



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

(Fishlake CC, Yorkshire NatWest CRICKETFORCE 2010)

Geographic Details.

County Cricket Board	YORKSHIRE		
District Development Group(s)	DONCASTER AREA		
Local Education Authority	DONCASTER		
Project Start Date	SEPTEMBER 2009		
Project Completion Date	CRICKETFORCE WEEKEND MARCH 2010		
Funding Streams	CLUB FUNDRAISERS, DONATIONS		
Location (Inner-city/Urban/Rural)	RURAL		
Clubmark Status	Not registered	Registered	Accredited YES
Author and Title	ALISON SLACK CLUB SECRETARY		
Date	16/7/10		

Quantitative and Qualitative Detail.

Background.

Fishlake Cricket Club registered early for 2010 NatWest CricketForce in order to put project on club agenda. Spent time before end of season making notes about all areas of building and site that needed attention, items such as railings to be painted, scoreboard numbers to be replaced, lounge to decorate, nets bays to be repaired and cleaned etc. Considered all jobs big and small that could be undertaken by volunteers.

Once list put together it was broken down into indoor and outdoor projects and we assessed how many people may be needed to undertake each task, the skills needed for each job, so we knew how many volunteers to involve. We wanted all ages to take part and ensured tasks could be found for everyone young and old.

A projected cost was calculated for each task and a list of equipment or supplies required. This gave us indicators of what type of businesses we needed to target for donations. We used the introduction letters from CricketForce info pack to contact local suppliers. We found face to face contact was the best approach and that local small businesses were more willing to help than the

major high street names. Do not be put off by the people who say no, just move onto to the next supplier and believe that you will get the help you need. Stay positive about your project and others will buy into this. We also set a budget from club funds to ensure we could meet the costs of bigger jobs should we not get these items donated.

We involved the local press to do before and after write ups about the club and its partners stressing all the time that this work and development was to the benefit of young people in our junior teams from the local area with support from local business and volunteers. We made sure they were named and thanked for their support.

Our volunteers came from the membership of the club. We have a large membership from wide backgrounds of many skills and contacts so we tapped into this by doing newsletters to junior parents and senior players informing them of the project and our plans and regularly reminding people of the date for CricketForce at winter nets.

Explained that without their help the work we needed to do would not get done. We stressed we only wanted people to give us one hour on either day and that the more people did this the better we would achieve our goal. We encouraged families to come along as we even had jobs the children could do.

Aims and Objectives.

The aims were:

- to complete as many tasks to improve the facilities at the club as possible, whether they be cosmetic or development before the season began
- at as low a financial cost to the club as possible.
- to secure support from the local business community
- to raise awareness of the club in the local community via press coverage

The objectives were:

- to involve more of the membership in the work required to maintain club facilities
- raise awareness of how lots of people giving a little time can achieve a great deal
- hope that once they have got involved they will continue to be so.

Main achievements to date.

The achievements of the CricketForce project were that over 80 people came down and got involved at the club over the weekend in March. We completed full redecoration of the clubhouse inside and out, made improvements to certain areas, all under budget with lots of support from local business and from our own membership who wouldn't normally have felt they could get involved. This assistance saved the club thousands of pounds and without Cricket force we would not have managed to undertake all the work we did in such a short period of time.

We had two press releases about the event publicising the club, the local businesses and raising awareness of our facilities and junior sections.

Main partners involved.

Club Committee, membership, CDM, junior parents, local businesses, local press

Key factors for good practice.

- Plan your project early
- Look at what your club needs whether it be big or small and promote the project
- Get your existing membership involved – find out what their skills are and how you can use them, what contacts they have that can be used to benefit the project
- Break the tasks down into smaller chunks so that people feel they can do part of it rather than the whole thing. i.e preparation, painting, cleaning up
- Get out into the local community and ask for help and donations, don't assume people aren't willing to help because of recession
- Use the local press and radio to promote what you are doing
- Make sure you get supplies to feed your army and keep them going throughout the day

What is still to be achieved?

From CricketForce 2010 we achieved all we wanted to. Now we are starting to look at what we can do for 2011

What mechanisms are in place to ensure sustainability?

We have kept good links with the suppliers we used and hope they will continue to support us. The new volunteers from this year have already been asking about what the club wants to do next and have been making suggestions for future projects.

The main point for us is harnessing this enthusiasm from our members and allowing them to take some ownership of the facilities they use, especially the young people who are to be the future of the club. Having volunteers saves clubs massive amounts in labour costs and makes members feel more a part of the club. People always respect something more when they have input to it.

Monitoring and Evaluation process.

Throughout the build up to the event we were assessing what progress had been made with donations. We kept a record of what was needed for each task and highlighted when items had been obtained. We took photos of what the building was like before the event to compare with the finished look.

Some tasks needed to be started before the weekend so they could be completed on the weekend itself so time planning was important.

On the actual event weekend we kept track of what tasks were underway, what could be done without causing interference with other jobs etc. We ensured each project had someone in charge of it with a team of people to assist when they came to volunteer. This person was also responsible for the work being completed to a high standard by the volunteers and doing risk assessments for the individuals involved.

At the end of the weekend we took our original list of tasks and walked the site checking off all that had been done and photographing the end results. Our report on the weekend was then sent to local press and to YCB.

Headline Figures and Statistics.

1	80 VOLUNTEERS OVER THE 2 DAYS. YOUNGEST VOLUNTEER AGE 7
2	DONATIONS FROM 7 LOCAL BUSINESSES TOTALING £400
3	16 TASKS/PROJECTS COMPLETED ON SITE
4	WORK COMPLETED BY VOLUNTEERS WOULD HAVE COST OVER £4000
5	

For further information contact:

ALISON SLACK
 CLUB SECRETARY AND ORGANISER OF EVENT
 YORKSHIRE CRICKET BOARD
 DVNDEAN@AOL.COM