

NatWest Club Cricket Finance Guide



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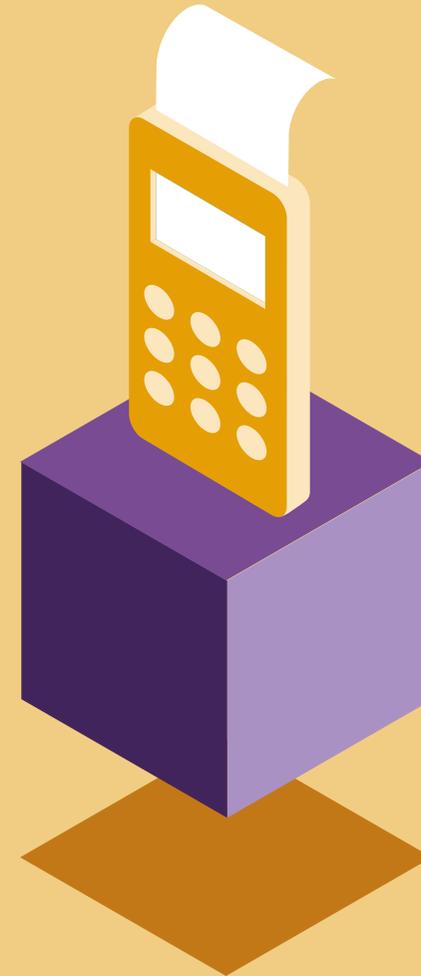
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Introduction

Given the impact coronavirus has had on the start of the season, here's a practical guide to help support your club over the next few months. It also provides longer-term hints, tips and guidance, to ensure your club is thriving and sustainable, for you and your members.

This guide covers:

- dealing with the impact of coronavirus
- creating a budget
- looking at the bigger picture
- boosting your income
- a support toolkit and resources



Dealing with the impact of coronavirus

Amid all the uncertainty here are a few things to consider to help your club navigate through the next few months:

- **Look after your community** – check in on people who could use support, whether it's practical or social.
- **Reflect and plan** – use the time to plan ahead and think about your club's medium and long-term goals.
- **Go virtual** – run regular catch-ups, drinks or events by Zoom or Skype.
- **Check your cashflow** – and see how you can weather this unprecedented time. It's worth speaking to your insurer or bank to see where you stand and check your club's eligibility for the ECB's emergency assistance programmes.
- **Give reassurance and clarity** – to your members and those that are employed by or rely on you. Be clear about what is happening and how your club is changing or altering operations to deal with the crisis.

- **Get creative** – if you're impacted by reduced member fees, bar and events income or sponsorship.
- **Provide hope** – schedule end-of-isolation events to raise money and spirits.



Helpful tips in a tricky climate

Supporting your club and community through coronavirus

There are some great resources that are specifically designed to help local clubs and societies through this period of uncertainty. Here are some links with valuable information that may help your club:

Practical advice and announcement updates

ECB Advice

[ECB.co.uk/covid-19](https://ecb.co.uk/covid-19)

National Council for Voluntary Organisations

ncvo.org.uk/practical-support/information/coronavirus

Sport England

sportengland.org/how-we-can-help/coronavirus

Sport Wales

sport.wales



Keeping your money safe

Supporting your club and community through coronavirus

At the very top of your to-do list should be keeping your finances safe and secure. Fraudsters are unfortunately using the coronavirus outbreak as an opportunity to attempt a variety of scams and cybercrime, so it pays to keep an eye out for the below:

Invoice redirection

Fraudsters pose as a creditor or supplier and tell you their company's bank details have changed (due to the coronavirus outbreak).

The communication will ask you to make all future payments to a new sort code and account number.

Email fraud 'Phishing'

Fraudsters are sending out coronavirus-themed phishing emails to trick people into opening malicious attachments or revealing sensitive personal and financial details.

For example, emails which claim to be from medical or government research organisations.

Phone fraud 'Vishing'

Vishing is fraudulent contact made by phone.

Be alert to bogus calls linked to coronavirus as these could be from fraudsters who claim that they're from the bank, the police, an IT company or an official health organisation or company that you trust.

Bogus Boss 'email spoofing'

Bogus emails are sent to staff claiming to be from a senior member of staff within the organisation such as a Director, CEO or Chairman etc. requesting an urgent payment.

They will often say that the payment is needed for urgent cleaning or medical supplies to counter coronavirus and needs to be made immediately.

Supporting the finances of your cricket community

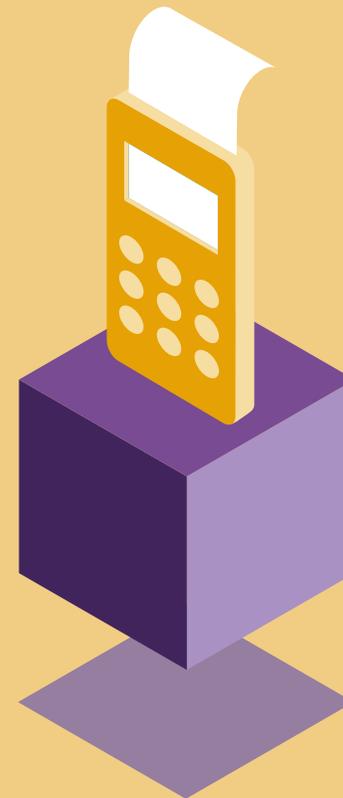
It's important to remember that your club will need to balance the needs of the members as well as considering the impact on the club. Keeping them engaged digitally at the moment is hugely important to ensure a strong membership base at the club.

Once the season gets going though, here are a few thought starters to help members reduce the cost of playing and keep them involved in the club.

Some members might need some flexibility with membership payments due to reduced income. Thinking about how they can structure payments over time to help members stay involved with the club can have longer-term benefits.

There are lots of ways you can be creative with memberships. For example: try getting a local business (bakery, garage, butcher etc) to pay for 10 children's memberships; in return the parents are encouraged to use that local business more regularly. This can provide a great platform for further sponsorship if it drives business back to the local supplier.

Another consideration for your members is a second-hand kit sale. Cost of new equipment can be pricey so if there are any members not returning or buying new kit for the season that may help reduce the cost of playing.



Looking at the bigger picture

The national lockdown and self-isolation may have delayed getting cricket clubs up and running but we know that cricket has the ability to pull communities together.

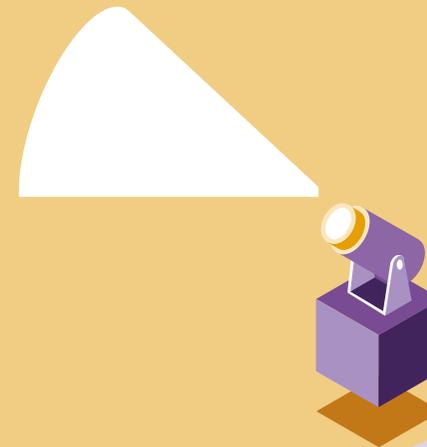
We know it's a busy time for all, but there is a great opportunity to start planning what is needed to make the club an integral part of the community, if any club members have a little spare time to help out.

Where to start...

◀ The club needs to decide on which projects they have the resources to plan for and to deliver. Examples could be:

- Growing the club's membership
- Building up a sponsorship campaign
- Developing a schools programme that could be funded locally
- Developing the club's facilities so that it can be hired out. The EWCT Interest free loan scheme is still open so check the grant funding pages to see if your club is eligible.
- Create a project budget to ensure it is manageable within their current plans.

▶ They would initially spend time on researching the project, on building up communication channels so that all individuals connected to the club can be informed and then developing a plan of who does what and when.



Creating your budget



Why budget?

This cricket season will be unlike any we've ever known. That's why this season, understanding your budget becomes more crucial than ever. What should you consider?

- Your current aims
- Planning for surprise expenses
- Achieving long-term goals
- The way you create and record your budget
- Given these uncertain times, re-forecasting your budget more regularly than normal

Cashflow

Getting things right means you can project your cashflow. You can find out what makes a good cashflow [here](#).

£↔ [Use our Boost Your Cashflow Checklist](#)



Setting up your budget:

Income and expenditure

This year, club incomes are likely to be reduced, so more regular budget updates and realistic forecasting will help you manage your budget better.

Make sure you consider every source of income for your club and forecast how much money you will generate this year. Some of the things you'll want to include are:

- Membership subscriptions and match fees
- Merchandise sales
- Donations
- Facility hire
- Fundraising/sponsorship
- Raffles
- Advertising and events
- Grants and loans
- Bar profits

Accurately predicting your expenses will help you manage them better. Make sure you include things like:

- Pitch lease
- Grounds Manager fees
- Buildings and repairs
- Affiliation fees
- The cost of staging social activities or events
- Staff salaries
- Travel
- Utility bills
- Equipment
- Insurance
- Administration expenses
- Meetings
- Phone and internet
- Umpire fees
- Catering for afternoon teas



[Download a Budget Template](#)

Getting a good deal for your club

It's the little things

From tea bags and sugar, to petrol for the lawn mower, make sure you are getting the best deal to reduce your expenses, because it can be easy to forget about them and simply write them off. Get everyone involved in keeping an eye on the little things to reduce spend.

Reducing costs

Look at ways you can reduce costs. Make sure you know club members' off-field skills to see whether there's a member who might be able to do the work for you to reduce the cost. Could someone get you a deal on supplies or equipment?

Being a savvy shopper

At home we might negotiate with our energy supplier, buy insurance on comparison sites and shop around for the best deal when we're buying new technology. Making sure you're a savvy consumer for your club could save you loads of money.

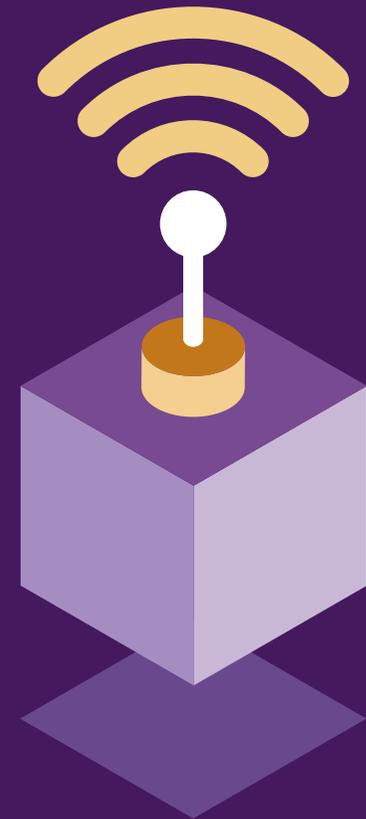
Using the resources you've got

Draw on the resources you already have, both the experience and connections of your members and also existing equipment. Taking a step back to look at what you've got in your corner can open up opportunities and reduce costs you'd never thought of before.



[Watch this video to carry out a Sustainability Audit](#)

Boosting your short term income



Boosting your income:

How to apply a digital focus to fundraising

The growth of social media has provided community clubs with an ever-increasing number of channels through which to communicate their message and connect with their supporters. Club volunteers can look at the following to help generate additional club funding from the comfort of their own home by:

Looking into crowdfunding platforms

spacehive.com/profile

englandandwalescricketboard.ecb#funds

Running online quiz evenings

- You can do this yourself by using Skype, FaceTime or Zoom to hold a virtual pub quiz. Set up a [JustGiving page](#) and ask your guests to make a donation to take part.
- Or let Virtual Quiz Events do it all for you – virtualquizevents.com

Running online auctions

If you or your club members have a number of auction items or prizes that might generate some extra cash for the club, consider an online auction using the sites below:

jumblebee.co.uk

givergy.com/uk/fundraise

Promoting through social media

Use the power and reach of social media to help promote the fundraising initiatives you are undertaking online or in your local community.

Boosting your income:

Grants and funding information

Grant funding and external grants can help fund anything including:

- enhancing facilities
- equipment for the grounds team
- creating a junior to senior player pathway.

There are hundreds of regional and national grants funding programmes across the country. Whilst the club isn't open, why not use the time now to research your

local area and see what funding might be available for local community projects, clubs and societies?

A wide range of the sources can be found here: mycommunity.org.uk/funding

But, to make it even easier, we've broken down some of the main sources to identify the key criteria that might apply to your club:

Grants and funding

Purpose/Criteria	Funding available	Link
ECB Return to Cricket Grant Scheme The Return to Cricket Grant Scheme aims to provide cricket clubs and leagues with assistance in exceptional circumstances, where other sources of financial support are not available, e.g. constitutionally a loan is not an option or there is a high risk of default in paying back a loan. Club turnover under £15k.	Up to £3k for clubs with adults + junior sections. Up to £1k for adults only clubs.	ecb.co.uk/be-involved/club-support/club-funding/emergency-support-programmes

Grants and funding (cont.)

Purpose/Criteria	Funding available	Link
<p>The ECB Emergency Loan Scheme aims to support affiliated cricket clubs during the COVID-19 crisis by providing funding to assist clubs to cover any shortfall in essential day-to-day running and maintenance costs until normal recreational cricket activity can be resumed.</p>	<p>Up to £5k for clubs with adults + junior sections. Up to £3k for clubs with an adult section.</p>	<p>ecb.co.uk/be-involved/club-support/club-funding/emergency-support-programmes</p>
<p>Magic Little Grants For projects to encourage people to participate in sports and exercise with the primary aim of improving physical health and well-being. Clubs must have an income under £250k p.a.</p>	<p>£500</p>	<p>localgiving.org/magic-little-grants</p>
<p>Sport Aid Cash4Clubs Cash4Clubs is a sports funding scheme giving clubs a unique chance to apply for grants to improve facilities, buy new equipment, gain qualifications and invest in the sustainability of their organisation. Applications typically open Aug/Sept.</p>	<p>£500 or £1000</p>	<p>cash-4-clubs.com</p>
<p>Sport Wales The Emergency Relief Fund is targeted at non-for-profit sports clubs who are already facing significant challenges after a difficult few weeks and who are likely to need immediate financial support over the coming weeks (up to 30th June 2020) if they are to remain an important part of their communities in the future.</p>	<p>Each eligible club will be able to apply for a maximum of £5,000.</p>	<p>sport.wales/content-vault/emergency-relief-fund/</p>
<p>EWCT Interest Free Loan Scheme The England and Wales Cricket Trust (EWCT) Interest Free Loan Scheme provides finance to clubs for capital projects to help them build and ensure a sustainable future. All scheme applicants must demonstrate that funds will be used to benefit the general community and not just a small group.</p>	<p>Cricket clubs with a junior section £1,000 - £50,000 Cricket clubs without a junior section £1,000 - £20,000 Other organisations – subject to application</p>	<p>https://www.ecb.co.uk/be-involved/club-support/club-funding/england-wales-cricket-trust-interest-free-loan</p>

Toolkit

Information and resources
in one place. Support when
you need it.



Top 10 tips for clubs to manage finances successfully

1. Plan ahead and make sure your daily actions follow your long-term goals.

2. Review the financial support available through [England and Wales Cricket Board](#).

3. Use online accounting software like [Free Agent](#).
FreeAgent is free for all NatWest business current account customers. However fees may apply for non-business customers.

4. Bookkeep monthly, rather than at the end of each season.

5. Set monthly achievement targets and regularly reassess against your progress.

6. Attend free Business Growth Enabler seminars on various subjects, such as cashflow management, marketing and social media. You can register for a free local event [here](#).

7. Access NatWest resources including [Boost Bitesize Guides](#).

8. Use [NatWest's Community Bankers](#) for information, attending events and resources.

9. NatWest business customers have access to Receipts within the Mobile App, which helps customers store receipts securely without the need for paper copies. Mobile App available to NatWest customers with compatible iOS and Android devices and a UK or international mobile number in specific countries. This service is available to Premier & Business Banking customers only.

10. Work with your members and community to make the most of their skills.

Useful tools to help manage your club's finances



[Use our Boost Your Cashflow Checklist](#)



[Download our fraud guides](#)



[Download a Budget Template](#)



[Watch this video to carry out a Sustainability Audit](#)



[Watch this video to help you identify scams](#)

