

## Cricket Force Case Study – Strathmore CC

2016 was Strathmore CC's second involvement in the Cricket Force initiative. In 2015 we engaged at a late stage and enjoyed modest success, but were sufficiently persuaded by the outcomes to build on that initial experience and try to achieve more.

Our preparation for the Cricket Force weekend involved:

- Auditing the work around the ground that needed to be done and prioritising this as short, medium or long-term. The aim was to deal with short term tasks during the Cricket Force initiative
- Identifying local firms and organisations willing to contribute time, materials or both to support the work
- Promoting the initiative within and beyond the club's membership

We set ourselves some targets, which were to:

- Involve 20 club members and 10 non-members as volunteers
- Improve our facilities
- Prepare for the new season
- Generate new sponsorship – in cash or kind

Over a three week period, we achieved all of these and more.

The work completed as part of the initiative was:

- Repainted the tearoom exterior
- Repainted both sets of sight screens
- Completed the replacement of the dressing room ceiling and painted
- Re stained a dividing wall in the dressing rooms
- Repainted the interior of the scoreboard and cleaned
- Replaced locks on toilet doors
- Weeded the areas outside the clubhouse and tearoom
- Cleaned the kitchen and tearoom ready for the new season
- Removed a tree and bushes outside the clubhouse
- Repainted railings
- Repainted the front gate
- Repainted the club logo on the clubhouse exterior
- Replaced floor tiles behind the bar
- Repaired the ceiling at the entrance to the ladies toilets
- Replaced damaged slabs
- Made new lockers for the dressing room
- Tidied the front garden area and added new planting
- Cleared and tidied dressing rooms

We have attempted to put a monetary value on all of this.

The contributions (materials, equipment and labour) of local tradesmen and agencies amounted to a value of £2074.

The voluntary labour contributed (valued at the living wage) was £1169.50

The total cash value of Cricket Force was £3243.50.

In addition to the harder outcomes, there have been some softer benefits. The work done has attracted positive comment from the wider membership and visitors; it has provided a visible demonstration of our efforts to regenerate the club. The event itself contributed to comradery within the club, which we hope will carry forward in to the new season. Most significantly, the initiative convinced a number of people that significant things could be achieved when people put their minds to it.

We learned some important lessons, which included:

- There is goodwill towards the club in the community and this can be converted in to tangible benefits with the right approach
- Better planning and a longer run in makes it more likely that planned work will be done. Having someone take lead responsibility for scheduling work and securing resources created greater ownership and resulted in more being done
- We need to put more effort in to recruiting volunteers. In part we think this might be achieved by making this a discrete responsibility for someone, but we also need to announce the date sooner and campaign harder

At the end of Cricket Force we are left:

- Convinced that Cricket Force can provide an important focus for some of our ambitions and efforts to improve the ground
- Believing that we can do more next year and determined to focus on a single major project in 2017
- Knowing that we need to start planning as soon as the season is over
- With a programme of improvements that we hope to implement over a five year period. We have already taken advice on potential funding sources and will shortly begin work on detailed costing and the preparation of funding applications. We also know what we are unlikely to be able to fund from grant sources and will focus fundraising in these areas