



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

(Witham CC, Essex, NatWest CricketForce Case Study 8th April 2011)

Geographic Details.

County Cricket Board	Essex		
County Sports Partnership	North Essex District Board		
District Development Group(s)			
Local Education Authority	Essex		
Project Start Date	June 2010		
Project Completion Date	Ongoing		
Funding Streams	Grants, Donations, Advertising Patrons & Local Businesses		
Location (Inner-city/Urban/Rural)	Urban		
IMD Ranking			
Clubmark Status	Not registered	Registered	Accredited Yes
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Date	27 October 2011		

Quantitative and Qualitative Detail.

Background.

Witham CC was formed in 1847 and moved to the current ground around 1890. The club plays in 2 local leagues covering large distances as the league covers 2 Counties. The first team has enjoyed a good deal of success in recent years with its blend of experience and youth formed from players who have gone through the Club's colts format (10 of the current 1st XI came through the colts section and 14 of the 16 who represented the 2nd XI). They have enjoyed particular success in the winter indoor format. Of late we have struggled to attract new players, partly because the grounds and pavilion have fallen into disrepair and as we use them on an everyday basis this meant that we have taken the state of the ground for granted. Work on all parts of the club had been carried out by 2 stalwarts of the club, Barrie Keeble & John Wilson over many years but we sadly saw the passing of these 2 gentlemen of the game during the winter of 2009/10. This meant we had to focus on new blood becoming involved with the upkeep of the facilities. We achieved Clubmark accreditation in 2006 and more recently had a successful renewal which involved the input of many members who had not been involved previously. In addition, we were successful in our aim to become a Focus club. This has enabled us to follow through grant applications in a far more structured way than we had done previously and we have also become better focussed in our club development. This included registering for NatWest CricketForce where we carried out our first ground works in 2009, and was swiftly followed by an approach from our Essex Cricket Development Officer who enquired whether or not we wished to be considered as a NWCF Showcase club for 2011, as there were a number of worthwhile projects to undertake. Following a visit from Dave Leighton we achieved mutual encouragement for this project as Dave considered that our turnout showed excellent intent and the members of Witham CC were infused by Dave's enthusiasm and encouragement. We then set about indexing our requirements which resulted in a very long wish list indeed.

Aims and Objectives – To give the ground & pavilion a substantial makeover, improving the aura of the facilities and enabling encouragement of increased participation and use, together with heightening opportunities to hire the facilities to private companies. To bring the facilities up to more modern standards enabling more community and local school participation. Major projects included:

- 1) New windows and doors for the pavilion;
- 2) Re-surfacing of the driveway and car parks;
- 3) Erection of scorers hut/umpire changing area;
- 4) Redecoration of interior of pavilion and bar area including new lighting;
- 5) External painting of the main pavilion and the secondary pavilion;
- 6) New aesthetic garden area;
- 7) Installation of electronic scoreboard;
- 8) Tree planting in memory of club stalwarts;
- 9) Increase awareness of club and ground in the Witham District
- 10) Clearing of hedgerows and erection of boundary fencing;
- 11) Reroofing of main pavilion;
- 12) New lighting in pavilion;
- 13) New heating system.

Main achievements to date.

- 1) New windows and doors for the pavilion;
- 2) Shingle surfacing of the driveway and car parks;
- 3) Erection of scorers hut/umpire changing area;
- 4) Redecoration of interior of pavilion and bar area including new lighting;
- 5) External painting of the main pavilion and the secondary pavilion;
- 6) New aesthetic garden area;
- 7) Installation of electronic scoreboard;
- 8) Tree planting in memory of club stalwarts;
- 9) Increase awareness of club and ground in the Witham District
- 10) Clearing of hedgerows and erection of boundary fencing;
- 11) New guttering;
- 12) Making good rotting timbers in vaulted ceiling of pavilion;

Main partners involved.

Witham Hockey Club
The Pavilion Club
Essex County Cricket Club
England & Wales Cricket Board
AMD Electrical
Colchester Institute
Crittall Windows
G & B Finch
Travis Perkins
Danbury Fencing
Dulux Decorator Centre – Braintree branch
Meat Inn
Templars Junior School - Witham
New Rickstones Academy - Witham
Maltings Academy - Witham
Olivers Garden Nursery
Olivers Tea Room
DaleHire
Nat-West Bank
Morrison Supermarket - Witham
Tesco Supermarket – Witham
Powers Hall Junior School – Witham
Braintree & Witham Times
BBC Essex

Key factors for good practice.

- 1) Form Committee early;
- 2) Recruit right people;
- 3) Draw up realistic wish list;
- 4) Keep local development officer on board;
- 5) Recruit volunteer project co-ordinators;
- 6) Present to local businesses & community organisation such as schools;
- 7) Engage local construction college;
- 8) Plan early;
- 9) Engage local media;
- 10) Produce flyers/leaflets;
- 11) Book meetings ahead;
- 12) Prioritise wish list;
- 13) Identify building defects at an early stage to try to reduce “surprises”;
- 14) Search out building surveyor/construction company for advice.
- 15) Budget

What is still to be achieved?

There are a number of large projects still to be resolved; specifically, a new roof to the main pavilion and a new heating system within the main pavilion.

Additionally, it is extremely important to maintain the momentum created by the project by increasing membership/participation and continue to “bang on doors”.

What mechanisms are in place to ensure sustainability?

The project has cemented good links with the hockey club with whom we share the ground. This has increased the awareness of the project whilst also ensuring more people have bought into it. We have established good links with the local construction college and schools which are being maintained. We are continuing the partnership with the local Academy to bring cricket into the local secondary schools.

The club has established a vast database of members/colts/families/local businesses who don't mind being inundated with regular updates both internally and externally – such as NWCF monthly newsletters.

Monitoring and Evaluation process.

NWCF is now an agenda item on main club committee meetings. We have also maintained the committee with regular contact and meetings to monitor progress and further small projects; specifically, with regard to the August Bank Holiday NWCF [Fundraiser](#) event as well as the main weekend at beginning of the season.

Headline Figures and Statistics.

1	Estimated work carried out exceeding £100,000 in terms of costs. This includes man hours on the big day but generally excludes account of volunteer hours leading up to the NWCF weekend. This would amount to many thousands of hours.
2	New windows and doors for main pavilion donated by local company.
3	Substantial repairs and shingling of the driveway and car parks – achieved in record time on the day.
4	Scorers hut/umpires changing area erected and completed over summer period
5	Around 400 volunteers on the day including terrific support from local primary and secondary schools involving approximately 180 local youngsters.
6	Close links established between Witham Cricket & Hockey Clubs
7	Close links established with Essex County Cricket Club