



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

Shotley Bridge Cricket Club, Durham

Geographic Details

Cricket Club, League or Board	Shotley Bridge Cricket Club Northumberland & Tyneside Senior Cricket League
County Cricket Board – Primary Affiliation	Durham County Cricket Board
County Sports Partnership	Durham Sports Partnership
District Development Group(s)	Derwentside District Cricket Development Group
Local Education Authority	Durham Education Authority
Project Start Date	April 2005
Project Completion Date	April 2005
Location	Rural
IMD Ranking	20 – 100%
Clubmark Status	Accredited
Author and Title NatWest OSCAs winner(s).	Hilary Nesbit – Junior Development Officer
Date	17.10.2006

Quantitative and Qualitative Detail

Background of Volunteer Contribution

On the face of it we are the picture of a perfect English village cricket club. For almost 120 years we have been playing at an idyllically sited riverside spot among hills and woodland. We have bags of enthusiasm, a hugely popular junior section and an army of willing volunteers.

We even list Test Cricketer Paul Collingwood among our old boys. Sounds great but only four years ago the club was forced to resign from the Fosters Northumberland and Tyneside U15 League because of a shortage in the age group, the club did not have an under 15 team.

In response to this problem and to ensure this never happened again, a coaching and development night was started. In the first year 30 children attended, the next 65, the next 102, the next 130. This year 164 boys and girls registered between the ages of 5 and 17 years, with a waiting list for next year.

So what was the problem? Our club house was in need of a little updating shall we say (not quite flock wallpaper but close). To encourage parents and volunteers to use the club we needed the 'female touch' makeover. The cold and wet score box had attracted a few unwelcome tenants and its floor was not safe for our poor scorers to sit in there for hours.

The changing rooms were worse than a teenager's bedroom! The rusty scaffolding poles and holey nets we laughingly called our net area was no use. And then there were the sight screens. Even Arnold Schwarzenegger would have struggled to move them.

Last but by no means least, the ladies loos. Cricket might attract mostly men, but ask any woman how she rates a clubhouse and I bet decent loos are high on the list of priorities. As a family club, they had to be high on ours.

Aims and Objectives of Volunteer Contribution

- To refurbish the score board and upgrade to electronic hardware.
- To replace the existing sight screens
- To modernise the existing changing rooms, toilets and bar area
- To lay the foundations for a new net area

Reason(s) for Volunteering.

We loved the idea of NatWest CricketForce. One of the great things about having such an active junior section is that we also attract an army of willing parents with skills and enthusiasm to bring to the club. We wanted to harness their enthusiasm and make them feel they had a stake in our club. That way we feel we will be able to bank on their support in the future.

Main partners involved

- Gary Hall Windows – score box windows- labour for net area and BBQ
- FSL Electronics Limited – Score board
- Burmatex Limited – Carpet tiles
- B & Q – materials
- Community Re-Paint – paint for inside and out
- Etcetera Blinds – Clubhouse curtain, changing room blinds
- GKB – Electrical work
- Derwentside Council – skip, bottle bank
- Awards for All – scoreboard grant

Main achievements to date

- Completely refurbished score box, interior painted, new flooring, new score desk, with posh new chairs with luxury cushions. The new electronic score board was fitted to provide extra match details. The scorers had double glazing window units fitted to provide excellent visibility and shelter from the elements of the North East weather. The outside was painted and a flower border dug in front and planted with summer bedding (donated) completed the look
- The sight screens were constructed by two of our volunteers who welded the metal frame and painted over 5 days. Suitable material with eyelets was purchased and mounted to the frame. Result: bigger and lighter sight screens
- The changing rooms were completely repainted and cleaned, with new carpet tiles (donated) and new blinds for windows (donated). The mens toilets repainted new shower curtains, floor repainted, even pictures put on the walls
- The bar area was stripped of wallpaper, curtains and anything that looked a bit yuck. We repapered, painted, hung new curtains (donated), new lighting, framed cricket photos and posters and certificates (ECB Clubmark, child protection etc.) to display on our newly decorated walls
- The ladies toilets were repainted, new lighting, new toilet seats, baby changing facilities with overhead mobile, and to set it all off pictures, toiletries and fresh flowers
- The foundations were laid for the new net area as well as a grass net area cut and prepared
- Window boxes, new waste bins, ground seating painted, outfield cut, trees pruned, barbecue area cleaned and repaired, hedges cut and a general overall cleanup

Key factors for good practice

- Set your objectives early - (now is better than later)
- Let everyone help from 5 to 95 (provide smaller T. Shirts). We had lots of our juniors taking part, OK more paint on them but they had fun. They are the future club volunteers
- Make it fun. People are giving their time willingly. Set them challenging but achievable tasks
- Keep them well fed (our older generation of ladies were more than happy to bake pies, cakes and make soup)
- A van, you need someone with a van. There are lots of items that need picking up
- Big lists of jobs; tick them off its amazing how motivation keeps going when you can see an end
- Radio is good when you are painting; have a club sing a long

What is still to be achieved?

- We did almost everything we set out to do and even a bit more. One of our aims was to build a new disabled ramp for the pavilion but question marks over the correct design have put this on hold for the time being. It's something we still need to get done

What mechanisms are in place to ensure sustainability of your contribution/achievements and that of partnerships built?

- We have set up a volunteers database where people can register the skills they're prepared to offer for free. We ensured our partners were credited in any publicity gained

Further recognition by whom and in what way?

- We are seeking further publicity for our award in the local press. Our achievements have already been brought to the attention of the county board and the local council's sports development officers

A dinner is being held by Derwentside District Council at which we will be guests of honour. The dinner is set to inspire other local sports clubs. We were also recently named Durham Sport's Junior Club of the Year at the beginning of October and have been put forward to the regional competition in the same category

Monitoring and Evaluation process – who/when/how?

- We have a ten year club development plan as part of our ECB Clubmark accreditation. NatWest CricketForce helped us achieve some key elements of this plan

Headline Figures and Statistics

- 1 £10,000 of work done in the space of a weekend
- 2 Junior membership increased from 132 to 164
- 3 Three new extra junior teams, including a girls team, introduced this year
- 4 Bar takings increased
- 5 Families using the club on a regular basis

For further information contact:

Graeme Weeks
Cricket Development Manager
Durham Cricket Board
E:mail: graeme.weeks@durhamccc.co.uk