



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

WIRKSWORTH & MIDDLETON CC-NatWest CRICKET FORCE 2010
Geographic Details.

County Cricket Board	DERBYSHIRE		
County Sports Partnership	DERBYSHIRE CRICKET BOARD		
District Development Group(s)	DERBYSHIRE DALES		
Local Education Authority	DERBYSHIRE COUNTY COUNCIL		
Project Start Date	MARCH 27 TH /28 TH 2010		
Project Completion Date	APRIL 2 ND /3 RD 2010		
Funding Streams	SEE MAIN PARTNERS SPORT ENGLAND MATCHED BID (MARCH 2010)		
Location (Inner-city/Urban/Rural)	RURAL		
IMD Ranking			
Clubmark Status	Not registered	Registered	ReAccredited YES
Author and Title	SUE MARSHALL CHAIR		
Date	5/4/2010		

Quantitative and Qualitative Detail.

Background.

Wirksworth CC was established in 1849 and Middleton CC in 1889. There is much history in both clubs, with Wirksworth men taking part in the first cricket match to be played in Derbyshire in 1757 at Chesterfield. Wirksworth was a powerful club in the 1900s although with a strong social fixture list for many years resisted joining a league. In 1971, Wirksworth CC joined the Derbyshire County League and won a place in the first Division in 1984, followed by Premier League status in 2002. In 2006, the Club was awarded Clubmark & Focus Club status (REACCREDITED IN SEPT 2009) and was awarded an ECB grant of £100,000 to extend and improve the ground.

10 years ago we formed a Women's team which played in the Derbyshire and Midlands Leagues until 2008. We currently have an U15s Girls' team and are planning to reform the Women's team in the 2010 season as well as an U12s Girls' team.

In 2009, the two clubs have combined to form one club known as Wirksworth & Middleton CC. This

has enabled the Clubs to combine our skills and numbers as players, managers and volunteers, as well as acquiring our own 2nd ground. We are a Club with a long and interesting history, and we strongly believe in the sheer enjoyment of the game for all teams and all ages. In 2008, we were awarded the Derbyshire Dales Club of the Year for our work in the community and for our links with local schools & the community. In all our history, we have believed in enjoyment, participation, partnership and progression and we strive to maintain these beliefs today. CRICKET FORCE 2006 to 2010 has been used to improve the pavilions and the two grounds. Since September 2009, we have been actively submitting funding bids to all possible sources to enable us to renovate and extend the main Pavilion, improve the pavilion at our second ground at Middleton and to improve our resources, equipment, practice facilities etc. In March 2010 we have been awarded Sports England matched funding of £17500, which we have matched with a private donation. This will enable us to replace the nets, purchase new machinery and equipment, including covers, sheets and sight screens and reallocate the old ones to the Middleton ground.

Aims and Objectives – NatWest CRICKETFORCE 2010.

We remain optimistic that we shall obtain funding to renovate and extend the Pavilions at both grounds. CricketForce has been used to ensure the grounds and the Pavilions are suitable for use during the 2010 season in the hope that we shall undertake major improvement work in 2010/2011.

- Strip out and repaint the bar area. Install a new fridge donated by Ken's Supermarket. Install new locks and grill to ensure security. New shelving.
- Clean out the kitchen.
- Install new showers in the home dressing rooms.
- Repaint the toilet area and clean.
- Prepare the footings for the new extension.
- Repair the various holes in the roof to try to prevent leaks.
- Tear up the old matting in the nets ready for the new base and nets later in 2010.
- Prepare the ground for the first friendlies on April 17th and 18th.
- Erect the sightcreens.
- Clear out the Youth Equipment cupboard.
- Put up new photos of our ex-president Ken Wilson in the Score Box. Repair old photos falling apart.

Main achievements to date.

All the above achieved over both weekends.

Main partners involved.

1. Tapton Estates (major involvement with the new plans for the Pavilion and funding bids)
2. East Lodge Hotel
3. Higham & Co
4. In-Tech Solutions
5. BPayne & Sons
6. AAlco
7. Breasley Pillows
8. L Petts
9. Construction Coatings
10. Ian's Hairdressers

11. Westons
12. The Royal Oak
13. The Blacks Head
14. Baileycroft Spa
15. Macbeth Cash & Co
16. Walkers the Butchers
17. Solar Press
18. Members' sponsorship: R Pearce, A Hopkinson, D Hopkinson, L Bailes, B Hulme
19. Stones the Builders
20. Kens Supermarket Wirksworth

Key factors for good practice.

Over the last 4 years since we gained Clubmark and Focus Club status and held our first CricketForce, we have learnt a lot about how to continue to run a successful and thriving club .

- Have a 5 year strategy/development plan and keep reviewing it. Communicate it to the members.
- Establish a strong Exec structure with sub committees and delegate.
- Build a strong Grounds Committee with dedicated and experienced groundsmen.
- Encourage all ages to volunteer. Recruit all year round, preferably face to face.
- Reward volunteers – use the OSCAs, local Sports Awards, a letter or a card to say thanks.
- Parents are the key to a successful junior section. Publicise your club and celebrate success. The more publicity you get the more people will want to find out more.

In terms of the CricketForce day itself here are a few handy tips:

- Plan well ahead (at least 4 weeks) and communicate main tasks to key volunteers/task leaders to enable them to recruit a team. Keep sending out reminders.
- Create task sheets for each activity and have team leaders responsible for completing the task. Try to use the same core team per activity year to year to build experience and skills.
- Motivate and encourage your volunteers – feed them well – bacon butties, chilli, curry, sweets for the children. Keep everyone involved and ensure you keep the ball rolling.
- Don't mind if half the volunteers disappear at 1pm to go to watch Derby County!
- Include the youth teams in the activities, giving them specific tasks, plus willing parents to over see.
- Say thank you to all involved

What is still to be achieved?

- Major renovation and extension of the main Clubhouse in 3 phases compliant with ECB, DPCL & DCCL standards. Continue to apply for funding until successful.
- New Score box
- Electricity supply to the Middleton ground
- More volunteers to run social events and manage the club during the season.
- More qualified scorers & umpires.
- Develop the Girls' teams and new teams – Veterans, Ladies, Sunday Friendlies,
- Improve accessibility to cricket, both for players and spectators, for those with a disability.
- Further develop the website and use to communicate Club information. Use to monitor player availability during the season.

What mechanisms are in place to ensure sustainability?

- A strong and ambitious Exec Committee, restructured in 2009 into sub-committees.
- A very strong youth organisation, with parents willing to coach, manage and volunteer to fundraise.
- An excellent relationship with our local secondary school, Anthony Gell School, & with the Derbyshire Dales School Sports Partnership which will enable us to continue to deliver cricket in the community once C2S funding finishes.
- A "New Pavilion" Committee, including an Exec member with the skills and backing to provide design and planning expertise and an Exec member willing to put in many hours to prepare and submit funding applications.

- A Vice Chair committed to oversee and develop the Middleton Ground and Pavilion.
- A robust financial system with an experienced treasurer.
- Senior Captains willing to nurture and motivate young players, whilst maintaining a balance of experience and maturity in all 3 senior teams.

Monitoring and Evaluation process.

- We have a five year development plan which is reviewed annually.
- We record our key statistics on the ECB CBMS and liaise with the County Development Manager, the District Chair and Chance to Shine organisation to ensure our statistical evidence becomes a useful marketing and planning tool.
- We have an efficient & regular Exec meeting structure, well attended and minuted by an experienced Secretary.

Headline Figures and Statistics for CricketForce.

1	Excellent turnout over the 2 days with approx 60 people.
2	Equipment provided free of charge from local businesses:fridge,freezer,paint,showers,wood for bar area, blocks for new extension. Bar area renovated, pumps removed and bar top replaced – aiming to double bar profit in 2010.
3	Although not implemented as part of CricketForce, during the season we shall see the results of gaining funding of £34,000 (Sport England £17,500 matched by private funding) to improve the practice facilities and provide new grounds equipment for both grounds.