



Case Study: Stanmore Cricket Club, NatWest CricketForce County Showcase 2014



Overview

Project start date:	November 2013
Project completion date:	October 2014
Funding streams:	EWCT small grant; club reserves; members and local businesses donations
Organisation status:	CASC; ECB Clubmark-accredited
Website:	www.stanmorecc.hitscricket.com
Club contact(s):	Rachelle Michaels (Communications Officer), stanmorecricket@gmail.com Stephanie Reingold (Colts Manager), 07795 967823.

Background

The vision of this project was for the club to upgrade its facilities by getting members of all ages involved. The club wanted these members to buy into club ownership and pool their resources together to make a difference to the future of the club. A public meeting (hosted by Grims Dyke Golf Club) was held to introduce the idea to members, and this was a resounding success and project teams were soon formed. Local businesses became involved, which doubled the amount of help and tools to support the project. Volunteers provided moral support, food, equipment and huge amount of their own personal time. Ahead of the main CricketForce weekend, a weekly club e-newsletter was created and distributed to keep members up-to-date, and this helped gain further support and free resources. Other social media included a Facebook page and Twitter updates which became extremely popular.

Stages of Development

1. Club committee to discuss/compile 'long list' of potential projects/work
2. Launch meeting and follow-up to present 'long list' to membership and get their feedback re priorities
3. Identifying core CricketForce committee, and then reaching out to members to volunteer and sign up to the specific project where they felt comfortable being involved
4. Committee work to prep for the weekend (Jan-Mar)
 - a. Draw up lists of what to do, who to do it and what goods/labour was needed
 - b. Drawing up lists of local businesses to approach, and approaching them
 - c. Collating all the ideas and donations offered
 - d. Creating CricketForce weekly e-newsletter to keep the members updated and informed, and ask for whatever was needed
 - e. Creating work plan and teams for the weekend (and pre-work where needed)
5. Managing the weekend work to ensure as many projects as possible completed
6. Follow-up: thank-you for donations and identify ongoing projects for remainder of season/2015.

Aims & Objectives

Aim: to bring together colts, senior players and the whole Stanmore community to rejuvenate our sporting and social facilities so we can enjoy and pass on a club fit for the 21st century.

Objectives: To upgrade current facilities, specifically:

- 1) Nets
- 2) Outfield
- 3) Kitchen
- 4) Men's changing rooms
- 5) Ladies toilets
- 6) Bar and main hall decoration
- 7) External signs
- 8) Sight screens
- 9) Garden fence and flower beds
- 10) Roof and ceiling repairs in pavilion.

Achievements to-date

- 1) Nets: repaired holes in nets; refreshed the lanes by rolling in new sand & re-laying one net's base
- 2) Outfield: boundary area was cleared, reclaiming lost land; new fence posts were put up and painted to re-establish boundary
- 3) Kitchen: new kitchen donated by Klynstone and fitted
- 4) Men's changing rooms and toilets fully refurbished (note – much of this work was undertaken in the weekends running up to CricketForce by volunteer members who are professional trades people): existing toilets, urinals and tiling ripped out and fully replaced; new LED lighting and double-glazed windows fitted; changing rooms and toilet areas re-painted; new flooring in changing rooms & toilets
- 5) Ladies toilets gutted and refurbished: including new toilets, basins, tiles and mirrors (all donations) with plumbing carried out free of charge by a member's relative (pre-CricketForce weekend)
- 6) Bar and main hall decoration: all storage areas were emptied out and 'spring cleaned'; wooden bar stripped, sanded and re-varnished/repainted; glass-washer replaced; all curtains taken down for washing then re-hung; all pictures taken down and main hall repainted; new large-screen TV, FreeSat box and aerial were donated and put up in the clubhouse
- 7) External signs: all external signs on boundaries, at front and side of club cleaned and repainted as needed; and the scoreboard was repainted
- 8) Sight screens: scrubbed down and repainted
- 9) Garden areas: thanks to donations, all Club flowerbeds were replanted and new pots installed around the clubhouse
- 10) Roof and ceiling repairs: temporary repairs made to roof and gutters (ongoing work needed subject to future grant applications).

The club were overwhelmed by the response and assistance from members, their families and friends. Over 100 volunteers were involved in the main weekend and not only did the club benefit from help during the project, they have gained new members both to play and help with coaching. NatWest also lent further support by donating trophies for the Colts Awards evening later in the year.

Ongoing/future projects

- 1) Installation of car park lighting and re-surfacing the car park ground
- 2) Permanent repairs to leaking roof and gutters, and installation of additional new windows, plus security shutters in main clubhouse

- 3) New showers in men's changing rooms
- 4) Adding a new trophy cabinet
- 5) External lighting for paths to both car parks
- 6) Addition of a 'Friends of Stanmore' board
- 7) New furniture for bar area (potential for increasing community event hire revenue)
- 8) Replace existing run-down storage sheds with modern container storage.

Pictures



Leading partners

1. Klynstone Kitchens/ Kalyan Tapariya
2. Jamie Bradbury Heating and Plumbing
3. B&Q Watford
4. Wickes Watford
5. Squires Garden Centre, Stanmore
6. Eurosat London
7. Greene King (club supplier)
8. Individual parents/members for small donations (paint, rollers, kettle, catering urn, refreshments, etc) and large donations (Sunil Jogi £250 for new sofa, Sean Curran - £500 for fence posts)
9. NatWest: Stanmore branch and Harrow regional office – cash donations and a team of 12+ on the day
10. Tommy Lee (skips and waste disposal)
11. Richard Brooker (garden services)
12. Refurbishment of men's toilets and changing rooms: Stanmore CC members and professional builders – Neelesh Patel, Kamlesh Hirani, Khim Vekaria and Suresh Gopal
13. Paint donated by Brewers
14. Pizza Hut Harrow Weald (for lunch on Friday and Saturday).

Club Advice

- Communications with members is critical: to get them onside with a launch event at the outset and then regularly in the 3 months running up to your CricketForce weekend. We created a weekly e-newsletter, established our Facebook group and, nearer the time, used the Club Twitter feed, too
- Create a core CricketForce working group for the weekend with a range of skills and experience, e.g. finance, communications, building and grounds, catering, project management
- [From Harrow St Mary's CC] agree your priorities (you will not get everything done in one weekend) – identify your projects and recruit a project manager for each one who has the necessary skills, e.g. professional plumber or decorator who can then lead a work team on the weekend
- Have a clear-out day ('Rip it Out Saturday') before CricketForce if possible, so you're prepped to start with the positive changes on CricketForce itself: e.g. throw out rubbish, take down pictures, curtains et al
- Plan your projects and know that there will need to be work done before and after CricketForce, e.g. our men's toilets and changing rooms and ladies toilets were all started a good 2 months before the weekend
- Recruit one good photographer (professional or a very good amateur) to take photos regularly for 'before and after' and collate them all in one database. Photos are also great for communicating with members and potential donors
- Know that you will need to spend some of the Club's own money so, agree a budget and your priorities up front
- You will panic! It will feel overwhelming at times – both in the run up and on the day. However, don't worry: you'll get there!
- Take the time to treasure your special moments and celebrate success, e.g. securing major donors; Middlesex player Ravi Patel bowling to our colts with Ollie Rayner keeping wicket!

- Know you're laying foundations – in terms of your club's social and cricketing life. Our CricketForce camaraderie continued throughout the 2014 season with colts parents meeting on Friday evenings for a BBQ or curry, supporting the players as team managers and coaches.

A hard core are still meeting through the winter at the club for family curry nights, keeping the connections going through the winter indoor league and planning for the coming season – complete with table tennis table and cards for 20+ each weekend. Individuals who were introduced to the club by friends as volunteers went on to become team managers in summer 2014 and are helping winter coaching in 2014/15; whilst their children have become Stanmore CC players.

Headline Figures & Statistics

- £16,200 directly donated to the club in the form of grants, materials and equipment
- £12,800 of specialist in-kind labour donated by skilled trades people
- £21,500 of in-kind labour benefit via volunteer hours
- £12,500 spent by the club itself in order to “unlock” all these benefits
- Over 35 businesses helped with donations, time, or reduced costs of materials.
- Around 250 volunteers involved over the weekend: 150 on Friday and 100 on Saturday.
- Attended by Middlesex CCC managing director Angus Fraser and players including Ravi Patel, Ollie Rayner, Stevie Eskinazi (former club overseas player), Paul Stirling and Ryan Higgins; the full MCB Development Team; senior representatives from local clubs; and a dozen NatWest colleagues from local Harrow branches.
- Ongoing camaraderie, especially among the colts and their parents/families, plus stronger ties between junior and senior sections of the Club
- **Total financial benefit to the club: £63,000.**

Note: MCB Acme Service

First launched in 2013, MCB have been engaged with selected clubs on major projects known as 'Acme projects' (acme is derived from the Greek word for 'pinnacle'). Projects 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. Clubs are invited to apply for MCB case officer support in the spring of each year.

To-date, over £1,000,000 in external 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.