



SUSSEX CRICKET BOARD

Focus Club Case Study – Chichester Priory Park CC

Background

Chichester Priory Park CC is a large Focus Club in West Sussex. It was one of the original clubs awarded Focus Club Status when the scheme began in 2004. In 2006 the club started to work towards Clubmark Accreditation and started to deliver a Chance to Shine scheme.

Relationship with SCB

Communication between SCB and the club prior to 2006 was generally on a reactive basis. However in becoming a Chance to Shine club and progressing towards Clubmark Accreditation, meetings between club officials and SCB have become regular.

Discussions initially focused on the clubs delivery of Chance to Shine and providing support to ensure the programme was delivered to the clubs benefit. Concurrently with this, the club started to write a Club Development Plan, which was given ECB approval in 2007. Meetings with the club chairman and development officer occur at least twice a year, as well as more informal meetings / discussions over the phone and e-mail on a regular basis.

Outcomes

The growth of this relationship has had a number of positive and tangible benefits to Chichester Priory Park CC:

- In 2007 Chichester Priory Park CC were awarded Clubmark status to recognize their safe, effective and child friendly club.
- The establishment of a school club partnerships with 9 local schools, with over 500 children being coached by the club in their schools each year.
- Increase in cricket participation in the local community by 7% from 2007 to 2008.
- A 22% increase in Club Membership over 2 years.
- An additional 10 Level 2 and 3 Level 1 qualified coaches.
- A 71% increase in volunteers from 2007 – 2008.
- Establishment of a Girls Section.
- Establishment of a positive relationship between the club and Chichester District Council and the West Sussex School Sports Partnership

Graeme Bennison, Chichester Priory Park Club Chairman, commented:

When I first become Chairman, I met with both Andy Hobbs (SCB) and Keith Greenfield(SCCC) to canvas ideas to help me to plan a way forward for the club. Since that meeting we have acted on each area, increasing both junior and senior membership, whilst enlisting the support of numerous new volunteers.

Clubmark was the first hurdle to overcome but with advice from Andy we were successful, and with the correct systems in place, it is relatively simple to maintain.

Throughout the planning and review process Andy and more recently Tim Shutt have been a source of tremendous support, being at hand to act as a sounding board to help develop ideas.

As with many clubs attracting volunteers has always been difficult and this year in conjunction with the SCB, we are running a Young Leaders course. We expect 10 youngsters to attend, who will then support the coaches at junior training evenings, and become more involved in the workings of the club.

Chance to Shine has been very successful, increasing the number of children playing cricket in the local area. It introduced girls in primary schools, but then they were lost in secondary schools, as a consequence, we have introduced Chance to Shine just to girls in a local secondary school in 2009. Last year we created our girls section in 2008 with over 20 members, which we expect to grow in 2009.