



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

(NatWest CricketForce 2007 Project)

Geographic Details.

County Cricket Board	Yorkshire		
County Sports Partnership	West Yorkshire Sport		
District Development Group(s)	West Bradford Cricket Development Group		
Local Education Authority	Bradford		
Project Start Date	Mid March 2007		
Project Completion Date	Mid April 2007		
Funding Streams	Club revenue supplemented by proceeds raised at a successful 'Horse Race' night		
Location (Inner-city/Urban/Rural)	Rural		
IMD Ranking	Unknown		
Clubmark Status	Not registered		
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Date	14 May 2007		

Quantitative and Qualitative Detail.

Background.

Steeton is a community which is proud of its cricket club and the relative success of both its three senior teams in the Aire-Wharfedale League and its four junior sides in the Upper Airedale JCL and Gordon Bowers (Bradford) league.

The club first participated in NatWest CricketForce in 2005 when mainly pre-season essential tasks were carried out by senior players, wives and girlfriends, and a handful of juniors. The club is generally well supported from within and the preparatory work on the ground was completed over the weekend with over 30 people contributing to different degrees.

In 2006 the weather defeated the programme of work for CricketForce weekend but as usual players and existing club stalwarts turned out to get mainly inside tasks completed. The ground preparation was completed on time with extra hours put in the following weekend. Lessons were learned – no contingency plans, a lack of robust job/time allocation for volunteers, no focal co-ordinator(s) and low key publicity/promotion led to lower numbers and less commitment.

CricketForce 2007 was more focussed on a more extensive work plan, with the club deciding to spread the work over a month rather than risking that all would be done in one weekend.

Over the period all the programmed work was completed with the CricketForce weekend more family orientated. Some Kwik-Cricket and ball games were played between small painting and cleaning jobs carried out by the juniors whose ages ranged from 6 to 17. Over 50 people were registered on the Saturday but many more contributed at other times.

Aims and Objectives.

Pavilion exterior to be painted – up to window level by the younger juniors;
Pavilion interior and kitchen to be cleaned and readied for the season;

Both changing rooms/showers and toilets to be painted;
New floor tiles to be laid in changing rooms;
New lights to be fitted in changing rooms;

Score-box exterior to be revamped – repainted and new ‘Total’, ‘Wkts’ etc plates attached;
Score-box interior walls to be painted white;

All advertising boards taken out, washed down by juniors, and securely attached to perimeter walls/fences;

All benches to be re-varnished and seating to be white-washed/varnished;

New sight screen to be assembled;
New portable score-board to be made.

Main achievements to date.

Most of the painting and cleaning was completed on CricketForce weekend;
Floor tiles were delivered and laid in the week before the season’s opening match;
By mid April all programmed tasks were completed except the portable score-board – recently finished and now in use.

Main partners involved.

Because of the level of support from within the club the more skilled tasks were carried out by volunteers from the playing and non-playing members.

Local companies offering support and materials

John Pollard	Forestry contractor
Mark Hedges	General contractor
Oldfield Lighting	Electrical materials and skilled workmanship
Aireburn Hardware	General materials
Mark Paynter Contracts Ltd	Flooring materials

Key factors for good practice.

Planning the workload programme is essential. Nearly got it right this year but intend, if possible, to get volunteer names and their preferred times/jobs beforehand next year;
Establish focal point co-ordinators to cover the weekend;
Involve as many as possible in the planning and running of the projects rather than just allocating volunteers tasks as and when they arrive;
Publicise as widely as possible – Club Newsletter and flyers;

What is still to be achieved?

The club has always had a healthy junior section. This year’s aim is to establish a volunteer data-base from members and parents and designate a volunteer co-ordinator.

Short/medium term aims are to extend the pro-active resource pool to more than just players and stalwart members and increase the number of parents volunteering in future CricketForce weekends.

Medium/longer term is to seek renovation of the pavilion/changing facilities and the car parking.

Administer and ensuring that the club continues to maximise the benefits of the event and extends the weekend to a wider participation by the community, local schools and groups.

What mechanisms are in place to ensure sustainability?

All members and participants in CricketForce weekend are now on a data-base with skills and areas they are prepared to offer volunteer time, It is intended to establish wider distribution of the twice yearly Newsletter to inform them and get them involved in club activities;

The club has reviewed the CricketForce weekend looking at the successes and the areas which can be improved;

Moves are already being made to establish a more focussed approach to CrickerForce by designating a working group to co-ordinate, rather than continue with a reactive approach to volunteer participation as in previous years.

Monitoring and Evaluation process.

A five year development plan which is reviewed annually;

Evaluation of progress against the club aims and objectives as part of the process towards becoming a Focus Club with ClubMark accreditation;

The membership data-base of members and supporters has been expanded and will provide information regarding who has what skills they can offer, and the means to assist future communications with respect to club events;

The internal CricketForce review process offers key markers of strengths and areas to be improved.

Headline Figures and Statistics.

1	Estimate a total of 50 volunteers during the CricketForce 2007 weekend.
2	All pre-season tasks completed over the month period. Majority of the work done in CricketForce 2007 weekend.
3	Dramatic increase in parents (existing and new) completing volunteer application forms during junior registration. Many indicated they were aware of the CricketForce weekend but were reluctant to volunteer at the time. Now they are comfortable to offer volunteer time and already confirmed support during CricketForce 2008 weekend.

For further information contact:

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