



England and Wales Cricket Board - Case Study - NatWest CricketForce Demonstrating Best Practice and Impact within Community Cricket Development

Shepperton Cricket Club - Surrey

Geographic Details

County Cricket Board	Surrey
County Sports Partnership	Surrey
District Development Group(s)	Central
Local Education Authority	Surrey
Project Start Date	November 2006
Project Completion Date	17th June 2007
Funding Streams	Club funds, fundraising, sponsorship, England & Wales Cricket Trust Ltd Loan, Donations of cash, materials and labour
(Inner-city/Urban/Rural)	Rural
IMD Ranking	20 – 100%
Clubmark Status	Accredited
Author and Title	Bev Nicholson
Date	July 2007

Quantitative and Qualitative Detail.

Background

Shepperton CC is a village club located by the River Thames. The club runs 3 men's, 3 ladies, 5 boys and 2 girl's teams. It also hosts a 20 over league for teams from the local pubs.

Until 2006 the men's and ladies sections were run as separate clubs. These were officially merged in Oct 2006. This gave us the platform from which to launch the project.

2007 saw the club awarded a Chance to Shine Project with the prospect of increasing numbers of colts wanting to join.

Our old pavilion was an army Nissen hut that was in a state of disrepair. With no heating etc the club was unable to open during the winter months and it was not a suitable social event venue. The club had been planning to replace the old pavilion for approx 10 years but had been unable to raise the required funds for the brick building it had planning permission for.

The chance to be a launch club for NatWest CricketForce 2007 sparked a review of the plan and it was realised we could replace the old pavillion with a modern wooden structure which fitted the bill.

Aims and Objectives

- Demolish and rebuild the main pavilion and a separate changing room building
- Fit out the new buildings
- Extend the boundary boards around the ground and repair existing boards
- Involve all sections of the club
- Forge new links with the local community

Main achievements to date

- Obtained planning permission and the England and Wales Cricket Trust Interest Free Loan in record time!
- Pavilion and changing rooms demolished and rebuilt through members cash donations, club funds, fundraising and England & Wales Cricket Trust Interest Free Loan
- Fundraising dinner raising £9000 (£4800 of which was raised with an auction)
- Fitted out the new buildings with materials, donations and volunteer labour and professional help
- Boundary boards extended and repaired through volunteer labour
- United all sections of the club through involvement in the project
- Launched NatWest CricketForce 2007 on 31st March with all local primary schools bringing children to use the Cricket Roadshows and meet Alastair Cook, Owais Shah, Alec Stewart, Charlotte Edwards and Caroline Atkins (England). David Collier (ECB), Paul Sheldon (Surrey CCC), MP David Wiltshire, the Mayor of Spelthorne and local councillors were all in attendance.
- Approx 200 people attended the opening night on 17th June to celebrate in style in our new clubhouse!

Main partners involved

- NatWest CricketForce
- ECB
- ECBTv
- England & Wales Cricket Trust
- Surrey CCC
- Spelthorne Council
- Active Surrey
- H&R Johnson Tiles Ltd
- Wolseley Build Center
- Cannon & Co
- Wellers Auctioneers
- Elston Developments
- D&D Tool Hire
- SM Electrical
- Geoff Collins/Chris Adams
- Interiors Group
- Stuart Stennett Ltd
- Sainsbury's
- Daines & Gray
- Shepperton Studios
- Pblightplas
- Fullers
- Church Square Autos
- Bowles & Co
- Rotary Club
- Shepperton Village Fete Committee
- Shepperton Brownies
- Surrey Herald
- Tiffany Budd (Artist)
- Curchods
- Owen White & Catlin
- Sanctuary Bathrooms
- NovaGlass
- Envy
- Counties Camping
- Robert Davies John West Architects
- Surrey Cricket Board

Key factors for good practice

- Aim high! It's amazing what can be achieved in a short space of time
- Meet regularly. A small group to drive the whole project who are in constant email communication. Keep tight control of the budget.
- Delegate specific tasks to small committees with deadlines to report back
- Seek professional advice early
- Involve as many people as possible. You never know who knows what or who!
- Don't be afraid to ask. If you don't ask you don't get!!
- Publicity – both internal and external. Remember to keep members posted on the progress as well as the outside world
- Ensure Insurance and Health and Safety issues are addressed from the start if embarking on a building project
- Enjoy it and don't forget to take photos etc for the scrapbook, website and to encourage future support.
- Say "Thank You" it costs nothing

What is still to be achieved?

- Fencing at the rear of the new buildings
- Install donated storage heaters
- Blinds
- New scoreboard
- Repair driveway damaged during construction

What mechanisms are in place to ensure sustainability?

- Regular management committee meetings
- Programme of social events to generate bar revenue
- Summer Camps to encourage Chance to Shine school children to join the club
- Use NatWest CricketForce in forthcoming years to maintain and develop the facilities
- Build on the publicity received throughout the project to encourage new members

Monitoring and Evaluation process

- Membership statistics
- Cashflow monitoring
- Annual Club Development Plan reviews

Headline Figures and Statistics

- 1 £20,000+ worth of materials donated
- 2 £30,000 worth of skilled labour donated
- 3 £9,000 raised at fundraising dinner.
- 4 150 volunteers over the NatWest CricketForce weekend
- 5 £5,500 cash donations from members and friends

For further information contact:

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