

Rutland Sports Park

West Hallam White Rose Cricket Club

Background

Established in 1880, West Hallam White Rose Cricket Club is a cornerstone of its local community. Operating as an amateur, friendly, and inclusive sporting hub, the club currently fields two senior teams in the Derbyshire County Cricket League and runs a thriving junior training section competing in the Erewash Young Cricketers League.



OVERVIEW

The Opportunity

- Recently, the club has experienced a surge in interest and growing membership numbers. While this growth is a positive indicator of the club's community appeal, it placed a significant strain on the existing coaching staff. To maintain their inclusive ethos and ensure safe, high-quality training sessions, the club identified an urgent need to upskill their current members to become qualified coaches.

The Intervention

- Legacy Leisure provided community grant funding directly targeted at removing the financial barriers associated with formal coaching qualifications. The funds were utilised to subsidise the training costs for dedicated club players, enabling them to transition into certified coaching roles.



OVERVIEW

Tangible Community Impact

The funding has delivered immediate and long-term benefits to both the club and the wider West Hallam community:

- **Increased Community Capacity:** With newly qualified coaches, the club can safely and effectively accommodate the growing influx of new members from the local area who are looking to participate in team sports.
- **Volunteer Upskilling:** The grant has provided valuable, transferable skills and formal qualifications to club members, enhancing their personal and professional development while fostering a strong culture of "giving back."
- **Enhanced Junior Development:** The investment directly supports the junior section competing in the Erewash Young Cricketers League, ensuring local youth receive high-quality mentorship, physical education, and social engagement.



OVERVIEW

- **Sustainable Growth:** By cultivating coaching talent from within, the club has built a sustainable model that reduces future reliance on external coaching hires and guarantees that community sport remains accessible for years to come.

Long Term Impact

This case study highlights the impact of Legacy Leisure community grant funding awarded to the West Hallam White Rose Cricket Club. By investing in coaching qualifications for existing players, the grant has directly expanded the club's capacity to welcome new members from the local community, fostered skill development, and ensured the sustainable growth of their junior and senior sections whilst encouraging grassroots cricket at the club.

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