



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

(Bognor Regis CC, Sussex, NatWest Cricket Force Case Study 2011)

Geographic Details.

County Cricket Board	Sussex		
County Sports Partnership			
District Development Group(s)			
Local Education Authority			
Project Start Date	November 2010		
Project Completion Date	Ongoing		
Funding Streams	Grants, Donations from Patrons and Businesses.		
Location (Inner-city/Urban/Rural)	Urban		
IMD Ranking			
Clubmark Status	Not registered	Registered Yes	Accredited Yes
Author and Title	Mike Broad – Cricket Development Officer and NatWest Cricket force coordinator for BRCC		
Date	26/04/11		

Quantitative and Qualitative Detail.

Background.

Our club can trace it's history back to its formation in 1850, and cricket has been played at home ground since 1920. Being one of the founder members of the Sussex Cricket League in 1971 and 1 of only 10 clubs to have won the Sussex County Championship we have seen some very good times. However through the 1980's and 90's the club fell into decline with player numbers dropping dramatically. In 1996 Bognor CC amalgamated with South Bersted CC, renaming to Bognor Regis CC in 2006, and entering the Sussex league once again in 2008 (Div 3 West). In 2001 the club once again began to develop it's own players through running various Colts teams. To continue this progress, and maintain planned development the club appointed a Cricket Development Officer in 2008, with the club achieving Clubmark accreditation in 2010. As part of the clubs development plan written in 2009, but revised for clubmark in 2010 the club identified areas for improvement, facilities, playing facilities, increased volunteer and player numbers. Therefore in 2010 the club held it's first NatWest Cricket force day, the biggest part of which was running mains water supply to our square

together with other general maintenance jobs. It was a tremendous success, with club people becoming involved who had never shown an interest before, we secured 7 new volunteers who still remain active in the club today. Following on from this first cricket force success the club made the decision in November 2010 to be more ambitious for 2011, and to try and draw in key elements of our development plan into one big day, and this time to involve more elements of our local community. We were then approached by our County Development Officer to be Sussex Showcase in January 2011, and then by Dave Leighton from the ECB in February 2011 to be National showcase club.

Aims and Objectives. – To improve our facilities for player, volunteer and spectator, making our club stronger by making it an environment where all would wish to come and play, watch and help. To achieve some of the key elements of our development plan, whilst also engaging with local schools and community groups. To that end the following key tasks were undertaken:

- 1) Conversion of old dilapidated changing rooms into scorers room, umpires changing rooms, and 2 public toilets (1 easy acces)
- 2) Installation of access path, access ramp to toilets, and patio area.
- 3) Building of Double garage, with access ramp.
- 4) Installation of electronic scoreboard.
- 5) Installation of Non Turf Pitch.
- 6) Installation of picket fencing around clubhouse.
- 7) Clearance of waste area at end of ground.
- 8) Conservation work to include tree planting, feature flower planters (clubhouse area), addition of spectator grassed viewing bank, installing of compost area.
- 9) Painting of boundary fence.
- 10) Relaying of playing surface in net practice area, plus annual maintenance.
- 11) Painting of new garage, new changing facility, changing rooms, picnic tables, benches, boundary posts.
- 12) Cleaning of sight screens.
- 13) **TO FEED OUR ARMY OF VOLUNTEERS FOR THE DAY!**

Main achievements to date.

Electronic scoreboard installed.

Double garage and access ramp built.

Scorers and umpires rooms built.

Pathway and patio area completed.

Waste area cleared.

Conservation work completed, tree planting, spectator viewing bank and flower planters completed.

Clubhouse picket fencing installed.

Practice net area relayed and maintenance completed.

Player changing rooms decorated.

Painting of boundary fence (in record time) achieved!!

All picnic tables, bench seats and boundary posts painted or stained.

Double garage painted.

Built links with local schools, clubs, Girl Guides, Town Council, Princes Trust, local Construction college, and local businesses.

Have got more people enjoying being involved in their club.

Main partners involved.

Aldwick Roofing
Amber Scaffolding Ltd
Aneela Rose PR
Arun Community Initiative Funding
Arun Wellbeing Partnership
Beaver Tool Hire – Chichester.
Berkeley Homes
Bognor Regis Town Council
Bognor Regis Town Football Club
Bognor Sports Club
Bow Dry (cricket equipment)
Brandon Tool Hire – Bognor Regis
Cathedral Works Organisation
Chichester Construction College
Colunbus Direct Travel Insurance
Covers – Chichester (building materials)
DC Carpentry
Debra Parry Photography
Dulux Decorator Centres – Chichester and Bognor Regis
Durant Cricket
Electrac
England and Wales Cricket Board
Foster Playscapes
H.M.P Ford Prison
Inspire Leisure
ISS Facility Service landscaping
Jacksons Fencing
Littlehampton Welding Ltd
M H Kennedy & Son (agr & Hort contractor)
M&R Foods
Mathew Hanton Ltd (accountants)
Morrisons Supermarket – Bognor Regis
Nat West bank
NJS brickwork
Reynolds Furniture store
Skerritt Consultants Ltd.
Snap Productions Ltd
St Johns Ambulance Service – Bognor branch.
St Richards Church – Aldwick
Sussex Cricket Board
Taylor Construction Ltd
The Aldwick Rooms and Restaurant.
The Caroline Humby Teck Trust
The Princes Trust
Town Force – Bognor Regis
Trimac Interiors
Verdant Group Ltd (waste management)
Wayne Windows
Why Management Ltd
Wolseley Ltd (Build Centre) Bognor Regis
Wolseley Ltd (plumb Centre) Bognor Regis

Key factors for good practice.

- 1) Recruit Cricket Force coordinator.
- 2) Recruit Project manager for main builds ASAP.
- 3) Use your County Cricket board development officer
- 4) Engage and enthuse ALL club members, including parents early.
- 5) Engage with local community, especially other clubs and volunteer groups.
- 6) Recruit project managers, and team leaders for all tasks.
- 7) Engage local Construction college as early as possible.
- 8) Keep local business and all donators updated with progress.
- 9) Use local media.
- 10) Plan as early as possible.
- 11) Do not be afraid to be ambitious
- 12) Appoint a funding officer – to coordinate grant applications.
- 13) Produce information material to use when presenting to local businesses.
- 14) Do not be afraid to ask – for anything!
- 15) Plan carefully how you will use volunteers on the day.
- 16) Use preparation days leading up to event, so all is in place and ready on the day.

What is still to be achieved?

Installation of NTP, currently trying to fill the funding gap, received notification of grant from Lords Taverners, but require further funds. (Top priority).
Internal finishing and decoration of umpires and scorers room.
Installation of public toilets.
Some ongoing painting to be finished.

What mechanisms are in place to ensure sustainability?

**We now have strong links with local businesses and groups to provide future support.
We now have mutually beneficial relationships with Construction College, Princes Trust, Girl Guides, School Sports leader groups and others who wish to maintain ongoing links.
We have engaged and enthused our members especillay our Colts section and parents.**

Monitoring and Evaluation process.

Cricket Force coordinator and project managers continue to report to management committee on updated progress. Follow up days have been undertaken with more planned. Key jobs to finish identified and prioritised.

Headline Figures and Statistics.

1	Estimated £62,500 - £65,000 gross worth of work.
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2	£16,500 received in direct donations and contributions. £25,000 estimated as minimum in volunteer hours donated, and £20,000 in materials donated.
3	Over 230 volunteers on the day, and in total some 250 volunteers involved.
4	51 organisations donated money, labour, materials or expertise.
5	300 metres of boundary fence painted in 22 minutes 15 seconds!

For further information contact:

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