



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

*(Purley on Thames CC – CricketForce 2010)*

**Geographic Details.**

<b>County Cricket Board</b>	Berkshire		
<b>County Sports Partnership</b>	Berkshire		
<b>District Development Group(s)</b>	West Berkshire		
<b>Local Education Authority</b>	West Berkshire		
<b>Project Start Date</b>	October 2009		
<b>Project Completion Date</b>	March 28 <sup>th</sup> 2010		
<b>Funding Streams</b>	Parish Council and donations		
<b>Location (Inner-city/Urban/Rural)</b>	Urban		
<b>IMD Ranking</b>	?		
<b>Clubmark Status</b>	<del>Not registered</del>	<del>Registered</del>	<b>Accredited</b>
<b>Author and Title</b>	<b>Martin Bishop - Chairman</b>		
<b>Date</b>	<b>1<sup>st</sup> April 2010</b>		

**Quantitative and Qualitative Detail.**

**Background.**

As a club we have a very pleasant ground and have developed our facilities over many years to suit our needs. Having participated in CricketForce every year to date, our main worry for this year (without having a major new item to undertake on the project) was that people would think it irrelevant and not participate.

We therefore decided to concentrate all the work into 1 day and run a fundraising event in the evening, so that the day was “short and sharp” with a really enjoyable finale.

The evening event we chose was a Snail Racing event – via a company called Fundeo.

**Aims and objectives**

- Paint and Repair sight screens
- Clean and Repair covers
- Paint Pavilion
- Paint and clean score box
- Put nets on portable practice nets

<p>Put up permanent nets / cut and tidy up hedges.          Cut and roll cricket square          Sort and allocate cricket and training bags          Repair and paint benches on ground.</p>
<p><b>Main achievements to date.</b>          All aims and objectives completed.</p>
<p><b>Main partners involved.</b>          Parish Council (providing paint and materials – value £100)          Yuasa UK Batteries Ltd – sponsored Snail Racing Evening          Russell Printing – donated publicity materials</p>
<p><b>Key factors for good practice.</b>          Get organised early.          Publicise event widely.          Leadership of activities on the day.</p>
<p><b>What is still to be achieved?</b>          All objectives for the event were achieved, start planning for next year!</p>
<p><b>What mechanisms are in place to ensure sustainability?</b>          ?</p>
<p><b>Monitoring and Evaluation process.</b>          Over 60 people participated during the day and over 150 in the evening.          Verbal feedback very good.          Increasing numbers participating year on year for the event.</p>

**Headline Figures and Statistics.**

<b>1</b>	Over 300 "manhours" of tasks completed at zero cost to the club – all materials donated/funded.
<b>2</b>	Donations pledged to the club during the event over £100.
<b>3</b>	£440 raised at the Snail Racing event.
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