



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

Shifnal CC Shropshire, NatwestCricketForce
2010
and the story continues.....

Geographic Details.

County Cricket Board	Shropshire
County Sports Partnership	Shropshire County Sports Partnership
District Development Group(s)	Bridgnorth District Development Group
Local Education Authority	Shropshire
Project Start Date	Autumn 2009
Project Completion Date	Ongoing
Funding Streams	Various including: local companies, Shifnal Town Council, Bradford Rural Estates, donations from members, fundraising activities,
Location (Inner-city/Urban/Rural)	Rural
IMD Ranking	13.32/243
Clubmark Status	Accredited
Author and Title	Adrian Collins General Manager
Date	April 2010

Background.

Shifnal Cricket Club carried out its first NatWest Cricket Force Day in 2004.

In 2005 we were a national showcase club and were visited by ECB officials and Vikram Solanki in 2 helicopters! [Because of this the Club were awarded an ECB OSCA.](#)

We have run successful Cricket Force events every year, [including winning Shropshire OSCAs in 2008 and 2009](#), and 2010 was no exception.

Aims and Objectives

Our aims and objectives for NWCF 2010 were to build on the good work of previous years and introduce new volunteers to the club from both the business and voluntary sectors.

Specific projects were identified at the main Priorslee Rd ground and our second ground at Weston Park. Effectively again we were running two NWCF projects.

Projects identified

Priorslee Road

- Laying bricks up to damp course for the clubhouse extension
- Repairs to the road [and car park](#)
- Installation of sockets for protective netting fence [to the Bowls Green](#)
- Erection of sightscreens and covers
- Cleaning and repair of perimeter advertising boards
- Painting external clubhouse walls
- Painting changing rooms and bar area

Weston Park

- Erect practice net frame
- Repair water leak
- Paint exterior of pavilion
- Paint changing rooms
- [Tile showers](#)
- Erect ball stop fence
- Tidy cabins
- [Installation of PVC windows](#)

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Planning

Planning for the event started in the Autumn of 2009. The tasks were identified and prioritised,; importantly a wet and dry prioritised list was created – so that everyone had something to do come rain or shine.

A team leader for each activity was allocated and they were responsible for getting their own volunteers and materials; reporting in to the main event organiser (Ground Manager) who kept an eye out for any duplication.

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Partners

Fundamental to the success of any Cricketforce event is the involvement of partners, in 2010 these were our main partners;

- Tarmac Roadstone
- Shifnal Town Council
- Cosford Air Base
- B&Q
- Lanyon Bowdler Solicitors
- Telford and Wrekin Services Ltd
- Pink Skips
- Pryce Builders
- Shire Fabrications
- Lord Bradford
- Bymhill and Weston Parish Council
- Staffordshire Environmental Fund
- Shifnal Harriers
- Shifnal Cooperative
- Shifnal Tennis and Bowls Clubs

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Outcome of the 2010 event

Priorslee Road

- 30 volunteers attended on the 27th March, with a good representation from junior members and parents [plus members from the Bowls and Tennis sections.](#)
- Bricks were laid up to damp course, including pre laid footings; and everything to comply with building regulations; it has cost £350 to get this far – typically getting up to damp on an extension the size of ours will cost £20,000 plus [\[Will this conflict with grant applications?\]](#)
- The road [and car park](#) was repaired
- Holes were dug for the sockets for the new safety fence; 10 no 1.2m deep .5 m wide
- Sightscreens and covers erected
- All external walls of the pavilion painted
- Bar area and changing rooms painted and minor repairs carried out
- Perimeter fence painted and repairs undertaken

*Estimated value of labour input and materials donated for the
NWCF event 2010 at Priorslee Road - £24,000*

Weston Park

- 25 volunteers throughout the day on the 27th March, mainly members of the 3rd and 4th X1's, including many junior members and parents
- 15 volunteers finishing projects off on each of the 4 Saturdays following the NWCF weekend
- Practice frame erected
- External walls of the pavilion painted
- Donation for new windows received from Lord Bradford
- Chicken wire fence to act as ball stop erected
- Water system repaired
- Changing rooms painted
- [Showers tiled](#)
- [PVC windows installed](#)

*Estimated value of labour input and materials donated for the
NWCF event 2010 at Weston Park - [£8500](#)*

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Shifnal CC estimated value of NWCF activity 2010 = [£32,500](#)

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Good Practice

Over the last 6 years we have transformed our club into a high performing Focus Club. There are key factors that have helped us get to, and sustain this position.

- **Structure** An effective structure with clear roles and responsibility is essential, move to a board structure with small operating groups feeding into Executive Board
- **Skills match** Have people with the right skills doing the right job – square pegs in square holes
- **Training and succession** Give people the skills through training and identify and train the next generation of volunteers
- **Planning** Plan, plan and plan – must have a 5 year plan with a rolling action plan that is signed up to by all club members
- **Involvement** Get as much involvement from club members as possible so there is a genuine commitment
- **Communicate** Keep members, players, parents, partners etc fully informed of club's aims and objectives, and progress on these
- **Mistakes** Learn from mistakes made
- **Network** Build up a network of contacts from the community, including political and business links
- **Sustainability** Focus on creating a legacy for the future – both on and off the field; by developing a thriving junior section and investing in facilities. Sound financial management is essential
- **Fun, recognise and reward** Have some fun along the way and recognise and reward volunteers

There is no doubt about it that CricketForce is a key event in the club calendar and can bring together all of the pieces of the jigsaw that the club has to do. It's a great opportunity to bring in new volunteers, as well as existing and prospective business partners.

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What's Next?

- Extension, refurbishment and new roof to our dilapidated pavilion to create a first class community facility. This will require substantial funding and we have submitted grant applications to funding sources and await the outcome
- Fundamental to our pavilion is self help, and this will take the form of fund raising schemes, match funding wherever possible and work in kind
- Become the number one Community Cricket Club in the region
- Level the outfield at our Priorslee Rd ground
- Further develop our Women and Girls section, becoming a regional facility for W&G
- Hit our development targets as set out in our on line development plan
- Develop our volunteer base through the Introduction to Cricket *Be Involved* course
- Maintain or improve upon our first team status in the Birmingham Premier League division 1; other senior teams to achieve no lower than a mid table position; importantly to integrate younger players into teams so that they achieve meaningful development
- Play the game in the right spirit and show *pride passion and respect*



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