



Case Study: North Middlesex Cricket Club Acme Project: new non-turf facilities



Overview

Acme Project start date:	August 2013
Project completion date:	May 2015
Funding sources:	<ul style="list-style-type: none">▪ Club (reserves, fundraising events and member donations & Gift Aid);▪ Lord's Taverners (Non-turf pitch scheme);▪ Mayor of London (Sports Facilities Fund – London 2012 legacy grant);▪ Middlesex Cricket Trust (Grant programme);▪ Sport England (Inspired Facilities);▪ Tottenham Grammar School Foundation (Somerset Grant).
Organisation status:	CASC; ECB Clubmark-accredited
Website:	www.northmiddlesexcc.co.uk
Club Project Team:	Rob Brand (Secretary and Treasurer); Mike Bohndiek (Coach); Richard Nicoll (Colts Manager)
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Background

Growth in membership and rising playing standards, together with increasing usage by third parties, had left our practice nets and non-turf pitch (NTP) capacity wholly inadequate for our current and anticipated future needs. We had only a 2-lane net facility, with grass run-ups, and one (badly positioned) NTP – both of which were in very poor condition.

Stages of Development

1. Agree objectives with club Committee, being in essence the installation of a new 3-lane, net facility and two new, better positioned NTPs
2. Formulate and initiate plans for internal fundraising
3. Investigate potential sources of external funding, and target those believed to be most appropriate for our project, with help from Middlesex Cricket
4. Draw up a short list of suppliers/installers, based on ECB-approved list
5. Obtain and refine quotes from chosen suppliers
6. Apply for and obtain planning permission from London Borough of Haringey
7. Compile and submit funding applications
8. Implement internal fundraising initiatives
9. Selected Total-Play as supplier for nets and NTPs, subject to funding being obtained
10. Funding offers received from several outside sources and numerous club members
11. Monitor installation of new facilities, completed in mid-May 2015.

Aims & Objectives

Main Aim

The overriding aim was to facilitate the continued growth of, and improvement in playing standards at the club, whilst also increasing capacity for local schools and nomadic clubs to use our facilities.

Club Objectives

As above, but with NMCC specifically in mind, we wanted to increase our capacity to stage Colts matches while reducing wear and tear on our grass pitches, and to provide increased nets capacity and also a surface which would render their use much less weather dependent.

Achievements to-date

The completion of the project in mid-May gave the whole club a lift. The NTPs have been particularly useful for matches involving younger Colts and our Girls section, while the increased nets capacity and much improved surface has led to increased attendance at formal practices but also to a higher level of ad hoc usage.

Ongoing/future projects

Having purchased new electronic scoreboards, sightscreens and covers and installed lockers in the changing rooms in the recent past, our main short term objective now is to upgrade our clubhouse bars, toilets and showers, and catering facilities in conjunction with the new manager of the site, Play On Sports. We also intend to upgrade our rather antiquated stock of ground maintenance machinery over the next few years.

Pictures



Club Advice

- Update your membership regarding developments at regular intervals throughout what was in our case a frustratingly protracted process
- Don't assume you do not need Planning Permission – we were initially led to believe we did not require it, but this turned out not to be the case
- The process of applying to a variety of potential sources of funding can be extremely time consuming and frustrating, calling for all manner of financial and other projections to be made – and sliced & diced in a variety of ways. Don't give up!
- Minimise wasted effort by getting the latest information from funders about what type of projects they are prioritising in the next funding round
- Obtain letters of support for your project from a range of third parties, such as local schools, Middlesex Cricket, your local council et al. Potential funders are more interested in increasing participation and activity levels among third party users than in increasing a club's chances of winning trophies!
- Most funders require the club to have significant "skin in the game" in the form of a material contribution towards the overall cost of the project.

Headline Figures & Statistics

- Approx 75 % of funding sourced from Mayor of London Sports Facilities Fund and Sport England
- Other external funders (Lord's Taverners, Tottenham Grammar School Foundation, Middlesex Cricket Trust) contributed some 10%, with the remaining 15% provided the club itself
- **Total grant funding awarded to the project: £67,000.**

Brand Board

Partners



Key Funders



MAYOR OF LONDON



**THE TOTTENHAM GRAMMAR SCHOOL
FOUNDATION**

Providing for the education of young people in Haringey

Note: Middlesex Cricket, Acme Project Service

First launched in summer 2013, Middlesex Cricket engages on a one-to-one basis with a small number of clubs on major projects known as 'Acme projects' (acme is derived from the Greek word for 'pinnacle'). Project applications can cover a variety of facilities development objectives: from the installation of new practice facilities, to NatWest CricketForce showcases; from the building of extensions to a club's pavilion, to the establishment of complete new cricket grounds.

To-date, over £1,300,000 in external grant funding has been secured towards these projects from funders such as Sport England, the Mayor of London, London Marathon Charitable Trust, as well as from the ECB and Middlesex Cricket Trust.