



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

Sileby Town Cricket Club,
Loughborough, Leicestershire.

Geographic Details

County Cricket Board	Leicestershire
County Sports Partnership	Leicestershire
District Development Group(s)	Charnwood
Local Education Authority	Leicestershire Education Authority
Project Start Date	30th March 2007
Project Completion Date	2nd April 2007
Funding Streams	Donations of Materials /Labour and refreshments. Cash donations from local organisations and club members.
Location	Urban
IMD Ranking	20 - 100%
Clubmark Status	Accredited
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Date	28th May 2007

Quantitative and Qualitative Detail

Background

Sileby Town CC is a village club that has achieved ECB Clubmark accreditation, and is Community Amateur Sports Club (CASC) approved. It is situated between Leicester and Loughborough and there are several other village cricket clubs in close proximity, all of which create a healthy competition for both senior and junior teams.

STCC has grown through the foresight of its management committee over the last 12 years to now runs 4 senior sides that play on Saturday and Sunday afternoons. These are backed up by a healthy junior section containing teams at all age groups from under 10 through to under 17. During 2006 the under 15s were the most successful by reaching the national final of the Portman Cup. Sileby also boasts a ladies team that began in 2001 and has now grown to a squad of 16 members for 2007.

STCC was first involved in NatWest CricketForce 2006, this provided a taster as to what could be achieved when a major event could be planned for the club. STCC was nominated by the Leicestershire & Rutland Cricket Board to be a showcase club for 2007 and in February a meeting was arranged for a presentation by the ECB to explain about NatWest CricketForce to its members, over 60 members and parents of juniors attended. STCC was later selected as a showcase club.

Aims and Objectives

The main aim was to complete many unfinished projects that have been started over the last 5 years, and give a good appearance to everyone both members and passers by. The objective for STCC was to use the NatWest CricketForce weekend as a focus for all of its members and families to get involved with club activities, breakdown any of the "them and us" barriers and become one happy club. Also for the village and business community to join in and help improve facilities for everyone.

Projects to be undertaken were to:-

- Construct a white picket fence around the perimeter of the ground.
- Erect safety railings around the veranda, and paint
- Paint and re-carpet both changing rooms
- Repair the scoreboard
- Repair sightscreen broken in recent storms
- Clean and repair existing practice nets
- Repair heavy ground roller
- Tidy the main car-park for future club projects
- Paint car-park main gate
- Increase paved spectator area
- Build BBQ for future club events
- Construct wooden fence around spectator area and paint
- Repair existing and construct new spectator seating around the perimeter of the ground
- Trim treetops around the perimeter of the ground
- Lay hedgerow around the perimeter of the ground

Main partners involved

- COSTCUTTER (Sileby And Associates Silverdale Meats, Adkins Bakery, Leivers Brothers Ltd, Staffordshire Meat Packers, Tony Toach & Sons Fruit & Veg)
- JEWSONS
- WOLSELEY GROUP (Buildcenter)
- TALENT CRICKET
- CHARLES BENTLEY BRUSHWARE
- SUNRISE EGGS
- WESTLEIGH
- BRITISH GAS BUSINESS
- OWEN RATCLIFFE BUILDERS
- YE OLD CORNER SHOP
- L.P.C. UK
- BARGAIN BOOZE
- HEAPS HARDWARE
- DAVID WILSON HOMES

- NICK LOVETT
- MICK LEMON
- TESCO EXPRESS
- SLR CRICKET
- BUNTERS CAFÉ
- YASMINS INDIAN RESTAURANT
- SOAR VALLEY TIMBER
- HANCOCKS CONFECTIONARY
- NH SKIPS
- STONEHILL HIGHSCHOOL
- LONGSLADE CC
- JOHNSONS PAINT
- IMPACT CREATIVE
- NIGEL R KINCH HAULAGE
- DICKSON & MORRIS
- FREE TRADE INN
- JENNIE ANGELL & EAST GOSCOTE SCOUTS
- ECB
- NATWEST
- LEICESTERSHIRE & RUTLAND CRICKET BOARD

Main achievements to date

- Over 100 people turned out on the Saturday, and over 150 turned out on Sunday to help in this event
- 90% of all projects were completed within the weekend
- People got to know each other and the club spirit has improved, it has started to become more of a family club with more parents attending matches, now no longer a drop and run
- STCC has achieved a growing interest within the community
- Local MP, Andy Reed, and all of the parish councillors attended this event, all helped on the day by painting or serving refreshments
- Past members attended, some who have not been to the club for 15-20 years
- ECB roadshow was well used by the junior section and new members have joined STCC
- Leicester Mercury, Loughborough Monitor and Radio Leicester provided valuable and considerable publicity before, during and after NatWest CricketForce 2007
- Leicestershire CCC supported the event with club captain Jeremy Snape, head coach Tim Boon and England's Stuart Broad along with two county club directors helping out
- BBC TV filmed the NatWest CricketForce event on Sunday 1st April and BBC East Midlands did a feature about the club on the 'Today' programme. The club were selected as 'Team of the Week'
- England Women's players were out supporting us also by working with our Women's section

Key factors for good practice

- Use the name of NatWest and ECB to secure one or more major donors to prove to all that it will work
- Be bold in your projects, you can always reduce what you're doing at short notice on the day
- Get strong engagement and buy-in from Club membership, keep them informed by letter or email, make people feel valued
- Spend time planning and meet regularly and communicate daily
- Make alternative plans for bad weather

- Elect main contact for all correspondence
- Elect team leaders and main project workforce
- Elect a team to keep the workforce fed and watered
- Display plans, goals and timescale in clubhouse for all to see and comment
- Canvass membership to find individual skills to help in running or advising on the proposed projects
- Ask members for opinions and brainstorm ideas
- Don't just ask businesses, ask community groups
- Don't just ask for money, materials are more valuable
- Say thank you to all who help. Provide a relaxing meal and drinks at the end of each day
- Use a PA system as a motivational tool. Keep music going all day and keep the workforce informed of what is happening
- Send a thank you letter to all who have donated to the weekend's event, photos of the use of their products is good publicity

What is still to be achieved?

- 90% of all projects were completed within the NatWest CricketForce weekend, the final bit of painting and tidying up will be completed within the following 2-3 weeks
- Further building of club spirit and involvement of new club members

What mechanisms are in place to ensure sustainability?

- Personal ownership of the projects by team leaders will be encouraged to continue maintenance throughout the season

Monitoring and Evaluation process.

- Note comments from all visiting teams on the improvements made. Review these comments on a regular basis at committee meetings
- Plan earlier for next year

Headline Figures and Statistics.

- 1 250 people attended over the weekend, each providing approximately 8 hours per person worked on average. Value £30,000 based on £15/Hr
- 2 Materials to the value of £6,000 donated
- 3 Food for everyone attending provided free of charge to the value of £1,000

For further information contact:

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