



SUSSEX CRICKET BOARD

Focus Club Case Study – Pulborough

Background

In 2006 Sussex Cricket Board had 35 Focus Clubs and invited all other clubs in the county to apply to become a Focus Club, on the basis of some clearly laid out criteria.

Pulborough CC, a club in the North West of Sussex, were one of six clubs to apply, following on from a number of years growth of their junior section. It was clear from their application and from meeting the club committee that they were a well organized, proactive and expanding club, with a positive attitude and great potential for further growth. They fulfilled all of the Focus Club criteria and thus were awarded Focus Club Status in November 2006.

Relationship with SCB

Since their application to become a Focus Club, the relationship between the SCB Development Team and the club has grown immensely. It began with a meeting between the club committee and 2 members of the Development Team to outline exactly what is expected of them as a Focus Club and what they can expect in return.

The club and SCB Development Officer now meet at least twice a year, either on a 1-2-1 basis, or as part of a club evening. Discussions focus on how the club is progressing against its development plan and what the next stages of development will be (in relation to volunteers, facilities, club teams etc), where funding can be found and how SCB can support the club in its plans.

Outside of these meetings communication between the parties is regular through e-mail updates both ways and phone conversations. In addition SCB has supported the club to establish positive relationships with Horsham District Council and the Central Sussex School Sports Partnership.

Outcomes

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

- In 2008 Pulborough were awarded Clubmark status to recognize their safe, effective and child friendly club.
- School partnerships established with 4 local schools with coaching provided to 470 young people.
- 40% increase in junior membership
- Increase in qualified coaches from 5 to 13
- Increase in volunteers – other areas
- £1000 ECB Small Grant for ground machinery
- £2000 Spen Cama Grant for ground machinery
- Full ECB Performance Quality Standard Pitch Report
- Establishment of a Girls U13 Team

Maurice Woolgar, Pulborough's Club Development Manager, commented:

“Over the last two years the support received by Pulborough CC from the Sussex Cricket Board has been invaluable to the development of the Club. With regular communication, both written and verbally, we are kept informed of developments in the County and likely sources for obtaining grants for much needed equipment and kit. The SCB has also encouraged the development of our Junior and Girls cricket teams by introducing us to local schools. This resulted in us forming a Girls U13's team playing in the Sussex Women's League in 2008 and the formation of an additional U15's Boys team for the 2009 season. Their advice, information and expertise during the time we were compiling the Club Development Plan was paramount in us achieving Clubmark accreditation in September 2008. Personal visits to the Club by a representative of the SCB are a regular occurrence which also raises our profile and members morale as they see the interest being taken in the Club”