club from C2S schools and involvement of Junior parents alongside our Clubmark accreditation.

Headline Figures and Statistics.

1	£45k of Improvements to club facilities in one year
2	Over 200 hours of skilled labour donated by new volunteers
3	Seven new committed volunteers playing an active role in the everyday life of the club
4	Four new Coaches available to provide support for our Chance to Shine programme
5	Three club members recognised through the Staffs CB Osca's in 2008

For further information contact: