



CORNWALL CRICKET TRUST

Cornwall Cricket Centre, Truro College, College Rd
Truro, Cornwall, TR1 3XX
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www.cornwallcrickettrust.org



GRANT AWARD CONDITIONS: CLUB FEEDBACK REPORT

Menheniot Looe CC

Key Condition

The club agrees to work with the Cornwall Cricket Trust ("the Trust") to promote the club as a local hub for All Stars Cricket, linking in with the local schools network with the aim of boosting participation in the local initiative.

In connection with the above initiative, the club also agrees to provide the Trust, no later than a specified date, with a high level plan aimed at connecting the club's All Stars Cricket programme for the 2018 season and beyond with the local schools network.

1. Please provide details of how the new initiative will be publicised (ie, via local press, social media, via the club's web-site, through schools, colleges and community groups, via "shop window" posters etc). How will this activity continue throughout the season?

A large article with a picture of the 2017 All Stars group appeared in the Cornish Times (the weekly newspaper for south east Cornwall) in February.

Local primary and secondary schools have been sent details of the club's All Stars and youth coaching activities for 2018. Three free trial sessions have been offered, on Sunday 22 April, Friday 27 April and Friday 4 May.

Direct contact is supported through Facebook . We expect to make more use of the club's website as the season progresses. Information about the progress of the initiative will be sent to schools by email.

In 2017, our All Stars participants came from five primary schools. We expect to extend this number.

2. Please provide an outline of how the new sessions will be organised, how often, what the format of the sessions will be, who will be responsible for running the sessions, how participant feedback will be collated and shared. Could the club circulate an "update for parents" to keep interest alive throughout the season? How will members of the senior teams at the club be involved in the programme?

Once our free trial sessions are complete, the All Stars programme runs from Friday 11 May to Friday 3 August inclusive. There is one gap on 9 July when we have junior and adult tickets available for a Somerset T 20 match at Taunton.

The All Stars programme is overseen by Alan Sedgley, a former



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headteacher. Helena Simpson, a recent member of the Cornwall under 17 girls' team, and Ross Ripley, a member of the club's 1st XI are key activators. We expect to be joined by Maria Jordan, a 2017 All Stars parent. The weekly programme takes place on Fridays between 1630 and 1730 at the Menheniot cricket ground or, if wet, in the hall at Menheniot Primary School.

As the season progresses, there are opportunities for capable All Stars to take part in under 9 festivals with other clubs. In 2017, four of our All Stars made this step. One progressed successfully to hard ball cricket with our under 11 and under 13 teams.

Parents make use of the bar and pavilion facilities at the ground. They receive emails about events and developments. All 2017 participants were given the opportunity to provide feedback through an email attachment and to suggest ways forward for 2018. This supports the verbal feedback which is given freely.

All adult playing members of the club are invited to take part in at least one All Stars or youth coaching or junior match activity.

3. Please list the names of the schools, academies, other sports facilities, community groups etc with which the club has engaged/will engage to "spread the word" about the initiative. How will the club be working with these organisations to promote a high take up of participants?

Secondary – Liskeard School and Community College and Looe Academy
Primary – Darite, Dobwalls, Liskeard Hillfort, Looe, Menheniot, Pensilva, Polperro, St Cleer, St Martins, St Nicolas Donderry, Trenode, Trewidland.

The club has offered to lead an assembly at each school. The first took place at St Cleer for Years 1 to 6 on 17 April. It included a warm up activity and some batting practice and was very well received.

4. How will the club engage with parents, school teachers, community leaders etc to promote awareness of the Trust's work and to attract new Trust members? How will the club publicise the Trust (and the membership benefits) with the schools, colleges, community groups and other stakeholders?

By email, through social media, via the club's website and through personal contacts.

5. What target has the club set for the number of children it wants to see participating in the new initiative? What steps does the club plan to take to ensure, as far as possible, that these targets are met?

Our All Stars target for 2018 is to exceed the 12 participants engaged in 2017. At the moment, we might struggle to cope with more than 24 participants but two groups of up to 12 could be managed.

Our best recruiting agents are likely to be the parents and children who are already involved. We know that we need to have our bar and barbecue facilities running more often on Friday evenings.

The club runs monthly social events throughout the year to which all members and parents are invited.

6. Within the club, how will the new initiative be managed and governed? Please provide details of whether a new sub-committee or other supervisory group will be set up and how this group will be organised. Would the club consider having a youth sub-committee to allow youngsters the chance to have a say on how these youth initiatives are run?

The club's committee meets every month. There is always an item which covers All Stars and youth development, including festivals and fixtures. Another standing item covers safeguarding including DBS procedures.

The club is keen to develop young people as leaders. We would be very happy to have young people involved in the club's consultation and decision making procedures. We try to ensure that there is a one to one discussion with each playing member of whatever age each season. A note is taken for adult members and circulated to the committee. We could consider extending this approach to all junior members: a start was made in 2017.

7. Thinking about building new and sustainable cricketing communities for the future, how will the club look to welcome parents and families to the events? Please outline any plans to create a social, welcoming and inclusive environment designed to bring members back in the years ahead.

In addition to the items noted above, the club runs an annual six a side event in June. This is social in nature and includes some fancy dress. Teams are drawn up so that they are of roughly equal standard. On occasions, this has functioned as a club 'Open Day'. The event has potential for further development.

The club's changing and toilet facilities for girls and women are about to be improved.

Our 20 page annual club handbook provides details of all that we do. This is provided free of charge to all members and supporters irrespective of age. We are an inclusive club.

8. How will the highlights of (and outcomes from) the sessions be publicised throughout the season? For example, will there be short updates via social media etc?

We expect to use Play-Cricket fully as well as social media and the Cornish Times.

9. Please list any partnering initiatives the club is contemplating running with local schools and academies? Would the club provide coaching sessions at partner schools? Could local schools use the club's ground and facilities for, say, softball competitions?

The cricket club is a member of the Menheniot Sports Association, a registered charity, and which also involves the Menheniot tennis club and the Rangers junior football club. In the past, largely through Chance to Shine, the club has made a significant contribution to cricket coaching at partner primary schools and at Looe Academy. The club is anxious to develop further qualified coaches so that it might resume these activities.

Menheniot Primary School uses the club's ground from time to time for activities with its young people. In addition the Friends of the school use the site for its annual firework display which is a major community event.



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Alan Sedgley, our youth team manager, has just become the youth fixtures coordinator for cricket clubs in the east of the county. Thus he has some ability to help to promote All Stars and youth cricket in the area.