



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

(2010 CricketForce Weekend)

Geographic Details.

Belper Meadows C.C. Belper. Derbyshire.

County Cricket Board	Derbyshire		
County Sports Partnership	Derbyshire Sport		
District Development Group(s)	Amber Valley		
Local Education Authority	Derbyshire County Council		
Project Start Date	26 th , March 2010		
Project Completion Date	05 th , April 2010		
Funding Streams	Club revenue, supplemented by discounts and donations of materials and food by local companies.		
Location (Inner-city/Urban/Rural)	Urban		
IMD Ranking	Unknown		
Clubmark Status		Registered	
Author and Title	Mrs June Willisroft 2010 CricketForce Administrator – General Committee Member BMCC		
Date	06 th , April 2010		

Quantitative and Qualitative Detail.

Background. Belper is a community which is proud of its heritage and big on sport. Along with cricket there is a very successful hockey, football, rugby and swimming club in the area along with tennis, crown green bowls, running and cycling clubs. Belper Meadows is the larger of 2 clubs who carry the name of Belper in their club name. We have 3 adult teams and 6 junior, ranging from under11's to under 17's along with a friendly side. There have been through the years a number of juniors that have been successful enough to either play for their county or district. This year being no exception. In the past, CricketForce Weekend has been seen as a time when a few members got together to ready the sightscreens and nets for the season. Along with a little cleaning and painting this was all that was achieved. The most volunteers helping over the weekend had been 15, which was perceived as good. No money was sought from out side the club and not much in the line of advertising done. This year we decided to try and think a little bigger, do more jobs, advertise, ask for help from local companies for materials and food. We sent out flyers to all members, not only cricket but as our club house is a multi sports club house we decided to ask other clubs to get

involved. They did. It was put in the newsletter, put on the web site, face book and word of mouth helped. Jobs were listed that we thought would benefit all that used the facilities. Along with the usual jobs that always need doing before a season no matter how much care is taken at the end of the last. These jobs along with some thought of there and then, if not completed on the weekend, will hopefully be finished before the first league game. Along with 48 volunteers this year we had donations of food and vouchers from local supermarkets and donations and discounts from local diy and builders merchants. More people were involved and word has got around that it wasn't the tedious time consuming pointless venture the whingers thought it was going to be. Much has been achieved and learnt from this year and hopefully we can expand on this even further in future years. The one big thing that has been putting dampeners on the whole weekend for a number of years now, is that there may be a Tesco built in the town. If this were to happen, our club house may be knocked down and re-built in a slightly different area. People have been reluctant to do much more than the painting because of it. This year some of us were determined to ignore all the 'what if's' and do the 'what was' needed for the clubs. It was hard work but very successful.

Aims and Objectives.

Sight Screens – repaired and repainted - by the 'A' Team (their naming not mine)

Covers – frames repaired and sheets put on - by the 'More Experienced' crew

Fences – repaired and repainted - by the 'Chairman's Posse' and anyone standing still too long

Balcony – painted - by the 'Who turned the light on crew' and those who escaped the chairman

Score Box – repaired and repainted inside and out - by the 'Real A Team' and helpers

Score Board – repaired and repainted - by the 'Real A Team' and helpers

New Mini Score Board – made and painted - by the 'Ladies of the Real A Team'

New Steps - down from the club house dug and laid - by the 'Dynamic Mcgonigal Duo'

Plastering – repairs to club room and kitchen - by the 'Under 15's whip cracker'

Outside Painting – window and doors painted - by the 'Ladies Hockey' and helpers

Benches – repainted - by the Secretary and helpers

Nets – cleaned out and repaired surface and re-hung netting - by some adult players

Inside Painting – umpires room and men's toilets/showers - by anyone I could catch

Main achievements to date.

All bar some inside painting and a little of the balcony is still to be done. This is hoped to be finished in time for the first league match.

We are also determined to revamp our bar area to make it more appealing to the eye and more secure. Therefore we would be able to generate more income by hiring out the club room. This will hopefully be done during the early part of the season.

Main partners involved.

The level of support from within the club was fantastic. We have a few skilled joiners, plasterers, builders, painters and decorators so most of the jobs were done or supervised by those in the know. The local companies offering food, building materials, vouchers, discounts and their skills were as follows;

Haldane's - 2 bags full of food

Co-op - £15 voucher for food

Morrison's - £5 vouchers for food

Build Base Belper - Donation of £300 worth of building materials

Focus Belper - 10% discount on all purchases

MAP - Donation of Patio Slabs

Gary Spendlove - Donation of Pathway Slabs, wood and creosote for fences

Phil Hudson - Plaster for repairs in Club Room and kitchen

Graham Horton - Joinery time and experience for the Score Box and Board

Key factors for good practice.

Agreeing which jobs are to be done and getting a budget sorted earlier.

Use all the avenues open to us for communication as we did this year and may be even advertising in the local news paper.

Use the volunteer database now being set up to get our 'working gangs' organised before hand.

What is still to be achieved?

Expand on the volunteer database to establish what skills are available to us. Therefore see what

else can be achieved. Look at all members to see what skills they have that we could utilise. Pinpoint items such as new sightscreens that we can fundraise for, making this separate to the general fundraising. Look at buying mostly maintenance free so we would have more time for other jobs.

Ensure that the club continues to maximise the benefits of the event and expands the weekend further to involve local schools and groups such as scouts.

What mechanisms are in place to ensure sustainability?

With the database in place and expansion of this, we can now pinpoint people better, i.e. let them know of club activities that will interest them.

Monitoring and Evaluation process.

Keep up to date with Club Mark.

Make sure the databases are expanded and used appropriately.

Look at the process of CricketForce and see what areas could be improved.

Headline Figures and Statistics.

1	A total of 48 volunteers during the 2010 CricketForce Weekend
2	All out door preseason tasks completed during the weekend
3	Big increase in volunteers 15 to 48 for the weekend, most completing a volunteer form
4	More jobs than ever attempted and completed during the weekend
5	

For further information contact:

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