



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

(Ashbourne CC Derbyshire NatWest CricketForce)

Geographic Details.

County Cricket Board	DCB		
County Sports Partnership			
District Development Group(s)	Derbyshire Dales		
Local Education Authority	Derbyshire		
Project Start Date	26 th March		
Project Completion Date	Ongoing		
Funding Streams	Sponsorship from local business and Waitrose, Lords Taverners		
Location (Inner-city/Urban/Rural)	Rural		
IMD Ranking			
Clubmark Status	Not registered		
Author and Title	Andy Smith, Chairman		
Date	10.4.2010		

Quantitative and Qualitative Detail.

Background.

The club has never been involved with CricketForce until this year but felt it would a good opportunity to engage the local community and raise the profile of the club in the town

Aims and Objectives.

Paint the inside and outside of the pavilion, repair broken and rotten fascia, paint surrounding fences and generally clean up the place to make it a more welcoming venue for us and our visitors

Main achievements to date.

£1500 funding from Waitrose, new signage that really puts the club on the map! Getting the mayor to clean our toilets!!

Main partners involved.

Lester Lowe, Homebase, Speedy Hire, David Neil Hardware, Richard Hough photography

Key factors for good practice.

Be bold and ask questions of people, most are happy to support something like this. Get the press involved as much as possible and talk at the right political level locally.

What is still to be achieved?

Our next focus is for a practice pitch and net cage, an application is in with the lords taverners so we will need to support that with further fundraising events

What mechanisms are in place to ensure sustainability?

A renewed energy on the committee and a massive push on engaging youngsters in the sport and our club. We had 18 juniors at our last nets session which we have never had before

Monitoring and Evaluation process.

Ongoing, number of new players, new equipment and further money to invest in coaching.

Headline Figures and Statistics.

1	Over 50 volunteers
2	The mayor really getting her hands dirty!
3	New signage that really puts the club on the map
4	National prestigious food retailer our main sponsor for 2010
5	Funding to come through the town council after pitching to them wearing my cricket whites!

For further information contact:

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