



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

*Follifoot CC - Yorkshire Natwest Cricketforce 2010*

**Geographic Details.**

<b>County Cricket Board</b>	YORKSHIRE		
<b>County Sports Partnership</b>			
<b>District Development Group(s)</b>	<a href="#">HARROGATE</a>		
<b>Local Education Authority</b>	NORTH YORKSHIRE		
<b>Project Start Date</b>	6 <sup>TH</sup> MARCH 2010		
<b>Project Completion Date</b>	9 <sup>TH</sup> APRIL 2010		
<b>Funding Streams</b>	DONATIONS FROM LOCAL BUSINESSES		
<b>Location (Inner-city/Urban/Rural)</b>	RURAL		
<b>IMD Ranking</b>			
<b>Clubmark Status</b>	<b>Not registered</b>	<b>Registered</b>	<b>Accredited X</b>
<b>Author and Title</b>	<b>ANN TOWNSEND CLUB WELFARE OFFICER</b>		
<b>Date</b>	<b>MAY 2010</b>		

**Quantitative and Qualitative Detail.**

**Background.**

Follifoot cc is one of the oldest clubs in the country, established in 1846. We have 3 senior teams in the Airedale/Wharfedale Senior Cricket League, and 5 Junior teams, from u9s to u17s. The junior section was re-established only 4 years ago.

We have a burgeoning need to improve our pavilion facilities to support and accommodate our increased playing numbers and the growth of the Club as set out in the objectives of our Clubmark strategic plan. We have tried to achieve this through various grant funding applications and although we have obtained planning permission to extend our pavilion and in particular improve our WC and showering facilities, we have to date been unsuccessful. In the circumstances, self help was our only available avenue at least to re-decorate and re-furnish our existing pavilion: so we turned to Natwest Cricketforce for the first time. Although the Club had a good volunteer base, we saw NWCF as an opportunity to motivate and mobilise all our members to complete the works we needed to do, whilst giving us a legitimate opportunity to attracting external funding to support us with the more extensive refurbishment we need.

### **Aims and Objectives.**

The planned works began with the club welfare officer and social secretary visiting the pavilion in January to add a few jobs onto the Presidents list of jobs to be completed before the season began. The President who is in his 80s and always completes a number of small repairs and small paint jobs prior to the season starting. In the cold light of a January day, it was evident that a few small repairs were not going to be enough this year, and the list of jobs was hatched!!:

We decided that we had to :

1. agree colour schemes, design and budget with the Club Committee;
2. improve the lighting and have more flexibility on day/evening lighting;
3. put in additional sockets for additional heating so we could open the pavilion for community use, for social functions, parties, funeral teas etc...;
4. Re-paint the whole of the interior of the pavilion, ceilings, walls, skirtings, ladies toilet, bar and kitchen;
5. replace flooring in kitchen and ladies toilet and clean, scrub and re-seal slate floor to lounge area
6. repair and re-paint the umpires room inside and outside and re roof;
7. re-face the scoreboard;
8. repair and re-decorate changing rooms, showers and toilets ,including: woodwork, windows, doors and replacing mirrors, shower curtains, shower heads, toilet roll holders
9. mend leaks in bar and kitchen sinks;
10. recover and move notice boards.
11. remove, select and re-hang Club photos to be displayed and display in digital photo frame;
12. re-upholster bar stools and purchase new tables, chairs and sofas;
13. remove and auction trophy cabinet and adapt old disused cupboard into new trophy cabinet with lighting;
14. replace bar blinds and fix new blinds to bar and rear windows (5 in total);
15. clean out gutters and paint all gutters, soffits and bargeboards;
16. sort out kitchen, clean, adapt new storage solutions;
17. construct a new gravel path from umpires room to front of pavilion;
18. mend the potholes in the approach road;
19. rub down and re-paint all outdoor benches;
20. repaint the whole of the exterior of the pavilion, walls, window frames, replace and paint skirting;
21. mend fence on road side;
22. rake up twigs and leaves;
23. replace signage on changing room doors, toilets, scoreboard;
24. fix new brackets to scorers bench, clear out scoreboard, paint bench, window and purchase 2 new scorers chairs, check numbers, oil/grease;
25. purchase pool table;

As you can see, an extensive list representing a mammoth task. Undaunted, agreement from the Club Committee was obtained and initially we staged a fundraising event in February half term, letters of support from local businesses were sought and the Cub would fund as much of the balance as it could afford.

**Main achievements to date.**

ALL - YES - ALL OF THE ABOVE!!!

We had 45 volunteers each day of our NWCF weekend and then 16 the following week, then a few jobs were finished off and everything was ready in time for our junior registration evening on 9<sup>th</sup> April. We had a DVD made during the NWCF weekend, which has been edited and music added, this has been an enormous success and we have forwarded it to ECB and are using it locally to generate sponsorship.

During the NWCF weekend, all our volunteers, young and old, worked with great passion and dedication for their club, they were all very well fed and watered, this helped enormously to get volunteers and keep them!, The volunteers included senior and junior players, committee members, parents of junior members, and local people in the community, some of whom had seen our posters and just wanted to help village cricket.

The Club has enjoyed a boost to its collective morale and many many positive responses from all who have visited on what we have achieved.

We were able to generate £2,300 worth of donations from local businesses, represented by everything from pork pies, sausages and bacon, to paint, plywood, gravel, decorating materials, lino, blinds, and plants, We negotiated substantial discounts for wood, gravel, decorating materials supplies, signage, electricians, fish and chips (45 times), and we made good use of NWCF partners, Dulux [Decorator Centres](#), for their discount. We also enrolled the local scout group to lend us a tent and rake leaves and mend the fencing.

**Main partners involved.**

We had a total of 36 local businesses making substantial donations to us, these included CK Batchelor, Newey and Eyre, Niddal windows, Lunns Blinds, KD Carpets, H.C.Townsend & Son, Homebase, Focus, Newland Paint Supplies, G.H.Brooks, Westfield Interiors (Wetherby), D&SKitching, H.Glover Electrician, Andrew Bryer decorator, we also had many more giving us food, raffle prizes, and vouchers.

**Key factors for good practice.**

1. Pick a great project manager, someone who is dedicated, motivating, organised, [confident](#) and who will not be afraid to ask for everything!!
2. Use the NWCF step by step guide
3. Put up posters, e-mail volunteers, use mailshots, pick up the phone, BE ENTHUSIASTIC on what you want to achieve, it will rub off on others once you get going! Don't be put off when businesses don't respond, pick up the phone.
4. Set out your aims and objectives clearly.
5. Tell volunteers what is expected of them, what to bring, what time to turn up and especially what time they will get fed( this normally does the trick!!)
6. Complete a proper briefing so people are organised into teams before the day, so they know what they are doing, where their equipment is and what they need to do.
7. Be organised, from team briefing to timing the tea and lunch breaks, blow your whistle and get everyone to start and stop work together, this achieves a feeling of togetherness and teamwork.
8. The project manager needs to delegate: you cannot supervise all those people alone! We had one of our juniors' mum (who is an interior designer), as the internal works team leader and the chairman was the external work team leader, we had nominated qualified first aiders, kitchen staff, a team to work with external funders and community groups eg: scouts and a delivery man with a van for collections, all of whom were members.

9. Have signs made so people know where the toilets are, where the rubbish pile is.
10. Engage a photographer and video cameraman, if you can.
11. Liaise with the local press, get them interested, send photos and editorials and put contact details for more volunteers.
12. Celebrate success and have a grand opening event, get someone to cut the ribbon!
13. Have FUN!!!

### **What is still to be achieved?**

We now have a fabulous, modern environment in which it is a pleasure to relax and enjoy a glass of wine after a hard game!

We have had plans passed to extend our pavilion at one side, and this would bring all our toilets and changing facilities together, and would give us additional space for ladies changing, and increase our social and bar area. We are in the process of getting some revised quotes for these works. Once we have these, we will be going out with our NWCF DVD to get sponsors and generate some funding streams for this next venture!

### **What mechanisms are in place to ensure sustainability?**

We have already had 3 bookings from local people to hire our pavilion and facilities for social functions, a charity lunch, a police force family fun day and a childrens birthday party. We have already seen an uplift in the bar takings and the pool table at 50p a play, will pay for itself within a year.

We have seen an up turn of support from local people and volunteers. We have recruited 3 new coaches and more volunteers to score, make teas and help on coaching and training nights with bar, tuck shop etc.

We have recruited a number of young volunteers, aged 15 – 21, to help with coaching, 1 has passed his level 1, 2 have now become young leaders and others are helping with junior matches., scoring, etc.

We have secured sponsorship, from Niddal windows and Niddvale motors, we have seen an upturn in matchball sponsorship and are seeing many old and new friends being welcomed into our club.

### **Monitoring and Evaluation process.**

We will continue to monitor our sales against targets and against last year, and we will also be monitoring the numbers of volunteers we have.

We are being re-assessed for Clubmark very soon and hope to ensure ongoing success for our club Through our work with its young people.

I have also been asked to share best practices with a number of local clubs, as project manager, and this is now ongoing.

### **Headline Figures and Statistics.**

<b>1</b>	Sales figures have significantly increased since our NWCF Event.
<b>2</b>	The number of volunteers has risen by nearly 30%.
<b>3</b>	

	We have recruited 10 young volunteers, 2 young leaders and 1 level 1 coach and 7 young volunteers to help run the tuck shop, help with drinks and teas etc.
<b>4</b>	Extensive profile in the local area from businesses who have donated or sponsored the club in some way, leading to further opportunities for on-going sponsorship.
<b>5</b>	Designed a venue that can be used by the local community for social events and functions, fun days and social events and meetings.

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