Community Cricket Development Coach
Project Final Report
Date: 15-July-2011

Background to the project

How was the idea for the project developed?
The idea for the project was developed between the Dumfries and Galloway Junior Cricket Development Group, Cricket Scotland, the governing body for the sport in Scotland, and the Leisure and Sports Department of Dumfries and Galloway Council.

Who was involved in the project? Individuals and Organisations.

Photo 1- Pictured in 2010 are
Mark Adams the Council’s Sports Development Officer for the Stewartry,
Chris Stewart, the Dumfries and Galloway Community Cricket Coach, and
Iain Stewart the Cricket Scotland West Cricket Development Manager

Cricket Scotland
Chris Stewart: Dumfries and Galloway Community Cricket Coach, Cricket Scotland
He commenced his job at the start of May 2009.

Iain Stewart: West Community Cricket Development Manager, Cricket Scotland
Iain was Chris Stewart’s line manager.

Steve Paige: Head of Community Development, Cricket Scotland
He manages the development of Scottish cricket and the Cricket Scotland development staff across Scotland.

**Dumfries & Galloway Council Sports and Leisure Department**

Mark Adams: Sports Development Officer, Dumfries and Galloway Council
[Including the remit for cricket region wide in Dumfries and Galloway]

His role was to assist Chris and Iain Stewart particularly with regards to the necessary interaction with Council sports staff and schools.

**Dumfries and Galloway Junior Cricket Development Group**

Honorary Secretary: Hugh Farries

Chairman: Trefor Williams (2009), Rory Fergusson (2010), Derek Heron (2011)

The development group operates in a voluntary capacity. Chris Stewart provided reports at regular meetings and took guidance and direction from the group to address local needs.

**What were the aims and objectives of the project?**

- The creation of the Development Coach position (0.5 full time equivalent).
- Increase the physical activity levels of young people.
- Disparate Clubs from differing communities working together towards a common goal.
- Increase in the quality of the cricket being played in the area and also increase the profile of the Dumfries and Galloway region across Scotland.
- Improve the sustainability of Cricket Clubs in the area and the continuation of a tradition.
- Improve the skill levels of the Club coaches and teachers through education and mentoring.
- Improve the skill levels of the young people reached.
- Mentor coaches leading to lifelong participation in physical activity
- Increase in junior membership of cricket Clubs throughout Dumfries and Galloway.
- Increase in the number of inter-club junior fixtures within Dumfries and Galloway.

**How was the funding package assembled?**

The local junior cricket development group met with Cricket Scotland and the Council’s Sports Development staff to discuss the possibilities of such a project and the possible sourcing of funds.

The outcome was an annual contribution of £3000 from Cricket Scotland and £2000 from the local Council for the duration of the project providing other funding sources could be identified.

In addition Cricket Scotland were to act as the employing agency, assist with identifying partnership funds, and provide line management as the Scottish Governing Body.

The Council were also to assist with identifying partnership funds, provide office accommodation and equipment, line management assistance, and access to facilities.
**How much money did LEADER provide?**
The total LEADER grant approved in the initial application was for the sum of £14,160.00 from a total expenditure of £31,160.

At the completion of the project the total sum of the claims made to LEADER amounted to £13,491.04 from a total expenditure of £29,689.81.
The project experience

When did the project take place?
The position of a part-time Dumfries and Galloway Community Cricket Coach was advertised by Cricket Scotland in March of 2009.

Interviews, together with a practical coaching session involving school children, were conducted on the 21st April of 2009 with interviewers from Cricket Scotland, Dumfries and Galloway Council Sports and Leisure Department and from the Dumfries and Galloway Junior Cricket Development Group.

Chris Stewart was appointed to the post and took up formal employment with Cricket Scotland on May 5th 2009. This marked the effective start of the project.

The project supported by LEADER was for a two year period and that period came to an end on the 4th May 2011.

What actually happened?
Cricket sessions were organised and delivered by the Community Coach in both a curriculum and an extra-curricular setting at local schools, predominantly local primary schools.

Active School initiatives were supported and Cricket Camps took place round the region in conjunction with the Council Sports and Leisure department.

![Photo 2 Girls Active Schools club at King George V Park](image)

The Community Coach provided delivery and support of club based sessions along with instruction of volunteers, coaches, teachers and youth sports leaders through coaching courses and mentoring coaching sessions.

How was the project delivered?
The project was delivered through the direct work of the Community Coach conducting and organising cricket sessions, providing opportunities to play and instruction of volunteers, teachers and coaches.
This was achieved with the assistance of the region’s Active Schools co-ordinators, School staff, Council Sports Development staff, Cricket Scotland Development officers and volunteers in the sport and local clubs.

The aim was for the efforts of the Community Coach to initiate and increase local activity in the sport with more cricket delivery from other resources. This was achieved through the supporting efforts of schools, Active Schools, and additional resources provided by local clubs.

**What marketing was undertaken?**

![Photo 3 A 2009 Cricket Summer Camp](Image)

The availability of local cricket and support from the Community Coach was publicised with

- Sports Activity Brochures produced by the Council Sport and Leisure Department which detailed a range of cricket camps.
- Cricket Flyers detailing further junior cricket opportunities at local clubs were handed out after school sessions.
- Articles on the activities of the Community Coach were published in local papers.
- An article on the project was published on the Scotland National Rural Network website and in the associated newsletter.
- An article about the Community Coach’s activities was published in the D&G Council Staff Newsletter.
An article in D&G Council Schools E-Newsletter was distributed to the region’s schools.

The Community Coach development work was promoted on the DG Development Group website (www.dgcricket.org.uk) as were the Coach’s contact details for enquiries about supporting more local junior cricket.

The Community Coach information and contact details were listed as part of Cricket Scotland’s development programme on their website (www.cricketscotland.co.uk) along with an article published on the site about his role and appointment.

Who benefitted from the project?
The primary beneficiaries of the project were the school children around Dumfries and Galloway, in particular those of primary school age. Well over one thousand five hundred individuals experienced the sport directly from the Community Coach, most for the first time, and the vast majority received multiple sessions to develop their contact with the sport. On over five thousand occasions a school age pupil will have participated in such a cricket session. (In practice that number was higher since not all such sessions were successfully evidenced to satisfy the LEADER requirements). This group included both boys and girls with subsequent opportunities provided to pursue the sport at after-school clubs, cricket camps and at junior sessions available and provided by local clubs.

Blocks of cricket sessions were provided at over thirty primary schools covering ten of the region’s post codes ranging from Borgue to Canonbie and Eastriggs to Hottsbridge. Secondary schools visited included Castle Douglas High, Wallace Hall Academy and Langholm Academy.

That impact was added to, and supplemented, with the activity of other coaches, volunteers and teachers, and the Council Leisure and Sports Department figures for April 2010 to 2011 alone included five hundred cricket sessions delivered over the course of the year with the number of times a cricket session was experienced by school children just under twelve thousand. Within the Primary Schools three thousand six hundred pupils running from P1 to P7 benefitted from cricket/sports sessions over that one year.

The Community Coach also delivered eleven cricket camps during school holidays at such locations as Annan, Dumfries, Gatehouse, Langholm, Lockerbie, and Lochmaben.

In addition volunteers, teachers, young sports leaders and local coaches were developed with delivery of coaching courses ranging from an “Introduction to cricket” to a “UKCC Level 1 Coaches Course” which was held locally in Dumfries and trained eighteen coaches, most of whom are associated with local clubs.

A more intangible benefit was that many teachers and PE teachers were initiated in how to conduct cricket sessions, games, and offer an enjoyable experience to their pupils. This was supported with equipment in the form of several Kwik Cricket kits being provided free to local schools as a result of successful applications to the Lords Taverners, a cricket charity whose aim is to promote the sport.
How did the final budget turn out?
The final budget resulted in an under-spend compared to that originally submitted. The budgeted amount for salary costs proved essentially accurate. However expense items for mileage and mobile costs, plus other items, proved to have been overestimated in the original costs.

However this provided a means to accommodate an item for equipment which had not been included in the original project costs and which was, in practice, required for the delivery of the project and also for the future.

In the final costs there remained an under-spend in the region of £1,400 compared to the original approved expenditure with approximately £640 in LEADER grants not claimed.

The approved in-kind contribution from local clubs for provision of facilities and club coaches’ time was readily reached. In practice over the period of the project the in-kind contribution made by clubs considerably exceeded that originally detailed.
What lessons have been learnt?

The lessons learnt have included the following.

The need for a very close liaison with Active Schools and the Schools themselves and to plan early to enable cricket sessions to be incorporated into the school schedule which is developed in advance for the school year.

There is a need for a consistent follow-on route to be available for those attending sessions so that they are encouraged to pursue an interest in cricket and sport beyond the school environment and at local clubs.

There is also the need for a consistent legacy to be left after school visits with the supporting teacher or volunteer gaining the necessary skills, confidence, and commitment to be able to provide cricket sessions or games independently.
Will the project be mainstreamed or transferred?
The position of Community Coach has been retained at the same level for, at least, the third year beyond the first two years of support from LEADER.

Detail the sustainability of the project and/or the exit strategy.

The Dumfries and Galloway Junior Cricket Development Group is to continue and build on the work done during the Community Coach Project by retaining the part-time post of Dumfries and Galloway Community Cricket Coach for 2011/12.

The LEADER Community Development Coach Project reached its finish date at the beginning of May 2011 at which point Chris Stewart had been in post for two years. Chris Stewart will be retained in this post, at least, for the period May 2011 to April 2011.

Funding will continue for the third year of the post from Cricket Scotland and the local Council and from Development Group funds which have been supported by other local funding bodies. Cricket Scotland will continue to fulfil the role of employer.

In 2011 the group will investigate and source funding support for beyond the third year of the post in 2012 and beyond in order to be able to retain and develop the Community Coach role for the Dumfries and Galloway region.
Detail how the project has addressed the LEADER issue selected in the application

Photo 6 Primary School Cricket Festival

The LEADER issue selected in the application was to

“Create opportunities to improve health”

The project has provided the direct means to improve health and fitness with blocks of sports sessions delivered to both primary and secondary school pupils both in the curriculum and after-school which have achieved increased physical activity levels.

This has been supported with the follow-up opportunities, cricket camps, and cricket activities and games through the junior cricket provided and promoted at local clubs. This has provided more youngsters with an additional opportunity for physical activity at these clubs and will also assist with the longer term sustainability of these local sports clubs.

It has also had the indirect benefit of developing sporting skills and a sporting culture in school age children with the aim that this will stay with them through their adult lives, perhaps in a different sport, and has given them the experience and social benefits of interacting with those of their own and different ages through involvement with a team sport.

It has provided skills for local volunteers, teaches and coaches which will continue into the future and will widen the opportunities for other to participate in sporting activities. In addition for these individuals this will encourage and develop a lifelong participation in physical activity.