

team
BEDS & LUTON
activity for life...

Case Study



Flitwick Cricket Club

In Brief

Name: Flitwick Cricket Club

Type of Organisation: Sports Club

Sports: Cricket, Rounders with plans to expand to more.

Website and Social Media:

<https://flitwickcc.play-cricket.com/>

Twitter: @flitwickCC

Overall Funding obtained in the last year:

Sport England Protecting Playing Fields - £65K

Central Bedfordshire Council s106 monies – Phase one - £180K



The Journey

Flitwick Cricket Club were introduced to us through our work with Cricket East and we have worked with the club for over nine years. We had already supported them with a small grant and Inspired Facilities funding applications which resulted in around £55K of investment into the club to improve the cricket related infrastructure at the site. The club was able to secure loan funding through a local benefactor and the ECB with the support of Cricket East to assist with the purchase of land adjoining the existing ground to provide a second pitch. This was phase 1 of their project. The work we undertake in this case study is helping them achieve their phase 2 plans to develop a second ground at the club's Flitwick site and improve the drainage across the whole site.



How did we help?

The club was at capacity, especially over the weekend and they had to use other clubs and grounds for their matches which wasn't ideal, given that demand at other grounds across the county were also increasing. We supported the club to help with:

- Identifying funding pots
- Engaging with the council
- Engaging with other partners
- Supporting the club with their funding applications.

What does this support look like in reality?

We provide non financial support:

- We provided advice, guidance and support with funding applications to Sport England and Central Bedfordshire Council.
- We helped them to establish a Rounder's participation programme and ultimately the setting up of a Rounder's section of the club through our Get Back Into programme.
- We connected the club with Central Bedfordshire Council for their support with s106 funding.
- We were advocates for the club at a strategic level to ensure that the clubs expansion and development plans were included within the Local Authorities priority developments.



Funding received

With our support the club have utilised the following funding from Sport England and Central Bedfordshire Council in the last year to develop the adjoining land so that it is fit for cricket in the future:

Sport England Protecting Playing Fields - £65K

Central Bedfordshire Council s106 monies – Phase one - £180K

What is the money being used for?

The funding is being used to develop the land adjoining the main ground so that it can be used for cricket to house their third/fourth eleven at the home venue on Saturdays and Sundays and youth cricket at other times. The land, when purchased, was housing a number of horses and frequently suffered from flooding so significant development work has been undertaken to get the ground fit for purpose.



The result

Club Impact

The relationship management work completed by team BEDS&LUTON will have significant impact on the club and the community from 2020 onwards once all the work is complete. These benefits include:

Community Development:

- Bringing the club closer together and enhancing sociability and connectivity.

Economic Development:

- Reduce pitch hire costs.
- Increase revenue through greater use of community facilities at the site
- Enable the club to maximise the opportunities for future growth that will come with the significant new housing developments planned for South Central Bedfordshire .

Personal Development:

- To double the capacity for play and development of young players at their own venue.
- Attract new players and a better quality of player.

Health and Wellbeing:

- Reduced stress on players, coaches and parents due to less travelling involved in their weekend matches. Being able to play at our own club each week will bring the community together. One club, one ground, one community. Helping to improve local pride now that home matches can be played locally.

"To be able to play all our home matches at our new larger club grounds rather than travel around the county will be amazing."

**Howard Moxon (Chairman) Flitwick
Cricket Club**



Club Impact



"This project has highlighted how we can effectively support development of the sport and physical activity infrastructure through advocacy; partnership working; technical knowledge and the securing of financial resources."

**Graham Simpson
Business Manager
team BEDS&LUTON**

"The £245k that's been spent on the development of the club ground has all been thanks to the hard work of team BEDS&LUTON in putting the funding applications together for us"

**Howard Moxon (Chairman)
Flitwick Cricket Club**



"Central Bedfordshire Council's Leisure Strategy highlighted the club's need to expand and we are delighted to have supported this project with section 106 funding secured from housing developments in Flitwick. The club's success in securing the funding to deliver this project is a testament to their hard work and partnership between team BEDS&LUTON, Central Bedfordshire Council and the club."

**Lisa White
Central Bedfordshire Council
Leisure, Libraries and
Countryside**

Future plans

The major next plan is the development of the infrastructure to support the second pitch and the funding required to achieve this (Phase 3 of the clubs plans). These plans will include the development of the club house, improve access for disabilities and to increase the quantity of the changing rooms.

"Community is right at the centre of this club. We want to develop a really strong community offer that enables them to use our facilities to socialise together but also to be physically active.

We have over 290 children attend our club from the ages of 5 to 15 playing cricket and have fantastic links with our local schools. We are trying to develop other family friendly facilities, which may not necessarily involve cricket but things that make the community active such as Pilates and Jazzercise. Where they need a studio but currently don't have the facilities locally".

Howard Moxon (Chairman) Flitwick Cricket Club





t: 01582 813765 m: 07803940509

Wigmore Hall | Wigmore Valley Park | Eaton Green
Road | Luton | LU2 9JB

www.teambedsandluton.co.uk



@teamBEDS