CREATING WELCOMING ENVIRONMENTS

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1.0 INTRODUCTION

BACKGROUND

Developed as part of a range of ECB initiatives aimed at making cricket a game for everyone, the ECB's 'Inspiring Generations' Strategy is a five-year strategic plan which aims to connect communities and inspire current and future generations through cricket activity. Our strategy has adapted to reflect the impact of COVID-19 and we are looking to future-proof the game and its facilities.

One of the key priorities of the strategy is to increase the number of people playing cricket recreationally through a strong, sustainable and inclusive club network which ensures that everyone is made to feel welcome and an integral part of the club cricket landscape.

This document is intended to provide guidance for cricket clubs to help make cricket facilities more inclusive and welcoming to all, by creating better environments for everyone using them and to encourage a more diverse range of people to join cricket clubs and get involved in the game at a recreational level.

Club facilities are an important factor in ensuring that everyone, regardless of age, sex, sexual orientation, race, faith or disability, feels comfortable within the club environment.

> "Creating an environment in which everyone using and visiting a cricket club feels welcome is beneficial to your club on many levels."

AIM OF THIS GUIDE

It has been designed to help all cricket clubs examine their existing facilities and identify areas where improvement works could make a difference to how welcome different users feel within the club. It also supports funders and designers throughout the process of identifying improvement works aimed at removing barriers to participation in cricket and helping everyone feel more welcome.

It is not intended as a detailed technical document, but instead to provide points for discussion within each club as to the potential improvements which could be made to help create a more inclusive and welcoming environment.

WHO IS THIS GUIDE FOR?

Cricket Clubs

Anybody involved in running and managing a recreational cricket club across England and Wales.

Funders

Anybody involved in the assessment of funding applications to help provide a framework in which to assess the particular needs and potential improvements for each individual club.

Designers

Any designers involved in making alterations to an existing club should also consult with this document throughout the design process to help guide their decision making.

WHY DOES THIS MATTER?

Creating an environment in which everyone using and visiting a cricket club feels welcome is beneficial to your club on many levels.

It creates an Inclusive Environment

Inclusive design is about creating places that everyone can use regardless of age, sex, sexual orientation, race, faith or disability. All cricket clubs should aim to allow everyone to participate equally and confidently at whatever level they choose.

It promotes female participation

It's an exciting time for women's sport, with the profile of elite sportswomen at an all time high, women and girls becoming more active, and a real focus on equal opportunities for girls and boys.

It encourages sport and physical activity

The physical, emotional and social benefits of sport and physical activity are well documented yet participation rates amongst some groups are still relatively low.

It helps your club to grow

Encouraging more people to get involved in recreational cricket will help in creating a more sustainable future for your club.

It improves the club environment for everyone

The improvements made to help make clubs feel more welcoming will benefit everyone using the club. Providing updated, more contemporary and sustainable facilities can only have a positive impact on those already using the club and also attracting more people into the game.

2.0 CONTEXT

THE IMPORTANCE OF INCLUSIVE DESIGN

A major part of the ECB's 'Inspiring Generations' Strategy involves investment in clubs to help them to enhance the experience of players and families, attract and retain new members from a more diverse range of backgrounds. It's vital to ensure that cricket remains relevant to societies and local communities which have an important role to play to secure the game for future generations.

It is important that investment in facilities is working to make cricket clubs more inclusive environments and, as such, improvement schemes should be properly examined and interrogated to ensure that they are offering a positive contribution towards this agenda.

Where there are opportunities for investment, these should be properly assessed against needs identified by members to overcome existing barriers and have the biggest possible impact towards making everyone feel welcome and included within the club environment.

The aim for every cricket club should be to enable everyone to participate and use their facilities equally, confidently and independently regardless of their age, sex, sexual orientation, race, faith or disability.

Through inclusive design, we create spaces which:

- Are welcoming and for everyone
- Are accessible and easy to use with dignity and without undue effort or anxiety
- Enhance our mental and physical health and well-being
- Reflect the diversity of today's society whilst building on local history
- Encourage mutual and harmonious relations between social groups and ensure that economic resources are evenly and fairly shared (Inclusion by Design – CABE, 2008)
- Are safe for users and can be adapted when social distancing is required

> "It is important that investment in facilities is working to make cricket clubs safer and more inclusive environments."

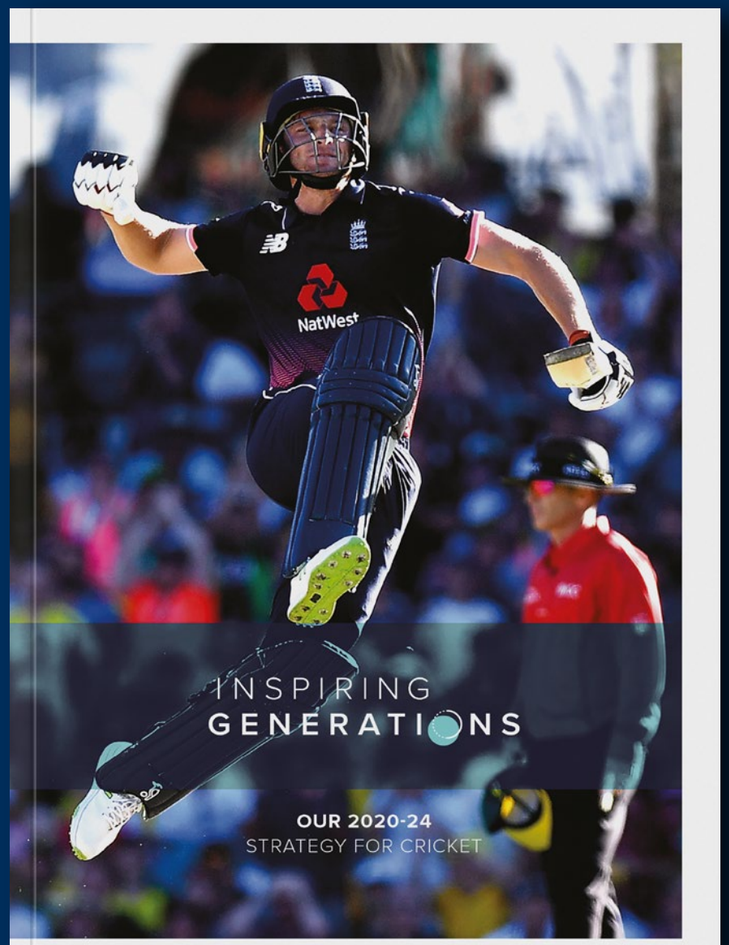
2.0 CONTEXT

INSPIRING GENERATIONS STRATEGY

The ECB's 'Inspiring Generations' Strategy is a game-wide, five-year strategic plan to grow cricket in England and Wales from 2020-24. This five-year plan will see the whole game united behind a clear purpose: to connect communities and to inspire current and future generations through cricket. The ambition is to inspire a new generation to believe that 'cricket is a game for me'. This goes beyond just a new generation, inspiring people and communities, regardless of age, sex, race and disability, to be united by a feeling that cricket is a game for all.

The strategy sets out six key priorities which include:

- Making Cricket More Accessible
- Engaging Children and Young People
- Transforming Women's and Girls' Cricket



TRANSFORMING WOMEN'S AND GIRLS' CRICKET

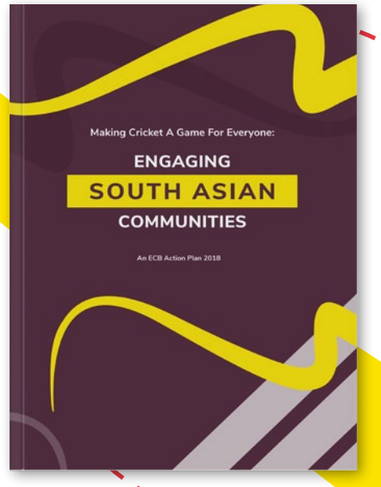
Building on the 'Inspiring Generations' Strategy is the comprehensive ten-point action plan – 'Transforming Women's and Girls' Cricket', which aims to increase engagement, grow representation and improve opportunities for females across all elements of the game in England and Wales. One of the key aims is to increase the number of females playing cricket recreationally through a strong, sustainable and inclusive club network by ensuring women and girls feel welcome and an integral part of the club cricket landscape. Facilities are an important factor in ensuring that everyone feels welcomed and included within the club environment.

ENGAGING SOUTH ASIAN COMMUNITIES

Engaging South Asian Communities is the ECB's eleven-point action plan to better engage with South Asian communities across England and Wales.

The key aims of the strategy are:

- To create more opportunities for South Asian communities to engage with cricket
- To remove the barriers to involvement and participation in cricket for South Asian players and fans
- To build strong relationships between South Asian communities, ECB, counties, clubs and the cricket network
- To use cricket to make a positive difference to communities



2.0 CONTEXT

CURRENT BARRIERS TO PARTICIPATING IN SPORT

Much research has been undertaken in recent years to better understand why participation rates across sports and physical activity are lower amongst some groups than others. This has led to a number of initiatives to help encourage more people to become active and get involved in sport. The current barriers to participation in sport are generally considered to fall into three categories:

Practical Barriers

- Lack of time and childcare
- Expense
- Lack of transport
- Personal safety
- Funding
- Access to facilities
- Health and Safety
- Support of others
- Communication

Personal Barriers

- Body image
- Clothing and equipment
- Lack of self-confidence
- Parental and adult influence
- Personal perceptions
- Additional individual requirements, i.e. space for an assistance dog

Social & Cultural Barriers

- The male-dominated culture of sport
- Attitudes and prejudices about sexuality, disability or ethnicity
- Sexual harassment and abuse
- Invisibility – media representations and lack of role models in sport

(References: Women's Sport and Fitness Foundation, Sport Scotland, Activity Alliance)

This will be discussed in further detail in Section 3.0 of this guide.

CRICKET CLUB SURVEY

The most detailed survey ECB has ever undertaken was carried out in 2019 in which cricket clubs gave insights into the current condition of their facilities and the potential barriers to participation, particularly amongst women and girls.

The insight gained from the survey has been used to help inform this guide and to identify some common issues and areas which could be addressed to help make clubs more welcoming and appealing, and to start to define how good facilities should look and feel.

3.0 CURRENT BARRIERS WITHIN FACILITIES

INTRODUCTION

This section will outline some common issues amongst cricket clubs and the main barriers which may discourage people from getting involved with and / or playing cricket, based upon the insights gained from the Cricket Club Survey undertaken in 2019 (see Section 2.0).

It is important to consider these barriers when assessing existing facilities in order to identify how existing arrangements may be contributing towards these.

It is also worth considering ways in which a wider cross section of people could be encouraged to spend more time in your cricket club. If people are made to feel welcome, they are more likely to socialise and spend more time in the club environment. Some may eventually be encouraged to take up the game.

Consideration also needs to be given to cricket clubs which have no or very limited club facilities and community cricket grounds where there are no facilities available.

The current barriers relating to club facilities have been grouped into the following themes:

- First Impressions and Overall Feel
- Club and Spectator Facilities
- Changing and Sanitary Facilities

CLUBS WITHOUT EXISTING FACILITIES

Some clubs will have no existing facilities or will be without dedicated facilities of their own. In such circumstances, assessments will need to be made to identify the best way of providing for the basic and most pressing needs of players and spectators.

What is stopping the club progress most?

What changes could have the most impact on making a ground more welcoming for all?

Where clubs play on public land such as local parks or school playing fields it may be necessary to engage with other stakeholders such as local councils or other sports teams in order to create welcoming environments in spaces they share with other user groups. In such circumstances this document can be used to identify the clubs requirements for the design when engaging in discussions about shared facilities.

3.0 CURRENT BARRIERS WITHIN FACILITIES

FIRST IMPRESSIONS AND OVERALL FEEL

The first impressions created on arrival to any cricket ground can have a lasting impact on how visitors feel when they use the club.

Try to think objectively about how new visitors using your club for the first time would feel on arriving at and entering the cricket ground. Would they feel welcome and at ease or unsettled and unsure of where to go?

Male Orientated Environment

Many of the clubs surveyed identified that their club is a predominantly male environment. This could be attributed to a number of factors including the general decor, display of male-focused cricket imagery and memorabilia, and a lack of facilities suitable for women and girls. All of these factors can contribute to a feeling that the club is a male domain and that female members are secondary.

Making efforts to create a balanced environment and involving all club members, including women and girls, in making decisions about how the club and pavilion could be improved will help everyone to feel more welcome.

Lack of Club Facilities

Where community pitches and clubs have no or very limited facilities, this may be off putting for many people.

If possible, fully accessible sanitary facilities, changing rooms and showers are provided as a minimum, this will help to encourage more people to use the ground. Consideration should be given to the use of shared facilities with other sports where possible, depending upon the location. Where appropriate, this accommodation could be provided in the form of modular buildings which may help to reduce costs. Once in place, a regular regime of cleaning and maintenance will be important in order to ensure that players and visitors feel happy to use the facilities.

Impact on Arrival

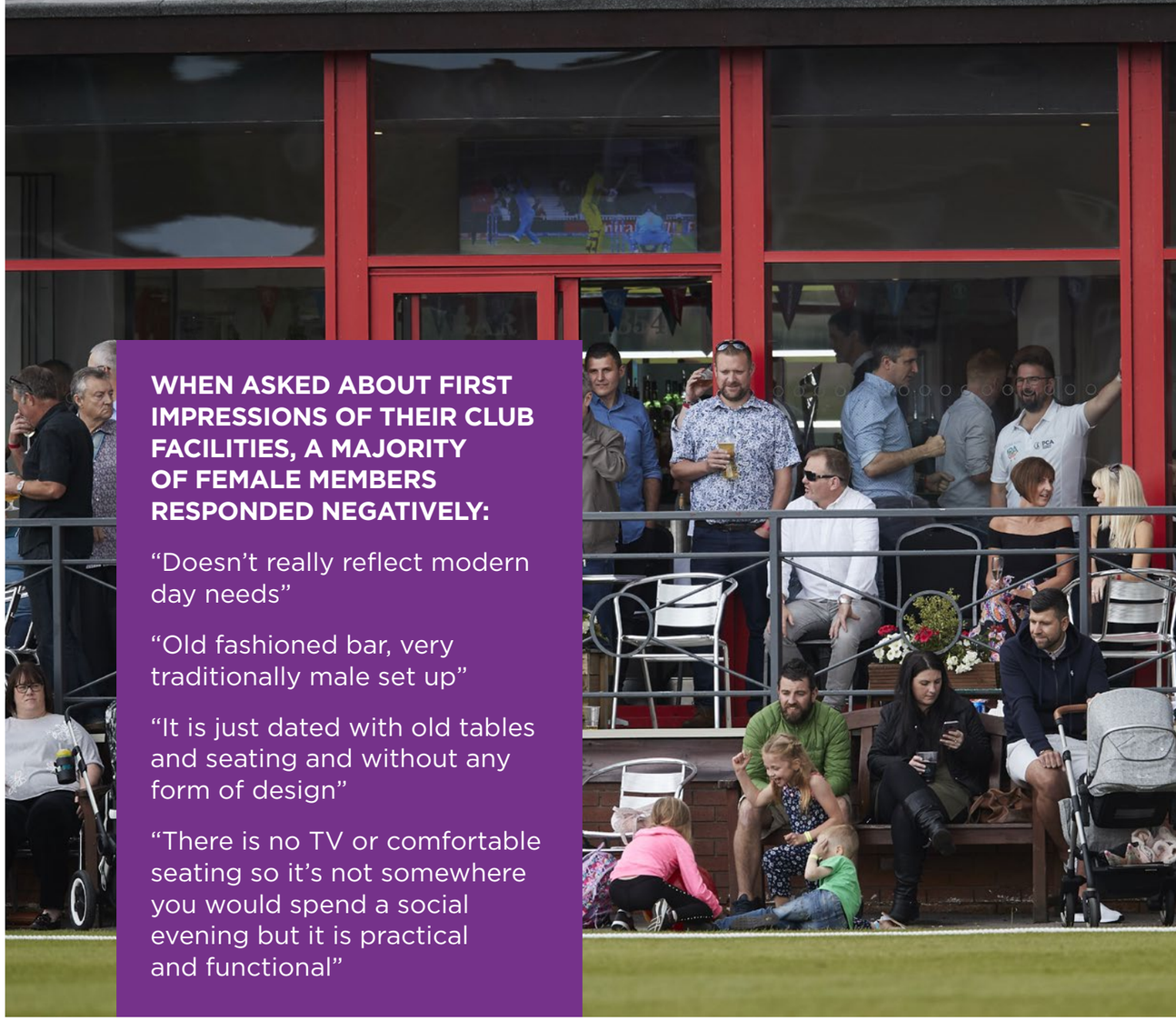
Where dedicated club facilities are available, a poor first impression on arrival to the pavilion or club house can also lead to feelings of being unwelcome. Factors such as the entrance being hidden, ambiguous or difficult to access can be off putting for some people.

An entrance area which is easy to find, well sign-posted, accessible to all and well-lit will feel welcoming to any new visitors, members and players and can have a really positive impact on people coming to the club for the first time.

Out-dated Pavilion

Facilities which are out-dated and in poor condition can also discourage people from spending time at the club. On entering the club house, if the first impression is of a space that feels old, tired, unclean or untidy, this will not present a very positive impact on arrival to the club.

Facilities that are clearly well cared for and properly maintained are more pleasant to spend time in and more likely to attract new members. If the pavilion feels light, clean and colourful this will give a far more positive impression when first entering the pavilion.



WHEN ASKED ABOUT FIRST IMPRESSIONS OF THEIR CLUB FACILITIES, A MAJORITY OF FEMALE MEMBERS RESPONDED NEGATIVELY:

“Doesn’t really reflect modern day needs”

“Old fashioned bar, very traditionally male set up”

“It is just dated with old tables and seating and without any form of design”

“There is no TV or comfortable seating so it’s not somewhere you would spend a social evening but it is practical and functional”

External Environment

The overall quality of the external environment can have a significant impact upon how people feel when arriving at the club. Lack of clear signage, poor external lighting and an approach to the cricket ground that feels unsafe or unclear can all contribute to a negative experience on arrival which may cause people to feel that they are not welcome.

It is important for clubs to also consider their sheltered external space in the context of any current and future social distancing requirements.

External signage, lighting, suitable access routes to the pitch and club facilities and a well-maintained ground will all help to create a positive first impression and a more welcoming approach.

Only 40%

of players asked said their Ground had good levels of external lighting

3.0 CURRENT BARRIERS WITHIN FACILITIES

CLUB AND SPECTATOR FACILITIES

In general, many of those surveyed were fairly positive about their current club and spectator facilities, but there are some clear areas for improvement which would help the facilities to feel more welcoming. These changes would benefit all club members, and in many instances could also help to increase revenue which could be re-invested to help in the continuous improvement of club facilities.

Viewing Areas

A lack of warm and dry internal spaces with views to the pitch may result in many people going elsewhere rather than staying at the club to watch a match or training session. Similarly, poor quality external viewing areas, lack of shelter and inadequate seating can discourage people from staying to watch.

The provision of comfortable areas for spectators could be a good incentive to encourage more people, and families in particular, to spend more time at the club.

Club House Facilities

When surveyed, many clubs reported that their social areas felt welcoming and friendly but also that they were old, tired and would benefit from updating. The quality of facilities within a club house can have a significant impact upon how people feel about using the club. A poor quality, out-dated environment with a lack of facilities will not encourage people to feel welcomed into the club.

Facilities which are up to date and clearly well cared for are more pleasant and welcoming to all and more likely to attract new members.

Refreshments

If the choice of food and drinks on offer is limited, this can also affect how people use the club house.

If a wide variety of good quality, hot and cold food and drinks are on offer then people are more likely to spend time at the club during and after matches and training sessions. For example, coffee machines can increase club income and appeal to a wider range of people.

Family Participation

A lack of childcare is often a major barrier to people wanting to get involved and play sport. Encouraging participation by the whole family will help to overcome this and allow more parents into the game.

If there is provision for families and younger siblings to take part in some way, this may also help in encouraging more people to play cricket.

Community Activities

The majority of clubs surveyed demonstrated a strong will to engage with the local community. Where clubs are not embedded within the local community, many people can feel excluded and that the club is a closed environment that is not welcoming to them.

Consider opening up your facilities for local groups to use. The club can increase engagement with the local community by running social events, family fun days and festivals can help to make people to feel more welcome in the club environment and perhaps more likely to get involved in cricket in the future.

Sustainability

Across society in general, people are more conscious of their environmental impact and can feel uncomfortable when basic opportunities to act responsibly are not provided.

Helping to improve the approach to a club so people can arrive on foot or ensuring there are adequate recycling opportunities, especially for items sold behind the bar, can help people feel more comfortable.

WHEN ASKED ABOUT WHICH ELEMENTS OF THEIR CLUBS PAVILION THEY FELT WERE UNWELCOMING, SOME COMMON RESPONSES FROM MEMBERS INCLUDED:

“It’s a lovely old style pavilion but can appear unwelcoming to girls and families because it’s not open and modern”

“Only photos of men's and youth boys' teams on the walls – need women's team picture up too”

“Changing facilities very small and a bit open to the outside”

“It could do with a fresh coating of paint and less of an ‘old man’s club’ look.”

33%

of people asked said their club did not yet offer an electronic point of sale e.g. a contactless card reader

Only 53%

of people asked said their club offered wifi access

3.0 CURRENT BARRIERS WITHIN FACILITIES

CHANGING AND SANITARY FACILITIES

One of the biggest barriers to people, and in particular women and girls, participating in sport is a lack of suitable changing and sanitary facilities. Many existing cricket clubs and were built at a time when facilities for male players were the primary consideration.

Some of those surveyed mentioned that the provision of better changing facilities would also encourage them to stay and socialise after a match instead of going straight home for a shower. The provision of decent changing facilities could therefore have a significant impact on how clubs are used socially as well as encouraging more people into the game.

Lack of Female Changing Room

The majority of clubs surveyed identified that they have only two changing rooms – one for home and one for away teams. Many pavilions have no accessible facilities and no dedicated changing areas for female or junior players, who are often expected to get changed in the toilets with no option for a shower.

For many clubs there may not be sufficient space or funding to provide multiple new changing rooms. The provision of a third, flexible changing room would make a significant difference to the majority of clubs.

Overall Condition

Many of the clubs surveyed advised that their changing and sanitary facilities are old and in need of refurbishment. A lack of proper ventilation, issues with damp, out-dated decoration and furniture and poor cleaning and maintenance regimes all contribute to an environment which few people feel happy to use.

Clean and well maintained facilities are key to encouraging more people to play cricket and will benefit everyone using and visiting the club. Good ventilation is critical for reducing the risk of transmitting COVID-19 and other viruses.

Privacy

Many existing changing rooms have been designed without much consideration for privacy. This is very off-putting for many people.

The provision of private changing areas is important for safeguarding as well as ensuring that anyone using the club feels comfortable in using the changing facilities.

Showers

The majority of clubs currently have communal showers, but most clubs surveyed identified that people would prefer to shower in private. Communal showers have become an out-dated concept from a privacy and safeguarding perspective and should be replaced with individual cubicles wherever possible.

The provision of individual shower cubicles, ideally with private changing areas if sufficient space is available, would make a significant improvement to any club environment which would impact upon how people feel when using the facilities.

Security

Many clubs surveyed identified a lack of secure storage for valuables within their pavilion and changing facilities.

Providing secure locker storage for valuables will be beneficial to everyone using a pavilion.

Representation on Committees

Club committees comprise of volunteers giving their time freely. Although they may not represent their diversity of membership for various reasons, it is important that the wider membership is consulted and represented when decisions are made about facility development.

You could consider a temporary sub-committee or a survey where a wider cross-section of your membership is consulted and therefore have their views represented (refer to next section on surveys).

It is important to consider who you would like to use the club's facilities in future, in a community context, and identify their requirements and viewpoints.

Vanity Areas

Many changing rooms are lacking in mirrors and plug sockets for hair dryers and straighteners etc. This results in many people preferring to go straight home after a match or training session rather than using the changing facilities.

A well considered vanity area with a shelf, mirror and plug sockets is a relatively simple addition which should be provided within all changing rooms.

Baby Changing

A lack of baby changing facilities can also deter many parents and families who might otherwise spend time at a club.

Baby changing facilities should be provided within all pavilions. Ideally these should be situated within a unisex and accessible area.

Sanitary Provision

The quality of sanitary provision can have a big impact on people's perceptions when using the club. Accessible and female toilets are sometimes an afterthought. Out-dated and poor quality toilet facilities can discourage many people from using the club.

Upgrading sanitary facilities and ensuring that accessible facilities as well as an equal number of suitable male and female toilets are provided is an important way to help make everyone to feel more welcome.

Lack of Team Meeting / Coaching Space

In many clubs, the changing rooms are often the space in which team talks and coaching happen. Since the changing rooms are often a predominantly male environment, this can make many female and junior players feel excluded where they are part of a mixed team.

Consideration should be given to the location for coaching and team talks in order that this is fully inclusive for all team members.

55%

of women and girls asked were not happy with the quality of toilet and changing provision at their clubs

93%

of people asked said their club offered no lockers to protect valuables

60%

of clubs do not have baby changing facilities

70%

of players asked said their club offered only communal shower facilities

4.0 LEARNING FROM THE IMPACT OF COVID-19

It is human instinct to consider safety before all else, and you can ensure that people want to visit your facility by both making it a safe place and ensuring that you communicate with people about how you have done this and how they can help everyone stay safe.

The impact of the COVID-19 pandemic has meant adaptations to almost every facet of life, and cricket environments are no exceptions to this.

The latest detailed guidance on specific measures required by government can be found on the ECB website, but in this section we outline issues that are worth considering, during the pandemic and beyond.

CREATING A SAFE ENVIRONMENT

Physical Changes

Many clubs have made physical adaptations to aid with social distancing; increasing ventilation, using one-way systems and screens, providing sanitising stations and creating more outdoor social spaces.

Some of these changes may not be needed in the future, but adapting your space to provide a better flow of people through your building or more space for people to use outdoors may help you cater for more happy customers.

Operations

Enhancing cleaning, and organising how your facility is used by managing arrival times and occupancy have been universal outcomes, which may revert in time to a less intensive approach. The additional focus on managing and supporting staff, volunteers and visitors will be a long-term benefit to clubs.

Digital Tools

Switching to contactless payment systems has assisted many clubs to reduce contact points, but it is also an obvious trend to embrace as society becomes increasingly 'cashless'.

Electronic ordering has been facilitated by social media apps and communication in general enhanced by a range of tools from apps, to emails to websites.

With smartphones now being owned by an estimated 80% of the population (and rising) the ability to connect virtually with people has never been more important.

THE CUSTOMER JOURNEY

Communicating with people has never been more vital, to both inform them of what safety measures are in place and to manage and modify how they behave when they do use your facilities.

Pre-arrival

The first impression that many people will have about you will be from your website.

Letting people know all of the measures undertaken to mitigate against the risk of COVID-19 has helped clubs reassure visitors that they are operating a safe space. Simple guides to arrival and use of the facilities creates a smoother experience for all. Walk through videos of changes or adaptations -not just safety ones – can really help. Particularly for those with sensitivity to change or unusual environments.

In the future, informing people that you are a safe and inclusive space can help them choose to come to your ground.

Many disabled people find it helpful to know that they will be welcome and that you have thought about issues such as level access, parking, toilets and space for assistance dogs, while families may want to know that baby changing facilities are available.

Providing FAQs and an easy route to asking any specific questions will give the best possible 'pre-arrival' experience.

At Your Ground

Well-lit signage, from the roadside to the inside of your buildings can help people find their way into and around your facility.

Signage has been an important factor in successful social distancing measures and can continue to enhance people's experience.

Post Visit

Maintaining contact details has been important to support the NHS test and trace programme, and while you need to take care around data protection (and the legislation that supports this) the principle of maintaining contact with people can help to encourage repeat visits and help you improve your offering.

A simple survey process for new visitors can assist in identifying ways to improve and make them feel valued. Providing tailored communications, rather than generalised marketing, will encourage more engagement.

5.0 WAYS TO IMPROVE YOUR CLUB FACILITIES

HOW TO IDENTIFY THE KEY PRIORITIES FOR YOUR CLUB

Whilst the majority of clubs will already have lots of ideas for improvements, it is important that a process of investigation is undertaken at the start of any project. This more objective analysis will help to ascertain where key improvements can be made to help the club environment to feel more welcoming to all.

The following flow chart sets out a process that could be followed by any club in order to identify the key areas for improvement works.

1

SURVEY ON CLUB FACILITIES TO BE ISSUED TO CLUB MEMBERS, PLAYERS AND VOLUNTEERS:

It is important that all club members are surveyed at the start of the process in order that a wide cross section of opinions are obtained. Whilst the club committee may have its own views with regards to the priorities for the club, others may have different ideas as individual perception of the existing facilities can vary significantly.

Involving players, members and volunteers (including parents) at an early stage that might not usually contribute to committee decision making can inspire people to feel a sense of ownership within the club since they are included in the decision-making process rather than having ideas imposed upon them. This can have a very positive impact upon how people feel when using the club.

Please consider that certain groups within your club (e.g. female players, disabled players, different age groups and religions etc) may have not be as vocal or as numerous, but should be encouraged to have input where decisions may affect them.

A template survey has been attached as an appendix to this document which can be used to gather general opinions of club members and users

2

COMPLETE THE FACILITIES REVIEW CHECKLIST:

Following some initial information gathering, the next step for most clubs will be to conduct a detailed analysis of the existing facilities. Try to be impartial and think about what the experience is like for someone visiting the club for the first time.

The checklist on page 42 can be used as a guide to undertake an objective review of the facilities. Once opinions have been gathered from club members then the checklist can be completed, taking into account all of the feedback received.

The checklist is intended to help generate discussion around the current facilities and start to think about ideas for how things could be improved.

The facilities review checklist is provided as an appendix to this document

3

BRAIN STORMING SESSION:

Once the club has gained an understanding of the current condition of existing facilities and the way in which these are perceived, it can be really helpful to carry out a brainstorming session to discuss and analyse the information gathered and the themes emerging from the facilities review checklist.

An initial session could be held with a wide cross section of club members in order to gather as many ideas and opinions as possible.

At this stage it is important to encourage people to think creatively and not be afraid to share their ideas even if they are not very practical! A fluid exchange of ideas can often be the best way to develop the feedback received into some tangible options for improvement works.

As part of the session, you could look at other local sports clubs and their competing offer. How does your club compare? What do they do well? Could you replicate it easily at your club?

4

FOCUS GROUP MEETINGS:

Following on from a brainstorming session, gather a team from within the club who will work to drive the project forwards. This could include anyone with specialist expertise who may be able to help to guide and manage the project. Hold a meeting with these key club representatives and also consider including the local County Board and ECB representatives at this stage in order to identify key priority areas.

Start to think about the following practicalities:

- Budget
- Timescales
- Future plans for the club – aims and objectives, future phasing of the works

5

FEASIBILITY STUDIES:

Once the club has identified a shortlist of priority areas, it will need to assess the feasibility of each option. Carrying out a Feasibility Study will help the club to decide which is the best option to progress.

Feasibility Studies could include the following information:

- Analysis of the site and existing facilities
- Existing plans and other drawings
- Photographs of existing buildings
- Schedule of accommodation and facilities required
- Sketch ideas
- Appraisal, pros and cons of each option
- Outline budget and costs for each option
- Conclusion and next steps

5.0 WAYS TO IMPROVE YOUR CLUB FACILITIES

> “Masterplanning can help a club to establish which potential improvement works are most pressing and which will offer.”

MASTERPLANNING

At the early stage of any project, and before commencing with any improvement works, it is important to consider the overall vision for the future of the club.

Compiling the ideas and priorities for the club into an overall masterplan will provide a framework in which any future improvement works can be carried out. Taking account of the bigger picture will be useful in guiding the club's priorities going forwards and will help to ensure that all future works are contributing towards this wider vision.

The masterplan document should include the following information:

- Site information and surveys
- Club's aims and objectives for the future
- Club's business plan
- Site plan / building plans as necessary

Whilst it is important to have a masterplan in place to help guide future works, this does not necessarily need to be fixed but can instead be a fluid document which is added to and adapted over time as the needs of the club change.

The main advantage of undertaking a master planning exercise is to ensure that all incremental improvements made are considered with the bigger picture in mind and are making steps towards achieving the ultimate objectives of the club. Masterplanning can help a club to establish which potential improvement works are most pressing and which will offer the biggest impact towards improving facilities and making them more welcoming.

5.0 WAYS TO IMPROVE YOUR CLUB FACILITIES

IDEAS FOR IMPROVEMENT WORKS

Most clubs will be working to a very limited budget when undertaking any improvement works. This section aims to help your club to prioritise the key areas which are considered most important in terms of making a difference to being accessible and welcoming to all.

For simplicity, the works have been divided into the following range of budgets:

£5,000

£10,000

£25,000

Within each of the sections on the next few pages, it is considered that each individual element could be undertaken within the given budget, rather than the full list of ideas. If a larger budget is available then a combination of several elements could be undertaken for maximum benefit to the club.

Things to consider:

1. It is important to note that the budgets provided here are indicative only and intended to give you a feel for the potential works which could be undertaken within each budget range.
2. The actual costs of the works will vary from project to project, as this will be dependent upon a number of factors relating to the age, nature and condition of your particular cricket club and also the way in which the works will be carried out.
3. It may be that your club has many volunteers who are willing and able to work for free or a network of skilled professionals who are happy to offer their services at a reduced rate. Other clubs may not have this option and may need to employ local contractors to undertake the works on their behalf. This can make a significant difference to the resulting cost of the works.

5.0 WAYS TO IMPROVE YOUR CLUB FACILITIES

IDEAS FOR A £5,000 BUDGET

Most clubs will be working to a very limited budget when undertaking any improvement works. This section aims to help your club to prioritise the key areas which are considered most important in terms of making a difference to the women and girls using the club.

First Impressions and Overall Feel

External Signage at Site Entrance

The provision of a clear and well located sign board at the entrance to the site will help to create a welcoming first impression to all users. A good sign board can help to advertise the club to all prospective members and promote opportunities for all including women's teams, junior cricket and disability cricket.

External Lighting

Good quality external lighting at the site entrance and throughout the ground is a key consideration in creating a safe and welcoming environment. This is particularly important if your club is not well overlooked by neighbouring properties as the approach to the club may feel intimidating to some visitors.

Improved Access to the Pavilion

The creation of a dedicated route to the Pavilion entrance will help to create a sense that the club facilities are organised and well cared for, which will help new visitors to feel at ease. Where site levels necessitate a stepped approach, a sloped path or ramp should also be provided in order to allow easy access for all using the building.

Club and Spectator Facilities

Club Room Redecoration Works

Within a £5,000 budget, some small scale redecoration works may be feasible to help to create a more welcoming social area. A scheme of redecoration is a relatively easy way to update your club room and help keep the Pavilion feeling fresh and well cared for. Provision of a television with subscription sports channels could help to encourage more people to use the facilities outside of match and training times. Creating a space in which more people want to spend time socialising may also help to encourage more women and girls to feel welcome in spending time at the club.

Provision of Wi-Fi

Providing a good Wi-Fi connection within the Club Room will bring your facilities up to date and make the club a more attractive place to spend time.

Improved Drinks and Snacks Provision

Offering decent quality hot and cold drinks and snacks may encourage people to spend more time at the club. Families in particular may be more inclined to stay and socialise if there is a good range of refreshments available. This could be achieved quite simply through investment in a good quality coffee machine and the introduction of a wider variety of drinks and snacks.

Trophy and Display Cabinets

All teams within the club, particularly women's and youth teams, should be equally represented within the space through the provision of adequate trophy and award displays or team photographs which hold all members in equal esteem. This will help all club members feel equally valued and included.

Changing and Sanitary Facilities

Baby Changing Facilities

Baby changing facilities are important in encouraging families to use the club. This does not necessarily need to comprise a separate room, but instead a baby changing area could be incorporated into another space. Consider if there is anywhere within your current sanitary facilities where a baby changing facility could be incorporated – ideally within a fully accessible and unisex area.

Improved Sanitary Facilities

The addition of sanitary disposal bins and sanitary product vending machines are a relatively low cost addition to any existing female WC facilities.

> "Within a £5,000 budget, some small scale redecoration works may be feasible to help to create a more welcoming social area."

5.0 WAYS TO IMPROVE YOUR CLUB FACILITIES

IDEAS FOR A £10,000 BUDGET

If a £10,000 budget is available, a combination of any of the items on the previous page could be considered, or one of the following:

First Impressions and Overall Feel

New Entrance Doors

Entrance Doors which are of sufficient width and with a level threshold will allow easy passage for anyone with limited mobility, using a wheelchair or pushchair. This will improve the accessibility of your club house and help all visitors to feel more welcome on arrival at the club.

Improvements to the Entrance Area

A scheme of redecoration to improve the appearance of the entrance area within the Pavilion will help to make the space more interesting and memorable, creating a positive impression on first entering the building. This could also incorporate some new lighting and signage depending upon the size of the space and the available budget.

Club and Spectator Facilities

Improved Kitchen Facilities

Existing kitchen facilities could be upgraded to allow a range of good quality hot food and snacks to be made available to spectators and players. This can be attractive to many people and may help to encourage more visitors to spend time at your club. For example, families may be more likely to spend time socialising at the club, and a wider variety of community events could be accommodated, if a better range of hot food and snacks is available.

New Club Room Furniture

New furniture can have a big impact in helping to modernise a social space, improving the overall look and feel of the space and making it a more comfortable place in which to spend time.

Club Room Renovation

The materials, finishes and decoration used within the social areas are an important consideration when creating a facility that is enjoyable for everyone to use. Upgrading your Club Room through a scheme of redecoration and new flooring can help to create a more contemporary space which feels a lot more welcoming.

Changing and Sanitary Facilities

Upgrade Existing WC Facilities

The provision of clean and modern sanitary facilities is likely to have a great impact in encouraging more women and girls into the Club. If your cricket pavilion is currently lacking in suitable toilet facilities then this should be a primary focus when considering upgrading works. The provision of accessible toilet facilities and baby changing facilities should be given priority in order to encourage all visitors to feel welcome within the Club.

5.0 WAYS TO IMPROVE YOUR CLUB FACILITIES

IDEAS FOR A £25,000 BUDGET

If a £25,000 budget is available to your club, then any combination of the previous elements, or one of the following improvement works should be considered:

First Impressions and Overall Feel

Internal Redecoration throughout the Pavilion

An attractive, clean, well maintained and uncluttered Pavilion will feel more welcoming to all visitors. A full scheme of internal redecoration can make a big impact in encouraging people to look forward to spending time at your Club.

Club and Spectator Facilities

Club Room Refurbishment

A full overhaul of the Club Room, including redecoration, new furniture, lighting and a new servery could make a significant impact on how the space is used by all users of the Club. This may also allow your Cricket Club to offer more community and social events, attracting a wider variety of people who may not currently feel welcome or comfortable in the Club environment.

Improving Views towards the Pitch

Many clubs have social areas in which the views towards the pitch are limited. If your social area has unobstructed views across the ground then it is more likely that spectators will spend time socialising here where they can watch a match from inside. This could be achieved by the replacement of existing windows with a series of full height windows or glazed doors. Better connections to the outside and an increased amount of daylight entering the social space will also help to create a brighter and more attractive atmosphere internally.

Sheltered Outdoor Space

Improving the outdoor space at your club means that it can adapt to any social distancing requirements as well as offering some versatility to social occasions where the weather might be inclement.

Changing and Sanitary Facilities

New Flexible Changing Room

Depending upon the layout and amount of space available within your Pavilion, it may be possible to reconfigure an area in order to create a new smaller flexible Changing Room. This could be used during mixed games to create an additional space for female or junior players to change and shower in privacy. It is important that any new changing facilities are designed to be fully accessible to all.

Redecoration / Reconfiguration to Existing Changing Rooms

Depending upon the condition of the current facilities, and the availability of separate female and junior changing areas, it may be appropriate to make improvements to your existing changing facilities. Modernising the existing Changing Rooms and adding individual shower cubicles in place of communal showers could make a big difference to helping people to feel more welcome within your club.

Provision of Sanitary Facilities

For cricket grounds where there are currently no facilities, the priority would be to add suitable sanitary facilities. The cost of such an installation can vary significantly depending upon the nature of the site and the proximity of existing utilities and drainage but this should be considered as a means to make a cricket club feel much more welcoming. As a minimum it would be advisable to provide a fully accessible unisex WC.

6.0 NEXT STEPS

FUNDING AND GRANT APPLICATIONS

Following the assessment of current barriers and identification of suitable improvement works which could serve to create a more welcoming club environment, clubs should focus on ensuring that they have the financial means to undertake the works.

When doing so, clubs should take into account any long term costs associated with the improvements to be made (for example, the provision of Wi-Fi will require regular payments to maintain the service).

In order to secure grant funding clubs should be able to demonstrate that they have considered how the intended works will contribute towards making their existing facilities more welcoming to existing members and more inclusive to help attract new members, especially from the target groups identified within the Inspiring Generations Strategy.

Once funding has been secured, consideration must be given towards the execution of the works in question to ensure that these achieve inclusive design standards and are executed following best practice principles. This is important to ensure that full advantages of undertaking the works are gained and that the positive impact of changes are felt by all members and spectators.

Phase two of this document examines best practice methods and provides advice on the process required in order to deliver smaller scale projects.

7.0 FURTHER INFORMATION AND USEFUL RESOURCES

General Design Guidance

- ECB: “TS5: Pavilions and Clubhouses” (2009)
- Sport England Design Guidance Note: “Pavilions and Clubhouses” (1999)
- Sport England: “Clubhouse Design Guidance Notes: 2 – Design” (2016 update)
- Sport England: “Clubhouse Design Guidance Notes: 3 – Refurbishment” (2016 update)
- Sport England Design Guidance Note: “Wayfinding and Signage for Sports Facilities” (2013)
- Sport Scotland: Changing Pavilions – Facility Design Guidance: https://sportscotland.org.uk/facilities/design-guidance/guidance-by- facility-type/changing-pavilions/
- NSPCC: “Child Protection in Sport Unit: Safe Use of Changing Facilities” https://thecpsu.org.uk/resource-library/best-practice/safe-use-of- changing-facilities/

Inclusive and Accessible Design

- CABE: “Inclusion by Design” (2008)
- Sport Scotland: “Inclusive Design and Access Statements” (2008)
- Design Council – Inclusive Design Hub: https://www.designcouncil.org.uk/inclusive-design/search
- Stalled! project: https://www.stalled.online/
- Changing Places: http://www.changing-places.org/

Inclusive Sports Facilities

- Sport England: “Accessible Sports Facilities” (2010)
- Sport England: “Access for All: Opening Doors” (2013)
- Sign Design Society “The Sign Design Guide”
- Sport England: “Wayfinding and Signage for Sports Facilities” (2013)
- Sport England: “Sport for all? Why ethnicity and culture matters in sport and physical activity” (2020)

Women and Sport

- Sport England: “Go Where Women Are”
- Sport Scotland: “Making Women and Girls More Active: A Good Practice Guide” (2005)
- Women’s Sport and Fitness Foundation: “The Ideal Sports Club for Women” (2011)

APPENDIX

FACILITIES SURVEY

FACILITIES SURVEY

FIRST IMPRESSIONS AND OVERALL FEEL

Q1: Does your cricket ground have the following?

- ☐ Good levels of external lighting?
- ☐ Adequate parking
- ☐ A clear and welcoming signboard
- ☐ Footpaths in good condition

Q2: What are your first impressions when entering the pavilion?

- ☐ Warm and friendly
- ☐ Light and airy
- ☐ Colourful
- ☐ Dark and dingy
- ☐ Clean and tidy
- ☐ Cluttered and untidy

Other (please specify)

Q3: Would you consider your pavilion to be a welcoming environment?

- ☐ Yes
- ☐ No

Q4: Which elements of your existing club facilities do you consider to feel most unwelcoming or uninviting on first impressions?

CLUB AND SPECTATOR FACILITIES

Q5: How satisfied are you with the viewing options available for both Players and Spectators?

- ☐ Completely satisfied
- ☐ There is room for improvement
- ☐ Rather unsatisfied

Q6: Does your club have a dedicated social space / club room facilities for members to use?

- ☐ Yes
- ☐ No

If yes, is there anything about your clubs existing pavilion / club room which currently discourages you from using this space?

Q7: Would the provision of any of the following items make you more likely to spend time using club facilities? (Tick all that apply)

- ☐ Wifi
- ☐ Television
- ☐ Sky Sports
- ☐ Music System
- ☐ Electronic Point of Sale (for card payments)

Other (please specify)

Q8: Does / would the provision of any of the following refreshment options increase the likelihood of you spending more time using club facilities?

- ☐ High quality hot drinks
- ☐ Variety of alcoholic and soft drinks
- ☐ Good quality snacks
- ☐ Good quality hot food

APPENDIX

FACILITIES SURVEY

Q9: Do you have any suggestions for ways in which your Club and Spectator areas could be improved to feel more welcoming and encourage you to use them more?

Q10: Do you feel the current club facilities offer a family friendly environment?

- ☐ Yes
- ☐ No

Do you feel anything further could be done to make it easier or more welcoming for families to use club facilities?

CHANGING AND SANITARY FACILTIES

Q11: On a scale of 1-10, how likely are you to feel comfortable using your clubs existing changing facilities

- ☐ 1 (Not Comfortable)
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10 (Very Comfortable)

Q12: On a scale of 1-10, what is the likelihood that the provision of individual shower cubicles within the changing rooms would make you feel more comfortable using these facilities?

- ☐ 1 (Not at all likely)
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 (Neither likely nor unlikely)
- ☐ 6
- ☐ 7
- ☐ 8
- ☐ 9
- ☐ 10 (Very likely)

Q13: Overall, are you happy with the quality of toilet and changing provision at your club?

- ☐ Yes
- ☐ No

If no, what would you change?

Q14: Overall, how welcome do the facilities at the club make you feel? Is there anything you would like to see changed to improve this?

APPENDIX

FACILITIES REVIEW CHECKLIST

1. First Impressions and Overall Feel

Ref	Item	Description	Rating (red = poor; green = good)			Comments
			Red	Amber	Green	
1.1	Approach to Ground	Does the approach to the ground feel safe and overlooked?				
		Does the club have a clear and welcoming sign board?				
1.2	Parking	Are there an adequate number of car parking spaces?				
		Is accessible parking available?				
		Is secure and sheltered cycle parking available?				
1.3	Approach to Entrance	Pedestrian routes – are footpaths kept clear and useable?				
		Is there sufficient external lighting?				
		Is the entrance to the pavilion obvious?				
		Are external steps provided and in good condition?				
		Are external ramps provided and in good condition?				
1.4	Condition	What is the general condition of the external areas?				
		Roof				
		External walls, windows and doors				
		Floors and stairs				
		Internal walls				
		Ceilings				
		Decoration				

Ref	Item	Description	Rating (red = poor; green = good)			Comments
			Red	Amber	Green	
1.5	Entrance Area	Is the entrance to the pavilion bright and colourful?				
		Is the entrance to the pavilion kept clean and tidy?				
1.6	Storage	Is adequate equipment storage available?				
		Is adequate administrative storage available?				
		Is adequate storage for catering available?				
		Is adequate storage for maintenance and cleaning equipment Available?				

APPENDIX

FACILITIES REVIEW CHECKLIST

2. Club and Spectator Facilities

Ref	Item	Description	Rating (red = poor; green = good)			Comments
			Red	Amber	Green	
2.1	Spectator Viewing	Are internal spectator areas provided with views to the pitch?				
		Are fully accessible viewing areas available?				
		Are there external covered areas with views to the pitch?				
		Is there sufficient spectator seating available?				
2.2	Social Spaces	Does the pavilion have working Wi-Fi?				
		Does the pavilion have a working television?				
		Does the pavilion have a subscription sports channel?				
		Is electronic point of sale available (for card payments)?				
		Is a good range of alcoholic and soft drinks available?				
		Are high quality hot drinks available?				
		Is a good range of snacks available?				
		Is good quality hot food an option?				
		Are the social spaces well cared for?				
		Do the social spaces have good views to the pitch?				
		Does venue have sheltered outdoor space?				

Ref	Item	Description	Rating (red = poor; green = good)			Comments
			Red	Amber	Green	
2.3	Playing Facitiies	Are good quality playing surfaces available?				
		Are sight screens available?				
		Are good quality practice nets available?				
2.4	Family Participation	Are there areas where families and children can particiate?				
2.5	Community Events	Is there space to hold community events?				
		Is there space to host social events such as parties, discos, wakes?				
		Is there potentially room for parent and child groups to be held?				
		Could a community group hold meetings here?				
		Is there space for yoga, Pilates or other exercise classes to be held here?				
2.6	Daylighting	Does the pavilion receive plenty of daylight internally?				
2.7	Natural Ventilation	Is the pavilion well ventilated?				
2.8	Thermal Comfort and Control	Is the temperature of the pavilion generally adequate and can it be easily controlled?				

APPENDIX

FACILITIES REVIEW CHECKLIST

3. Sanitary and Changing Facilties

Ref	Item	Description	Rating (red = poor; green = good)			Comments
			Red	Amber	Green	
3.1	Changing Area Provision	Are the changing areas generally in good condition?				
		Are the changing areas adequately sized?				
		Are any accessible changing facilities provided?				
		Are secure storage lockers provided?				
		Are there enough showers?				
		Are individual shower cubicles provided?				
		Are separate male and female changing areas provided?				
		Are the changing areas easy to keep clean?				
		Do the changing rooms have adequate ventilation?				
3.2	Toilets	Are there an adequate number of female WCs?				
		Are there an adequate number of male WCs?				
		Are there an adequate number of accessible WCs				
		Are sanitary bins provided in female WCs?				
		Are baby changing facilities available?				

ECB