



Sherwood Cricket Club, Kent – Sport and Community: driving sustainability with an environmental impact and community strategy

Geographic Details.

County Cricket Board	Kent
Project Start Date	
Project Completion Date	Ongoing
Funding Stream(s)	ECB Small Grants, Kent Playing Fields Association Grant
Location (Inner-city/Urban/Rural)	Urban
Applicant / Organisation Status	<i>ECB Clubmark</i>
Author and Title	Jamie Leeson, Development Manager, Fields in Trust
Date	November 2014

Quantitative and Qualitative Detail.

Background

Sherwood Cricket Club is situated in the Medway town of Rochester in Kent, an area which ranks in the most deprived 20% of areas, with crime and the living environment being the main areas of weakness*.

Established in 1965, the club first moved to its current ground in 1982 with a 10-year lease from Seeboard. In the early 1990s Seeboard had plans for a housing development and whilst part of the land was sold for housing the Club secured enough funding to purchase the remaining land to continue the community cricket club.

*2011 Census

Aims and Objectives.

The long-term sustainability for Sherwood Cricket Club, given its impact and focus within the community, was the primary goal. As for many sports clubs, finances were not easy to come by, so the club looked at different ways of not only fundraising, but reducing costs.

Achievements to date.

Sherwood CC has built its pavilion and in recent years has introduced an environmental impact policy and facilities development plan to reduce its carbon footprint and increase sustainability. This has included obtaining funding from various sources to implement solarpv, energy management and LED efficient lighting throughout the clubhouse which is now providing a venue for a number of community groups and an income to help sustain and grow the club.

It has received several accreditations for this work and was a named finalist in the 2013 Kent Excellence in Business Awards. With a strong volunteer base, the club provides facilities for youth, senior and girl's teams and has also introduced a football team maintaining usage and income outside of the cricket season. A new set of goal posts donated through Fields in Trust's partnership with Asda has been a welcome addition to the site. Partnerships are in place with several organisations to provide cricket coaching to local schoolchildren including a programme with Cricket Cubs and Friends to introduce children aged 2-7 years to the sport; with Kent Police to use cricket to tackle social issues; and with the British Army to deliver a 'Be The Best' event for 500 local students.

Sherwood is celebrating its 50th year in 2015 and is entering into an Agreement with Mid-Kent College in Gillingham to partner on a number of clubhouse improvement initiatives using the students and staff at the college. These include Plumbing, Electrical and Carpentry works as well as Painting and Decorating services. The college are keen to get their students engaged on real projects that have been identified and are using some of the Jewson/ECB fund to finance some of the work.

Pictures.



Main partners involved.

The ECB
Fields in Trust

Kent Playing Fields Association
Mid Kent College
Jewson

Comments from the applicant / organisation.

“Within Medway alone we have lost over 10 cricket grounds in the past decade, by ensuring the grounds are protected forever, we have taken the right approach to protect the facilities at Sherwood for the club and the local community. The benefits are of major importance to any club that are seeking to develop their facilities. Any capital investment from grants and funding are assured that the investments are secure and will benefit the community for the lifetime of the project.”

Tony Rossiter, Chairman

Headline Figures and Statistics.

1	
2	
3	
4	
5	

For further information contact:

Insert name **Jamie Leeson**
Insert title **Development Manager**
Insert organisation **Fields in Trust**
Insert address 1 **15 Crinan Street**
Insert address 2 **2nd Floor**
Insert address 3 **London**
Insert post Code **N1 9SQ**

Insert telephone number **0207 427 2124**
Insert email address Jamie.leeson@fieldsintrust.org
Insert website address www.fieldsintrust.org