



Issue 4 - January 2008

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REMINDER!!

Please keep updating your registration profiles on the Play-Cricket Website!! We will be starting to send out the NatWest CricketForce t-shirts for this year and for this we need the delivery addresses to be correct, including a postcode. If the addresses aren't complete, we will not send out your t-shirts! Only the first 1000 clubs to register will receive t-shirts!!

**NO OF CLUBS
REGISTERED SO
FAR:**

794

A Happy New Year for Kirby Muxloe Cricket Club!

Kirby Muxloe CC in Leicestershire had a great start to 2008 when they held a special NatWest CricketForce event at their club. Late last year the club was chosen to be a showcase club to help launch NatWest CricketForce, which is due to take place in April. Kirby Muxloe had made big plans for their ground, including building a new set of changing rooms for the teams and umpires, and setting up some green projects in line with our theme for this year, and so they were seen as the perfect choice for this project. Once the event had the go ahead, members of Kirby Muxloe CC got to work right away by knocking down their old changing rooms to make way for a new build. Friday January 4th was the day of the event so the day before they set about getting things started to get ready for their project. With Friday came the England U19s, a large amount of ECB staff including Mike Gatting, Managing Director of Building Partnerships, staff from Leicestershire and Rutland Cricket Board, representatives from NatWest and other Official Supporters (including Dulux Decorator Centres and Wolseley Build Center) and as many members of the club, who could get the day off work, as possible!! Along with building the new changing rooms, there was lots of painting to be done and the creation of a compost heap! Expertly managed by the club's committee, the day was a great success with much progress made on the changing rooms, even if the heavens did decide to open up in the afternoon!



* Club projects do not have to be as big as Kirby Muxloe CC's! Whether you are repairing sightscreens, painting the changing rooms, tiling the showers or building a BBQ, the principles of NatWest CricketForce can be adapted to make your club better for the future.

www.ecb.co.uk/natwestcricketforce



More companies sign up as Official Supporters of NatWest CricketForce!

We are pleased to announce that we have 2 more companies on board as Official Supporters to NatWest CricketForce who are offering registered clubs great deals on their products. The new companies are Powerroll and SISIS and here's what they have to offer:

Powerroll manufacture and provide Cricket rollers and have been doing so since 1997. They can also repair existing rollers that clubs may own, and they have 2nd hand machines available to purchase. Powerroll rollers are used at all standards of play and on all grass surfaces including county cricket, top lawn tennis and village cricket clubs. The discounts available range from 5-10% depending on your purchase.

POWERROLL



SISIS is Europe's leading designer and manufacturer of turf maintenance machinery for natural and synthetic playing surfaces. SISIS products are renowned for their dependability ; tough, sturdy design, long working life, exceptional all round performance - characteristics which enable turf managers to achieve their objectives with minimum effort. SISIS are offering 12.5% discount on their products which include aerators, scarifiers and dethatchers, top-dressers, sweepers, seeders, and mowers.

sisis

For more information on both companies and our other Official Supporters please visit www.ecb.co.uk/natwestcricketforce

Search other websites for details of potential financial support, for example:

On the 28th January 2008 B&Q will be launching their 'You Can Do It' Awards for 2008. These awards offer between £1,000 and £10,000 of B&Q products to community and charitable organisations across the UK and Ireland. " The Awards aim to play a key part in helping local communities create inclusive and sustainable projects of which they can be proud. Applications will be accepted between Monday 28th January and Friday 28th March.

Visit www.diy.com/awards for more information.

Please look into these awards as this could be a great way of funding some of the projects you have planned for and after NatWest CricketForce 2008.

A simple 'Green' idea: Composting!

Production of compost made from recycled organic material such as grass cuttings, prunings and leaves in the UK has increased by approximately 600% in the last four years. You and your cricket club could help to build on this statistic by creating your own compost production at your club.

Composting is the natural way to get rid of your garden and kitchen waste and reduce the amount you put in your bins each week. The resulting compost can then be used to help improve the quality of your soil and hence of your cricket grounds. For more information on composting and to buy a composting bin please visit

www.recyclenow.com/home_composting

Helpdesk -

natwestcricketforce@ecb.co.uk

www.ecb.co.uk/natwestcricketforce



Club Volunteers - Recruitment, Retention, Recognition and Reward

The world of cricket and particularly cricket clubs rely on the hard work, commitment and dedication of it's volunteers. Recruiting them, retaining them, recognising their worth and rewarding them ensures a successful future.

Recruiting Volunteers

There are many key roles required for clubs to be successful including:- Managing teams, Umpiring, Scoring, Administration, Groundmanship, Fundraising, Designing Websites and Fixtures Secretary. The ECB has posters, postcards and job descriptions to help with recruitment but perhaps the best way is by communicating face to face. NatWest CricketForce is a great way of finding new volunteers and recruiting them into your club after the event.

Retaining Volunteers

Feeling valued, satisfaction in a job well done, letting the volunteers do it their way and feeling part of a team all contribute to retaining volunteers.

Rewarding Volunteers

Many volunteers like to feel that their work is recognised and welcome some form of reward. A thank you goes a long way; buying them a beer, flowers or tickets to a cricket match, the theatre or a day at the races are all examples of best practise. In some clubs the players prepare dinner for the tea ladies or hold a reward and recognition event much like the ECB and Counties do with their annual Outstanding Service to Cricket Awards (OSCA's).

Volunteers are the lifeblood of club cricket and we should never take them for granted. Look after them all during NatWest CricketForce at your club and you will reap the rewards in the future.

Are you ready for your NatWest CricketForce event??

- Have you planned your projects? If yes, start recruiting your volunteers. If not start now!!
- Have you contacted local businesses for support? If yes, give them some publicity. If not, start now!!
- Have you planned your catering for the day? If yes, you will eat and drink well. If not, you will go thirsty and hungry! Your local ASDA store might help - they did at Kirby Muxloe CC.

www.ecb.co.uk/natwestcricketforce



**NatWest CricketForce elements you may wish to consider...
not all will be applicable, but many will be.**

- Extra security in the days leading up to NatWest CricketForce – secure site materials
- **Marquees/shelter for bad weather, perhaps from the local Scout Group**
- Catering for hungry and thirsty workers – you can never have enough tea
- **St John Ambulance**
- Inform the local Police and Fire service
- **Skips for rubbish – you may need several - ask your Local Authority**
- Portaloos required?
- **Banners/Posters in the town and at the end of the drive**
- Registration Point – obtain contact details of all those that turn up and/or volunteer
- **Photographer – you can never take enough photographs**
- Film the event - this film can be invaluable to show potential supporters what you have achieved through self-help. When looking for new sponsors or to improve on existing sponsorship, this may help!
- **Interview key people and distribute to all – a great way to raise the profile of your business supporters and local community partners**
- A man/woman and a van – for those last minute pick ups throughout the day
- **Arrange ample visitor parking with parking stewards – arrange convenient parking for key Volunteers/Workers/ Media/VIPs /Emergency vehicles**
- Arrange sponsored bouncy castle, face painting....
- **Invite Sponsors/NatWest CricketForce Business Sponsors to display/exhibit products**
- Organise a supervised area for the very young away from the work
- **Host Kwik Cricket games while parents roll their sleeves up!**
- Set up stalls – cake, white elephant, membership info, cricket clothing, cricket memorabilia etc.
- **Arrange vacuum cleaners for end of work clean up**
- Plan more cloths, brushes, rollers, white spirit, buckets etc. than you think you need!
- **PA system, music, Master of Ceremony (provide schedule)**
- Invite local sporting/other celebrities
- **Invite professional players that have played for your club in the past**
- Invite the local school children/teachers to perform/entertain
- **Invite the media – have a media briefing sheet including names, titles and contact details**
- Invite school teachers from the local schools you are working in partnership with
- **Invite representatives from the local community groups you are working with i.e. youth clubs, brownies, scouts etc...**
- Invite your local Partnership Development Manager
- **Invite School Sport Co-ordinators at your local secondary schools**
- Invite the Primary Link Teachers at each of your local primary schools
- **Invite your local Sports Development Officer**
- Invite representative from your County Sports Partnership
- **Invite your County Cricket Development Manager**
- Invite representatives from your County Cricket Board
- **Invite representatives from your Regional Sport England Office or Regional Sports Board**
- Invite your local Parish/District/County Councilor and MP
- **Arrange a VIP to open facilities**
- Evening function BBQ/Band/Entertainment
- **Talk to other NatWest CricketForce participants/organisers and learn from their experiences visit www.ecb.co.uk/natwestcricketforce**

www.ecb.co.uk/natwestcricketforce