



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

South Newton Cricket Club - Wiltshire

Geographic Details

County Cricket Board	Wiltshire
County Sports Partnership	Wiltshire and Swindon Activity & Sports Partnership
District Development Group(s)	Salisbury District
Local Education Authority	Wiltshire
Project Start Date	November 2006
Project Completion Date	March 2007
Funding Streams	See main partners involved
Location (Inner-city/Urban/Rural)	Rural
IMD Ranking	20 – 100%
Clubmark Status	Not registered
Author and Title	Stephen Brewer – South Newton CC Date
02/04/2007	

Quantitative and Qualitative Detail

Background

South Newton CC is a Hampshire League 4 side and has been established for c.100 years in the small village of South Newton c.6 miles from Salisbury. The side has emerged in recent years with promotions and the recruitment of more players. They run sides on a Tuesday & Wednesday (20 overs), Saturday (Hampshire League) & Sunday friendlies.

The ground is in a picturesque area but to date the facilities have been extremely basic but friendly! For example no electricity or water in the pavilion (built 13 years ago but not decorated!), splinters coming out of the wooden floor, holes in the walls. No net facilities and sharing the village hall.

So it was decided that it was time to plan and prepare for the future of the club with the following objectives:

Aims and Objectives

- Dig trench for electricity & water lines
- Electricity cable & water pipe to be laid
- Trenches filled and turf re-laid (across the outfield!)

- Electricity and water to be connected / activated
- Pavilion floor to be repaired
- Floor tiles to be laid throughout pavilion
- Pavilion cladding repaired
- Roof repaired & cleaned
- Pavilion exterior painted
- Pavilion interior painted
- Outdoor net to be built & opened for new season

Involve as many members of the club as possible

Main achievements to date

Dig trench for electricity & water lines	Completed
Electricity cable & water pipe to be laid	Completed
Trenches filled and turf re-laid (across the outfield!)	Completed
Electricity and water to be connected / activated	To be completed in first weeks of April*
Pavilion floor to be repaired	Completed
Floor tiles to be laid throughout pavilion	Completed
Pavilion Cladding repaired	Completed
Roof repaired & cleaned	Completed
Pavilion exterior painted	Completed
Pavilion interior painted	Completed
Outdoor net to be built & opened for new season	Completed

Main partners involved

Because of the multi-skilled workforce within the club we were lucky enough to utilise all the skills within the club:

Companies offering support / materials / machinery.

- R.Moulding & Co (Salisbury) Ltd Builders
- Linden Plant Hire Construction plant hire company
- Lombard Part of RBS and eligible for community cash back

With the help of electricians, builders, farmers, landscapers, etc we got everything done.

Key factors for good practice

The key factors within the project were:

- Great planning & preparation
- Great delegation of tasks / responsibilities
- Great communication both within the club and community
- Great team spirit in wanting to "Make it happen!"
- Great teamwork and co-ordination
- Great leadership by project managers
- Get EVERYONE involved and up for making a difference both short term and long term

What is still to be achieved?

The next project plan

What mechanisms are in place to ensure sustainability?

- Committee meetings planned to discuss next projects (short / medium)
- Utilise Steve Silk (Wiltshire ECB Cricket Development Manager) to assist / provide feedback on ideas / support
- Yearly registration in NatWest CricketForce
- Constant communication

Monitoring and Evaluation process

- Committee meetings / website
- Steve Silk keeping in touch

Headline Figures and Statistics

- 1 Refurbishment of pavilion, trenches dug, electricity & water supply – FREE!!!! (Find out who has contacts with whom in your club, it is quite surprising to find out what you can get if you ask!)
- 2 Donation of £15,000 from Chairman of club for new net
- 3 Already we are seeing people from the community using the net and potentially a couple of players gained!!
- 4 ELECTRICITY AND WATER!!!!!! – What a difference!!
- 5 Club members talking about BBQs and beers after the games to increase revenue!

For further information contact:

Steve Silk

Cricket Development Manager

Wiltshire

01249 445225

07920 581413

steve.silk@ecb.co.uk