

## Norfolk Cricket Board – IPP Improvement Action Areas for 2008-9

<b>Improvement Outcome:</b>					
<b>Communication: NCB Events to bring the Board closer to its clubs, and educate as to it's operation and what it can do for clubs. A two way and open communication process</b>					
<b>Objective</b>	<b>How / Action</b>	<b>When/Timescale</b>	<b>Responsibility</b>	<b>Measurement / Success</b>	<b>Cost</b>
Increase awareness of NCB function and opportunities available to clubs	Host 'All club' Evenings. 3 events? West, Norwich & South East) Invite all clubs to attend. Talks on who the NCB are and what they do. Q&A.	March / April 2009	KH / NCB / DB	30% attendance from clubs?	£500 total
Ensure geographical fairness	Choose locations easily accessible to all invites from that area	Feb 28 <sup>th</sup> 2009	KH / NCB / DB	As above	n/a
Ensure structured programme to meet specific objectives	Create relevant programme of topics to be covered). Agenda for night. Who delivers what? Celebrate success	March 2009	KH / NCB	Positive feedback from clubs A questionnaire will be required	£0
Get the right people at the meeting to deliver the programme	Early invites to range of contacts and partners relevant to topics to be discussed	Feb 2009	KH / NCB / DB	All areas covered at meeting	£50
Get invites to the right people	Letters to all sections of club. Use Leagues. Use Active Norfolk. EDP	Feb 28 <sup>th</sup> 2009	KH / KT / NCB	30% attendance from clubs	£0

**Long term measurement / success indicator?**

Feedback & Attendance. Change of perception of NCB in Norfolk and among key partners (eg leagues)

**What are the Risk areas?**

Club apathy (attendance), long term existing attitudes and perceptions – difficult to break down.