



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

Kent County Cricket Club NatWest CricketForce Event March 2009
Geographic Details.

County Cricket Board	Kent
County Sports Partnership	Kent
District Development Group(s)	n/a
Local Education Authority	Kent
Project Start Date	27 th March 2009
Project Completion Date	28 th March 2009
Funding Streams	n/a
Location (Inner-city/Urban/Rural)	Urban
IMD Ranking	n/a
Clubmark Status	n/a
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Date	30 th March 2009

Quantitative and Qualitative Detail.

Background

This was an opportunity for the Cricket people of Kent to get involved at the St Lawrence Ground by volunteering to help tidy up Kent County Cricket Club (KCCC) before the 2009 Season started. The idea that the recreational and professional sides of the game could work together was untried, so was a bit of a leap of faith,

With the planned multi-million redevelopment plans for the ground on hold, it was the ideal scenario for a bit of self help. We encouraged anyone to volunteer and get involved on the day. People on their own as well as whole families came to muck in.

There was a great deal to be achieved. The hospitality areas were tired and shabby and the ground generally needed to be smartened up.

Aims and Objectives

The main aim from the KCB perspective aim was to demonstrate the power of volunteer action to the professional game. This in turn gave a high profile launch to the years NatWest CricketForce activities in Kent.

KCCC were keen to see a general smartening up of the ground – a ground, it should be remembered, was often awarded ground of the year!

Additionally it was hoped that there would be benefits to the working culture of Kent Cricket, bringing people out of their offices and encouraging them to work together and take some pride in their ground.

Main achievements to date

- Ames Boxes Painted and generally freshened up (inside and out). A major project for a two day work force!
- Generally smarted up the outside of the whole ground (ie signs cleaned, seating cleaned, war memorial cleaned and painted, stands cleaned out).
- Physiotherapists department painted throughout.

Main partners involved

- Build Center – materials at cost price
- NatWest – 7 volunteers from local branches
- ECB

Key factors for good practice

Good strong leadership is essential – like all change projects there has to be sensitive but resolute leadership.

All volunteers were offered 2 FREE tickets to Bank Holiday Monday May 4th Kent v Scotland game, plus chance to win use of a box with other workers from the Day at that game.

KCCC players were involved in pre-season and so were around to get involved.

What is still to be achieved?

Given the scale of the ground (rather more than a local cricket club) there is much still to be done, but it is hoped that this contribution will leave less tasks that would have been left undone.

What mechanisms are in place to ensure sustainability?

Already staff talking about next year's event. KCCC board members have seen the benefits too, it is hoped that next year it will be a KCCC self supporting event.

Monitoring and Evaluation process.

ongoing

Headline Figures and Statistics.

1	98 volunteers over the two days. TOTAL of 714 man hours free of charge – or put another way – 20 week’s worth of one person’s time!
2	Work completed that just wouldn’t have been achieved ahead of the start of the season otherwise.
3	A recognition from KCCC of the value of the volunteer
4	Renewed pride in the ground

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