



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

***Refurbish Radlett CC's Two Pavilions***

**Geographic Details.**

<b>County Cricket Board</b>	Hertfordshire		
<b>County Sports Partnership</b>	Hertfordshire		
<b>District Development Group(s)</b>	Welwyn Hatfield Hertsmere		
<b>Local Education Authority</b>	Hertsmere		
<b>Project Start Date</b>	19 March 2011		
<b>Project Completion Date</b>	09 April 2011		
<b>Funding Streams</b>	Donations from suppliers & volunteers		
<b>Location (Inner-city/Urban/Rural)</b>	Urban/rural		
<b>IMD Ranking</b>	??		
<b>Clubmark Status</b>	<b>Not registered</b>	<b>Registered</b>	<b>Accredited</b> Yes
<b>Author and Title</b>	Catherine McNeill, CricketForce Champion		
<b>Date</b>	12/04/2011		

**Quantitative and Qualitative Detail.**

**Background.**

Previous CricketForce events have just about managed to stem the march of time, but have not had the impact needed to bring the club's facilities up to the level required for our years ahead. With a major rebuild in plan for October 2011 and three Middlesex CCC X1 county friendly matches starting on 27<sup>th</sup> March, the pressure was on to get the main pavilion ready by the 26 March. The large main pavilion was looking tired inside and out, from a large stained carpet in the main bar/seating area, to unsightly external window sills, to broken showers, to changing room walls that needed painting, sight screens all in need of painting, and the cleaning of the large shower areas. We also have a second pavilion (for our adjacent second ground) that had been flooded over the winter, and consequently its 2 changing rooms, 2 shower areas, galley kitchen and disabled toilet all needed every wall, ceiling and floor to be pressure cleaned to remove mould and the stale smell. The patio area needed jet washing, and the wood exterior needed a fresh coat of paint. The grounds and car park needed a campaign to remove too much litter, and brambles were taking over in some sections.

**Aims and Objectives.**

- 1.) To massively increase member participation across all the membership categories
- 2.) To get all the high and medium priority tasks done, and then work on the low priority jobs
- 3.) To get members to realise that the club won't run itself, and that 'many hands make light work'
- 4.) To set up partnerships with local suppliers, which results in a win-win situation
- 5.) For the event to cost nothing or next to nothing

**Main achievements to date.**

We achieved:

- 1.) 197.5 volunteer hours
- 2.) 77 jobs completed
- 3.) Established local partnerships
- 4.) More than 10% of the membership participated on a practical level
- 5.) Derived value of about £2,000
- 6.) Costs were £19
- 7.) People are stepping forward to say they can help at other times

**Main partners involved.**

B&Q in Watford, Herts Advertiser newspaper, HSS in Watford, Middlesex County Cricket Club, Morrisons in Elstree, & a team of NatWest Managers from local branches including Radlett.

**Key factors for good practice.**

Use appealing messages which targeted a variety of drivers as to why a club member (young, older, male, female, social member, and playing member) would participate

Getting local suppliers to donate, so keeping costs as low as possible

Engaging with the press and securing excellent coverage with a group photo

Before and after photos

Email communications about the CricketForce event and only about this event (so not amongst other news items)

Personally calling captains and/or team managers (eg juniors who were untapped) to ask them to get their squad/parents involved

Having a detailed project list (spreadsheet format) of the jobs that needed doing

Matching people to tasks so an element of choice but selling the benefit of doing the task and the satisfaction to be achieved

Ensuring enough materials – from tools, cloths, buckets, brooms, to paint, to a carpet cleaner etc..

Good food and drink and someone to manage the kitchen

A painting supervisor to check on quality and ensure minimum mess

Get a celebrity (or two) in to kick things off (we had Angus Fraser & Steve Finn).

**What is still to be achieved?**

Some plumbing jobs in both pavilions to ensure that all the showers work, and will last the season, a huge clearout of our old sheds so that we can create a gym area.

We need a new scoreboard for our second ground and we are trying to raise the funds for this.

Otherwise, some minor painting and cleaning jobs.

**What mechanisms are in place to ensure sustainability?**

We need to appoint someone with time to manage the grounds and facilities so that jobs don't build up over an entire season and winter. More work needs to be planned and done by the groundstaff over the winter period when the weather allows.

**Monitoring and Evaluation process.**

We will ask the members what they thought of it, and how it can be improved. Initial feedback has been very positive.

## **Headline Figures and Statistics.**

<b>1</b>	197.5 volunteers hours
<b>2</b>	64 volunteers over 2 main days (includes 4 Natwest bank managers on a separate day)
<b>3</b>	£350 of free hire equipment, materials, and food and drink
<b>4</b>	77 jobs completed
<b>5</b>	Work completed valued at approximately £2,000

For further information contact:

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