



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

Calne Cricket Club Showcase Club NatWest Cricket Force 2009
Geographic Details.

County Cricket Board	Wiltshire		
County Sports Partnership	Wiltshire		
District Development Group(s)	North West		
Local Education Authority	Wiltshire		
Project Start Date	December 2008		
Project Completion Date	June 2009		
Funding Streams	Own		
Location (Inner-city/Urban/Rural)	Rural		
IMD Ranking			
Clubmark Status	Not registered	Registered	Accredited √
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Date	31/7/09		

Quantitative and Qualitative Detail.

Background.

Calne Cricket club currently play at the recreation ground. A public park with a cricket square on it. The Town Council have developed a new sports facility on the outskirts of town, which will house a number of sports including cricket. The ground will be ready for the cricket season in 2010, whilst football will be played there in 2009. The cricket ground will be just for cricket, which is a great attraction for the club, as at the present ground, the outfield is used by rugby teams and football teams. The new facility (Beversbrook) has been made possible by a large grant from the football foundation, for their side the cricket club have received support from the ECB, NatWest CricketForce and many others. One of the drawbacks of the current ground, is there is little opportunity for development, in terms of sightscreens, sponsors boards, scoreboard, etc, so when Calne CC was chosen as a NatWest CricketForce showcase club, it couldn't have been better timing to motivate the members into action and develop the Beversbrook facility. Although we were moving to a new ground, it was just a shell in terms of the facility, and this was an opportunity to really go to town and make it something special and cricket focussed. 2009 was also the first season the club had fielded a 3rd team in the league, coupled with the fact that the 1st team had

gained promotion from the Wiltshire league for the first time in their history (winning 15 out of 15), and with a thriving youth section, these were exciting times at Calne CC.

We had not been involved with NatWest CricketForce before, and initially thought that being a new ground, what was the point. From our initial meetings and then getting our creative heads on, we soon changed our minds once we saw the scope of what was possible.

Aims and Objectives.

This project wasn't about renovation of areas, as the facility was brand new! This was about making it look and feel like a cricket ground. So the main focus of our plans was; to construct a patio area outside the clubhouse doors, for tables and chairs for when we have those long, balmy Summer evenings which we know so well, construct a perimeter fence, which would enclose the ground and could double up as a sponsor board fixing, build a pathway to the club, construct a store shed for storing equipment, construct the sightscreens, remove stones and rubble from the cricket outfield.

Because it was new facility, we also hit on another couple of ideas, to really promote the facility, Calne CC and NatWest CricketForce. On the Friday daytime we organised a Kwik Cricket festival amongst the local primary schools which was attended by the Mayor and Hampshire cricketer Liam Dawson, who's a local lad. On the Friday evening we organised a Sporting Dinner, attended by David Graveney, Mike Gatting and staff from the ECB which helped raise additional revenue.

The Town Council also got on board and used the day to promote the facility to local groups. This enhanced the promotion and made it a bigger event without losing any of the focus of NatWest CricketForce.

Main achievements to date.

- 1) New patio area extending the whole length of the clubhouse (25 metres) completed**
- 2) New pathway to the club completed**
- 3) Perimeter fencing erected 70% around the ground**
- 4) Store shed completed and fully painted and weatherproofed**
- 5) Sightscreens erected**
- 6) Rubble and stones removed from the outfield**
- 7) Kwik Cricket festival took place with the first ever ball being bowled at Beversbrook, captured on DVD**
- 8) Sporting dinner took place with 70 in attendance**
- 9) Increased interest in club**
- 10) Ran the new Introduction to Cricket - 'Be Involved' course with the assistance of ECB and Wiltshire Cricket Board**

Main partners involved.

Calne Cricket Club, England and Wales Cricket Board, Wiltshire Cricket Board, Calne Town Council, Build center, NatWest, Pewsham Fencing, Gloucestershire Cricket Club, Sam Widges, Easyscore, Calne Leisure Centre, Somerfield, Wiltshire Area Sports Partnership, Sainsburys, Lansdowne Hotel, Crampton Leighfield, White Horse Contractors, Haines Construction, Rendells, Local Primary Schools

Key factors for good practice.

- 1) Engage members of the club
- 2) Engage parents and families of youth members
- 3) Engage local community
- 4) Engage local council
- 5) Contact and invite local VIPs to raise profile
- 6) Work closely with local cricket board
- 7) Ensure excellent communication through newsletters
- 8) Plan well in advance and build up as the time gets near
- 9) Get local businesses on board
- 10) Tap into local expertise, particularly within the club
- 11) Recognise all donations publicly
- 12) Appoint project organising group, with co-ordinator, and ensure everybody has clear and designated roles, are felt valued and have a specific task, and meet regularly to keep on track
- 13) Use local media contacts and get them on board to ensure high profile media coverage
- 14) Have a clear project plan, with timescales and targets
- 15) Ensure all Health and Safety and Risk assessments are in place

What is still to be achieved? All the jobs planned for NatWest CricketForce have been completed but there are already plans for next years event including:

- 1) Install new non turf facility
- 2) Construct scoreboard
- 3) Complete perimeter fencing
- 4) Get sponsorship from local companies
- 5) Construct covers

What mechanisms are in place to ensure sustainability?

- 1) Large youth membership
- 2) Increased adult membership and playing options with the forming of 3rd X1
- 3) New ground a bigger attraction to pull in new players and for people to visit
- 4) Active committee
- 5) Increase already in volunteers to the club
- 6) Good working relationship with Town Council

Monitoring and Evaluation process.

NatWest CricketForce organising team to ensure completed tasks are achieved to a good standard, and that focus is given to next years event, and to encourage new members on board.

Headline Figures and Statistics.

1	Over 220 volunteers worked together on 5 th April 2009
2	In excess of 2500 volunteer hours have been contributed to the project
3	Estimation of £20000 of work for an outlay of £1100
4	Over 50 children took part in Kwik Cricket Festival
5	70 people attended Sporting Dinner with club raising £1000
6	6 people attended the Introduction to Cricket - 'Be Involved' course

For further information contact:

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